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Dear Valued Sponsor

The Arizona Arab American Festival will be taking place on Saturday & Sunday September 26-27, 2009 in the Murphy Park & The Amphitheater in Glendale Arizona. The Festival will run from 12pm-10pm each day.

The Arab American Festival will be a great opportunity to showcase your services to a large captive audience as Arizona is rated one of the growing Arab community in USA. As a Sponsor you can expect thousands of potential customers in attendance and you can promote your organization and services to a concentrated target audience.

The program is a full 2-day 20-hour festival and will draw people from all over, primarily from right here in Arizona's community. This is an amazing networking opportunity for local and national businesses.

Sponsors help make events like this possible. If you would like to sponsor our festival with an amount that is not listed, we are open to all sponsorship amounts above standard sponsors fees and we appreciate the support!

Sponsors are encouraged to register early to be featured in our marketing & advertising plan, we already start our campaign as early as May 1st, 2009.

Sincerely

A handwritten signature in blue ink, appearing to read 'Ashraf Elgamal', with a stylized flourish at the end.

Ashraf Elgamal
Founder

MARKETING & ADVERTISING*

Press Conference

September 25th

TV Coverage (Satellite & Local Channels)

Start September 5th, advertisements, coverage & interview

Radio Exposure

Start September 15th, advertisements, coverage & interview

Local Newspapers

Start June. 15th

National Newspapers & Publications

Start June. 15th

Over Street Banners

3'x30' banners Start September 1st (4 banners)

Promotional Balloons

One large Air Balloon on the Festival 2 days

Public Meeting

in upcoming local events

Festival Website

Start May 15th, program, floor plan, photo gallery, sponsors banners with links

Flyers

100,000 start distribution on June 1st, Schools, Colleges, Universities, Public Libraries, Shopping Malls, Local Businesses, Events, Supermarket and Restaurants

Posters

1000 start displaying on June 1st, Schools, Colleges, Universities, Public Libraries, Shopping Malls, Local Businesses, Supermarket and Restaurants

Internet Promotion

Starting May. 1st, local newspapers website event calendar, TV's website event calendar, City official website, Myspace.Com, Craigslist.Org Events calendar, ShowUP.Com, Zvent.Com, GetOutAZ.Com, GetSetAZ.Com, ArizonaGuide.Com, AZeventList.Com, ArabAmericanFestival.Com, Arab Festival.US, Arab Festivals.Com, Blogs, & other websites.

Invitations

20,000 invitations start distribution on Aug. 1st

Festival Magazine

10,000 Arab American Festival Magazine, start distribution on Dec. 15th.



**All campaign/plans subject to change without notice*

SPONSORS

Platinum Plan \$20,000

In-Kind contributions accepted at this level with 25% monetary

- The Title of “Platinum Sponsor” on the 3 months marketing & advertising campaign
- 20’x 10’ booth
- One 5ft x 10ft primary banner location at the top of stage background¹
- Logo² on the Large Air Balloon¹
- Logo² and link to sponsor’s website prominently displayed on official event website

Company logo² in a primary positioning on:

- AAF Magazine (Front Cover Logo² + Full Inside Cover Page)
- Fliers
- Postcards
- Invitations
- Posters
- All News Papers Ads
- All TV Media Campaigns
- All Radio Advertisements



Company Name mentioned on:

- All Press Conference
- All Publicity
- All Public Meetings
- All TV/Radio Interviews
- During program throughout the 2 day event

Gold Plan \$15,000

In-Kind contributions accepted at this level with 25% monetary

- The Title of “Gold Sponsor” on the 3 months marketing & advertising campaign
- 10’x 10’ booth
- One 5ft x 10ft banner at the top of stage background¹
- Logo³ and link to sponsor’s website prominently displayed on official event website

Company logo³ in a primary positioning on:

- AAF Magazine
(Front Cover Logo³ + Full Color Glossy Page)
- Fliers
- Postcards
- Invitations
- Posters
- All News Papers Ads

Company Name mentioned on:

- All Press Conference
- All Publicity
- All Public Meetings
- During program throughout the 2 day event

COMMUNITY SPONSORS

Silver Plan \$10,000

- The Title of “Sponsor” on the 3 months marketing & advertising plan
- 10’x 10’ booth
- One 5ft x 10ft banner at the top of stage background¹
- Logo⁴ and link to sponsor’s website prominently displayed on official event website

Company logo⁴ on:

- AAF Magazine (Full Color Glossy Page)
- Fliers
- Postcards
- Invitations
- Posters
- All News Papers Ads



Company Name mentioned on:

- All Press Conference
- All Publicity
- All Public Meetings
- During program throughout the 2 day event

Bronze Plan \$5,000

- The Title of “Sponsor” on the 3 months marketing & advertising plan
- 10’x 10’ booth
- One 5ft x 10ft banner at the top of stage background¹
- Logo⁵ and link to sponsor’s website prominently displayed on official event website

Company logo⁵ on:

- AAF Magazine (Full Color Mate Page)
- Fliers
- Invitations
- Posters
- All News Papers Ads

Company Name mentioned on:

- All Press Conference
- During program throughout the 2 day event

Saver Plan \$2,500

- The Title of “Sponsor”
- 10’x 10’ booth
- One 5ft x 5ft banner at the top of stage background¹
- Logo⁶ and link to sponsor’s website prominently displayed on official event website

Company logo⁶ on:

- AAF Magazine (1/2 Color Glossy Page)
- Fliers
- Posters

