¡Olé! Festival de Las Artes

A Benefit for the Bilingual Foundation of the

Presentation of the El Angel Award
&
The Carmen Zapata Theater Arts Scholarship

Sponsorship Opportunities and Benefits Package

Saturday, August 29, 2015
4:00 PM—9:00 PM

La Plaza de Cultura y Artes
501 North Main Street
Los Angeles, CA 90012
Bilingual Foundation of the Arts (BFA)

¡Olé! Festival de Las Artes
El Angel Award & The Carmen Zapata Theater Arts Scholarship Presentation

Sponsorship Opportunities and Benefits

Date: Saturday, August 29, 2015 & Time: 4:00 PM to 9:00 PM
Location: La Plaza de Cultura y Artes – 501 North Main Street – Los Angeles, CA 90012

Printing Deadline: Monday, July 13, 2015

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Main Stage</strong></td>
<td>$15,000</td>
</tr>
<tr>
<td>Guaranteed exclusive sponsorship recognition in company’s area of focus at the Main Stage Level.</td>
<td></td>
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<tr>
<td>Two Tables of ten at the Festival (Premium seating) &amp; Guided Tour of La Plaza exhibit for all guests.</td>
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<tr>
<td>One Full color page (inside cover) in the Festival’s Program book.</td>
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<tr>
<td>Stage Sponsorship recognition.</td>
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<tr>
<td>Corporate Merchandising Rights.</td>
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<tr>
<td>Opportunity to address the crowd during event.</td>
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<tr>
<td>Logo/Company/Name in all BFA printed materials and website for 1 year.</td>
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<tr>
<td>Sponsorship acknowledgement and #Hashtag in BFA’s Social Media outlets (Twitter &amp; Facebook), as well as in regular email blasts to more than 6,000 contacts, on-line resources, and press releases.</td>
<td></td>
</tr>
<tr>
<td>Logo/Company/Name placement in individual event’s poster &amp; Banner display (Banner must be provided by Sponsor).</td>
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<tr>
<td>Ten BFA Mainstage Season Subscriptions with unlimited access to all Theater events.</td>
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</tbody>
</table>

| **Producer**      | $7,500               |
| Guaranteed exclusive sponsorship recognition in company’s area of focus at the Producer Level. |
| One Table of ten at the Festival (Premium seating) & Guided Tour of La Plaza exhibit for all guests. |
| One Full color page in the Festival’s Program book. |
| Corporate Merchandising Rights. |
| Opportunity to address the crowd during event. |
| Logo/Company/Name in all BFA printed materials and website for 1 year. |
| Sponsorship acknowledgement and #Hashtag in BFA’s Social Media outlets (Twitter & Facebook), as well as in regular email blasts to more than 6,000 contacts, on-line resources, and press releases. |
| Logo/Company/Name placement in individual event’s poster & Banner display (Banner must be provided by Sponsor). |
| Ten BFA Mainstage Season Opening Night passes. |

| **Director**      | $5,000               |
| Guarantee exclusive sponsorship recognition in company’s area of focus at the Director Level. |
| One Table of ten at the Festival (Premium seating) & Guided Tour of La Plaza exhibit for all guests. |
| One-half color page in the Festival’s Program book. |
| Corporate Merchandising Rights. |
| Logo/Company/Name in all BFA printed materials and website for 1 year. |
| Sponsorship acknowledgement in BFA’s Social Media outlets (Twitter & Facebook), as well as in regular email blasts to more than 6,000 contacts, on-line resources, and press releases. |
| Logo/Company/Name placement in event’s poster & Banner display (Banner must be provided by Sponsor). |
| Six BFA Mainstage Season passes. |

| **Star**          | $2,500               |
| One Table of ten at the Festival & Guided Tour of La Plaza exhibit for all guests. |
| One-quarter page in the Festival Program book. |
| Logo/Company/Name in all BFA printed materials and website for 1 year. |
| Logo/Company/Name in event’s printed materials & poster. |
Artists

$1,500

One Table of ten at the Festival
One-quarter page in the Festival Program book
Logo/Company/Name in event’s printed materials & poster

Patron Single Ticket - Pre-Sale

$100

One Festival Access Pass – Includes Food & Drinks

Patron Single Ticket - Door Price

$125

One Festival Access – Includes Food & Drinks

Cash Donor

I cannot attend but would like to make a contribution of $_______

Tributes & Congratulatory Opportunities

¡Ole! Festival de Las Artes Program Book

_____ Two-page spread color (size 17 x 11”) $2,000
_____ Full page color (size 8½ x 11”) $1,000
_____ Half page color (size 8½ x 5½”) $500
_____ Quarter page B/W (size 4¼ x 5½”) $250
_____ Business card B/W (size 3½ x 2”) $100

Printing Deadline: **Monday, July 13, 2015**

Please submit your logo, artwork and/or message for Journal book on or before the printing deadline.

