

# 2011 Sponsorship Prospectus



## Old Spanish Days

In Santa Barbara, Inc.

¡Viva La Fiesta!



## From La Presidenta

### “CELEBRATE SANTA BARBARA”

Viva La Fiesta! Viva Santa Barbara! As La Presidenta 2011, I am honored to invite you to enjoy Santa Barbara’s richest tradition - FIESTA! 2011 is a notable year for many reasons, two of which are key milestones in our very own backyard.

In 2011 we will celebrate the 225<sup>th</sup> anniversary of our very own magnificent Santa Barbara Mission. I can think of nothing richer in tradition than this historic landmark, Old Spanish Days’ loyal partner since the beginning. We all have fond memories of our Mission and perhaps my most vivid memory is that of our beloved Father Virgil Cordano overseeing our official Fiesta kick-off every year, Fiesta Pequeña. Father Virgil left an indelible mark on the citizens of Santa Barbara – his Spirit will live on forever. He often reminded us that as life becomes increasingly hectic we must take the time to reflect on how fortunate we are to live in this amazing community. Santa Barbara is truly the American Riviera – with its favorable climate, breathtaking landscapes, vibrant lifestyle, and most importantly the character and perseverance of its citizens.

2011 also marks the 87<sup>th</sup> year of Old Spanish Days, bringing joy to the hearts of young and old alike. Oh...the excitement of Fiesta – the stages filled with whirling dancers in beautiful costumes, the sound of mariachi’s strolling the streets, the smells of authentic food and the lively entertainment of the Mercado’s, the dangerous tests of courage and skill in the rodeo, the floats and equestrian teams – the grandeur of the parade. It is a celebration of Life, History, Community, and Cultural Diversity – A Celebration of Santa Barbara.

My theme, “Celebrate Santa Barbara,” is inspired by the resilience, camaraderie, and strength of our community. This is a community that will rally around a cause like no other. In recent memory nothing demonstrated the strength and character of our citizens more than our response to a series of devastating wildfires that occurred over a 12-month period. We witnessed extraordinary acts of kindness and a tremendous outpouring of generosity from many local companies – profit and non-profit. We found that a hero can be, and often is, an average citizen. The efforts of the individuals and organizations involved in our emergency response were awe-inspiring. We watched as firefighters and law enforcement put their lives on the line to save our city, our families, and our properties; an unwavering call to protect and serve – a profound motto that defines the character and dedication of our local law enforcement and firefighters. This “thank you” may fall onto thousands of others, but from this Santa Barbara resident to our local heroes – THANK YOU.

I am enormously proud and honored to call Santa Barbara my home. Please join me at FIESTA 2011 to honor the heroes of Santa Barbara and celebrate the enduring spirit that is Santa Barbara – Viva La Fiesta!!!!!!

Joanne Funari  
2011 La Presidenta

# What Old Spanish Days is all about...

## ***The History of Fiesta***

Old Spanish Days began in 1924 when local residents decided to preserve our unique history and culture while serving the practical needs of the community. Three different community groups simultaneously developed various ideas for a special event. The arts community wanted to celebrate the opening of the Lobero Theatre, the local residents wanted to do something to preserve and continue Santa Barbara traditions, while local business owners were proposing the idea of an annual festival that would attract visitors in the "off season" summer months.



Soon, these three groups combined their efforts and ideas to create what is known today as Old Spanish Days, which celebrates the history, customs, and traditions of the Spanish, Mexican, Native Americans and early American settlers that comprise the rich cultural heritage of Santa Barbara. Locals and visitors were encouraged to dress in costume and celebrate with dancing and folk songs, while spreading fun and community goodwill. More than 87 years later, there are 19 events and activities in 14 venues city-wide, which take place over a five day period.

## ***Old Spanish Days Today***

Old Spanish Days in Santa Barbara, Inc. is a 501(c)3 non-profit organization dedicated to honoring and preserving Santa Barbara's history, spirit, culture, heritage and traditions. This 85-year-old tradition is unique among festivals in that it is run primarily by a volunteer Board of Directors and supported by only one full-time staff member. The 35 Directors and 20 Associate Directors represent a broad cross-section of the Santa Barbara community. The Board of Directors annually selects a Presidente who not only presides over the Board, but also serves as an ambassador of goodwill to residents and visitors alike.

The Old Spanish Days mission is to honor and preserve Santa Barbara's history, spirit, culture and heritage through the continuous education of the community. Old Spanish Days Fiesta is not only a unique forum for the cultural expression of diversity, but it also serves as a vehicle for the non-profit and community service groups to raise funds for local charities and social service organizations. The event annually draws thousands of visitors from around the world who contribute to the local economy. Old Spanish Days Fiesta has grown in stature and reputation over the past 85 years and has been noted as one of the five best regional festivals in the United States.

## *Economic Impact of Fiesta on the Community*

Old Spanish Days has a vast economic impact on the City of Santa Barbara. By attracting visitors from both near and far, Fiesta has a positive economic influence on local businesses, organizations and the community as a whole. Below are interesting facts about the economic impact of Fiesta on the community.

- Although most hotels are booked during the summer season, Fiesta adds additional 5-8% occupancy, totaling nearly three quarters of a million dollars. The occupancy tax alone brings in over \$80,000 to the city.
- Local restaurants add an additional \$300,000 in revenues during the week of Fiesta. Increased retail sales contribute thousands of dollars to the city through sales tax.
- Many professional artists, notably local dance studios and musicians, make their living directly from activities and performance opportunities associated with Fiesta.
- Tens of thousands of local residents attend Fiesta events.
- Visitors who come for Fiesta are left with a positive impression of our beautiful city and its unique history. Statistics show they are likely to return to Santa Barbara within 14 months of their stay.
- Publicity and advertising of Fiesta is distributed nationwide to promote Santa Barbara, which enhances year round tourism activity.

Fiesta is the largest fundraiser for many local non-profit organizations (over 40). Their fundraising income is raised through their participation in the Fiesta Mercados (marketplaces). There is a significant financial impact on the community through these social service groups.



## *Sponsorship Opportunities...*

As a sponsor of Old Spanish Days, we offer you the opportunity to partner with us in creating this time-honored event in 2011. This prospectus will acquaint you further with our various sponsorship levels and the events, venues and activities available for corporate underwriting.

Approximately half of the funds needed for Fiesta each year are generated from ticket sales and vendor use fees. OSD merchandise and city funds account for only a small portion of our income. Sponsorships, contributions and venue underwriting make up nearly 40% of our operating revenue. We also receive a significant amount of "in-kind" services from individuals and businesses, but our cash sponsors and underwriters are truly our VIPs.

To express our gratification we offer numerous benefits at various levels. We sincerely hope you will consider underwriting one of our special events, and partner with us in this grand endeavor.



## *A Few Words About Corporate Branding...*

Partnering with Old Spanish Days and sponsoring one of our many events or activities, provides your company with high visibility. Corporate Branding has power. Corporate Branding for one of our major Fiesta events clearly and effectively displays your corporate image and vision to a large and captive audience.

We will partner with your marketing team to properly convey your corporate message, logo and corporate image at one of our popular Fiesta activities. Our annual Fiesta events attract thousands of spectators and some are even multi-day events. We offer various ways to expose your name and logo, including full-color banners, double-page recognition in our Fiesta programs, and special mention in our brochure and on our Fiesta web site.

*Corporate underwriting opportunities for printing, as well as scholarships for our dancers and performers are also available for your consideration.*

# Old Spanish Days Fiesta Events & Activities...

Old Spanish Days Fiesta consists of five days of continuous events and activities scheduled from August 3<sup>rd</sup> through August 7<sup>th</sup>, 2011. We cordially invite your sponsorship and active involvement in the following events.



## **2011 Pre-Fiesta Events**

There are several events leading up to the week of Fiesta to help kick off the celebration. Join us in celebrating at any of these Pre-Fiesta Events.

### **Spirit of Fiesta Audition** *Saturday, April 9, 2011*

Santa Barbara has many local dance schools that instruct students in the multi-cultural dances of Spain, Mexico and early California. Young performers dedicate countless hours preparing for this annual event and for a chance to represent Old Spanish Days as the "Spirit of Fiesta" and the "Junior Spirit of Fiesta." This year's audition will be held at the La Cumbre Junior High School in Santa Barbara on April 9, 2011. *Sponsorship of this event is available for your consideration.*

### **La Primavera** *Saturday, May 21, 2011*

Come kick off Fiesta at the Carriage and Western Museum for this year's La Primavera! La Presidenta, Joanne Funari, unveils the official Fiesta poster and pin, while costumed revelers dine and dance the night away. This magical party is open to the public.