Graphic Specifications: High Resolution JPEG, PDF, GIF – 350 dpi minimum
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Location: La Plaza de Cultura y Artes – 501 North Main Street – Los Angeles, CA 90012

Sponsorship Opportunities and Benefits
Confirmation & Reservation Form
Printing Deadline: Monday, July 13, 2015

Contact Name __________________________________________________________
Company Name __________________________________________________________
Address _________________________________________________________________
City ____________________________ State ______________________ Zip ____________
Phone ___________________________ Email ____________________________________

**Support Level:**
___ Main Stage   ___ Producer   ___ Director   ___ Star   ___ Artists

Patron Single Ticket(s) - Pre-Sale _______ = $__________

Patron Single Ticket(s) - Door Price _______ = $__________

Cash Donation $_________

Program Book Tribute – See attached Tribute Opportunities Form

Check is enclosed – Please make the check(s) payable to Bilingual Foundation of the Arts

Please charge my   ___ Visa   ___ Amex   ___ Mastercard   ___ Discover

Credit card number _______________________________________________________
Expiration date __________________________ Amount $_____________________
Name as is appears on card _______________________________________________
Signature __________________________________________________________________

Please mail to: Bilingual Foundation of the Arts
201 North Los Angeles Street, Suite 12
Los Angeles, CA 90012 - Tel: (213) 437-0500

For more information or to make your reservation(s) by phone or e-mail, please contact:
Aracelly C. Alvarez, Corporate Sponsorships Manager at (626) 665-4370, aracellycal@msn.com

**Thank you very much for your help and support!**

Bilingual Foundation of the Arts (BFA) is a 501(c)(3) non-profit organization. Donations are tax
deductible to the fullest extent provided by law. **Tax I.D. Number: 51-0169233** - City of Los
Angeles Notice of Intention filed at BFA’s Administrative Office.
## FAIR MARKET VALUE PER TICKET/PERSON:

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Fair Market Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium Seat:</strong></td>
<td><strong>150.00</strong></td>
</tr>
<tr>
<td><strong>Patron Event Pass - Pre-Sale</strong></td>
<td><strong>100.00</strong></td>
</tr>
<tr>
<td><strong>Patron Event Pass - Door Price</strong></td>
<td><strong>125.00</strong></td>
</tr>
</tbody>
</table>

### Main Stage

- Guaranteed exclusive sponsor in company’s area of focus - Stage Recognition
  - Two Tables of Ten each - Premium Seating - Guided Tour of La Plaza Museum: $1,500
  - Merchandising Opportunity - Address crowd - Banner display (Provided by Sponsor): $500
  - One Full color page in Festival’s Program book: $1,125
  - Logo/Company/Name in all BFA printed materials & website for 1 year: $500
  - Sponsorship acknowledgement and #Hashtag in BFA’s Social Media outlets (Twitter & Facebook), as well as in regular email blasts to more than 6,000 Contacts, on-line resources, and press releases: $600
  - Logo/Company/Name placement in individual event’s poster: $75
  - Ten BFA Mainstage Season Star Subscriptions (unlimited access to all Theater events): $2,000

**Deductible Contribution:** 58%  
**$6,300**

### Producer

- Guaranteed exclusive sponsor in company’s area of focus
  - One Table of Ten - Premium Seating - Guided Tour of La Plaza Museum: $750
  - Merchandising Opportunity - Address crowd - Banner display (Provided by Sponsor): $500
  - One Full color page in Festival’s Program book: $1,000
  - Logo/Company/Name in all BFA printed materials & website for 1 year: $500
  - Sponsorship acknowledgement and #Hashtag in BFA’s Social Media outlets (Twitter & Facebook), as well as in regular email blasts to more than 6,000 Contacts, on-line resources, and press releases: $600
  - Logo/Company/Name placement in individual event’s poster: $75
  - Ten BFA Mainstage Season Opening Night passes: $350

**Deductible Contribution:** 50%  
**$3,775**

### Director

- Guaranteed exclusive sponsor in company’s area of focus
  - One Table of Ten - Premium Seating - Guided Tour of La Plaza Museum: $750
  - Merchandising Opportunity - Banner Display (Provided by Sponsor): $250
  - One-half color page in the Festival’s Program book: $500
  - Logo/Company/Name in all BFA printed materials & website for 1 year: $500
  - Sponsorship acknowledgement and #Hashtag in BFA’s Social Media outlets (Twitter & Facebook), as well as in regular email blasts to more than 6,000 Contacts, on-line resources, and press releases: $600
  - Logo/Company/Name placement in individual event’s poster: $75
  - Six BFA Mainstage Season passes: $180

**Deductible Contribution:** 43%  
**$2,855**

### Star

- One Table of Ten - Guided Tour of La Plaza Museum: $500
- One-quarter color page in the Festival’s Program book: $250
- Logo/Company/Name in event’s printed materials & poster: $50
- Logo/Company/Name in all BFA printed materials & website for 1 year: $150

**Deductible Contribution:** 62%  
**$1,550**

### Artists

- One Table of Ten: $500
- One-quarter color page in the Festival’s Program book: $250
- Logo/Company/Name in event’s printed materials & poster: $800

**Deductible Contribution:** 47%  
**$700**