### **Fiesta Ranchera** *Thursday, July 14, 2011*

New in 2008, this event was such a success we decided to add it to the Fiesta Tradition. Held at the historic Stow House, this event brings Fiesta to the city of Goleta. Local restaurants give samples of their menu items and local wineries offer tastings. With a dance floor and bar, this party is not to be missed! *Sponsorship of this event is available for your consideration.*

### **Recepción del Presidente** *Sunday, July 31, 2011*

Held every year in the beautiful outdoor rotunda of Fess Parker's DoubleTree Resort, this is a festive kick-off celebration on the Sunday prior to Fiesta. More than 600 local party goers and dignitaries attend this event and enjoy dining, dancing and entertainment by some of our finest local talent. *Sponsorship of this event is available for your consideration.*



## **2011 Fiesta Events**

Listed below are the various fun-filled Fiesta events. Sponsorship and underwriting opportunities are available for many of these events.

### **La Fiesta Pequeña** *Wednesday, August 3, 2011*

"*The Little Fiesta*", the opening of Fiesta takes place on the steps of the Old Mission on Wednesday evening. Santa Barbara's 'Queen of the Missions' provides a dramatic backdrop for colorful skirts and clicking castanets. It is an enchanting program filled with songs and dances which feature local and regional performers. This televised event attracts thousands of local spectators and is free to the public. *Sponsorship of this event is available for your consideration.*



### **Las Noches de Ronda** *August 4 – 6, 2011*

"*Nights of Gaiety*", held in the famous Sunken Gardens of the beautiful Santa Barbara County Court House, these free shows draw as many as 8,000 spectators each night. They feature spectacular dances and songs from the fire of flamenco to the charm of Mexican folklórico dances. Over 200 performers entertain nightly and donate their time to this wonderful event. *Sponsorship of this event is available for your consideration.*

### **Tardes de Ronda** *Saturday, August 6, 2011*

Held in the Sunken Gardens on Saturday afternoon, "*Afternoon of Gaiety*" features the talents of performers under the age of sixteen. *Sponsorship of this event is available for your consideration.*



### **Celebración de los Dignatarios** *Thursday, August 4, 2011*

"*Celebration of the Dignitaries*" Enjoy lively music as you stroll through Santa Barbara's lush and romantic Zoological Gardens, feasting on delicious treats from local restaurants and tasting wine from the region's local wineries. This event takes place on Thursday evening at the Santa Barbara Zoo and honors Santa Barbara's Mayor and Council. Don a costume and join our elected officials as guests celebrate the tradition of Santa Barbara's Fiesta. 3,000 locals attend this event annually. *Sponsorship of this event is available for your consideration.*

### **Mercado at De la Guerra** August 3 – 6, 2011



The Mercado at De la Guerra Plaza is an open-air marketplace operated by 24 local non-profit organizations who serve up a wide selection of Mexican & Spanish food delicacies. Each day, the main stage showcases performances by pop, rock, Latin, jazz and salsa bands along with traditional Spanish and Mexican mariachi music and dance troops. The Street is lined with over 45 merchant vendors selling various items from art and jewelry, to traditional Mexican and Spanish items. Wednesday through Saturday from 11:00am to

11:00pm. All concerts and entertainment are free. *Sponsorship of this event is available your consideration.*

### **Mercado del Norte** August 3 – 6, 2011

The Del Norte Mercado has an early California atmosphere featuring food, shopping, entertainment and a children's carnival in a family setting. 18 local non-profit groups serve up a variety of



delicious Mexican food and beverages in this outdoor setting alongside live music and dancing. This marketplace is open Wednesday through Saturday from 11:00am to 11:00pm. *Sponsorship of this event is available for your considerations.*



### **Arts and Crafts Show** August 6 – 7, 2011

Stroll along the beautiful beachfront Cabrillo Boulevard just West of Stern's Wharf and browse for handmade treasures created by local artisans. The Arts and Crafts show is an all day event on both Saturday and Sunday. Enjoy the arts and crafts while you take in Santa Barbara's beautiful marina and a spectacular view of our coastal mountains. *Sponsorship of this event is available for your consideration.*



### **El Desfile de los Niños** Saturday, August 6, 2011

Bring your camera to the annual Children's Parade, the most photographed children's event in the U.S.! The costumes, performances and creativity of the youngsters is absolutely enchanting. This unique parade is truly one-of-a-kind and not to be missed! The parade takes place on Saturday morning and begins on upper State Street. Be a part of this 80 year tradition.

## **Competencia de Vaqueros**

The Fiesta Rodeo at Earl Warren Showgrounds is a colorful, action-packed tribute to America's first cowboy – the Vaquero. Fiesta 2011 brings Professional Rodeo Cowboy Association athletes from all over the West to compete in contests of daring skills that have their roots in Santa Barbara's rancho era. **The PBR - Professional Bull Riding** event takes place Thursday, August 4<sup>th</sup> at Earl Warren Showgrounds. Opening night for the Competencia de Vaqueros is Friday, August 5<sup>th</sup> and runs through Sunday, August 7<sup>th</sup>.



## **El Desfile Histórico** *Friday, August 5, 2011*



*"The Historical Parade"*, takes place on Friday afternoon. It is unique to Santa Barbara and features floats depicting episodes from the history of the state and city. Descendents of local Native Americans, Spanish Pioneers, the Native Sons and Daughters of the Golden West,

and local service clubs and organizations all reenact historical scenes. It is one of the nation's largest equestrian parades, featuring over 500 horses, as well as many antique carriages, coaches and wagons. *Sponsorship of this event is available for your consideration.*



## **Horseman's Rendezvous** *Friday, August 5, 2011*

This private party immediately follows the parade on Friday afternoon. Get a close view of the decorated parade carriages and enjoy a great western-style party for our El Desfile Histórico participants. The "rendezvous" takes place at the Carriage and Western Art Museum on lower Castillo Street. Attendance is "by invitation only" and includes 1,000 locals from Santa Barbara County. *Sponsorship of this event is available for your consideration.*



# **DIAMOND FIESTA SPONSOR**

**(Minimum cash donation of \$50,000)**

---

- There is a minimum donation of \$50,000 for a Diamond Sponsorship. Only two sponsors can be at this level of sponsorship and it is offered on a first come, first serve basis. Category exclusivity is offered at this venue. This level of sponsorship includes the following Corporate Branding for one of the following events.
- **EL DESFILE HISTÓRICO**
  - Become part of Santa Barbara's history by affiliating your corporation with this televised event.
  - Over 100,000 spectators view the historic parade annually.
- **MERCADO DE LA GUERRA OR MERCADO DEL NORTE**
  - These are both 4-day venues that attract tens of thousands of visitors.

## **DIAMOND SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS**

---

- **RECOGNITION**
  - Link to your website through the Fiesta Sponsor Recognition web page
  - Name listed on the website calendar next to the Parade branded event
  - Mentions in two OSD online newsletters
  - *Color* logo in 2011 Fiesta brochure
  - *Color* logo on 2011 Invitations
  - Recognition on the following invitations: La Primavera, Recepción del Presidente, Fiesta Pequeña and Celebración de los Dignatarios
  - Recognition in Parade Scripts by announcers and on podcast
  - Premier horse-drawn carriage in Fiesta Parade (applies to cash sponsors only)
  - Recognition on televised program
  - Exclusive Diamond Sponsor pins
  - 2011 Fiesta poster, framed and signed
- **TICKETS AND SEATING**

**All ticket requests and purchases must be completed before July 10<sup>th</sup>.**

  - Spirit of Fiesta audition - 6 attendees
  - La Primavera – 6 attendees
  - Fiesta Ranchera - 6 attendees
  - Recepción del Presidente - 10 attendees
  - Fiesta Pequeña - 8 tickets
  - Reserved seating at La Misa
  - Noches de Ronda - 6 seats on stage (reservation required - on a first come basis)
  - Celebración de los Dignatarios - 10 attendees (includes early VIP entry and 3 parking passes)
  - Reserved seating at Parade - 8 VIP seats
  - Horseman's Rendezvous – 8 attendees
  - Rodeo seats – 8 tickets on request (non PBR)
- **POST-EVENT SPONSORSHIP REPORT**

# **TITANIUM FIESTA SPONSOR**

(Minimum cash donation of \$25,000)

---

- A Titanium sponsorship requires a minimum contribution of \$25,000. This level of sponsorship includes the Corporate Branding for one of the following events.
- **MERCADO DE LA GUERRA OR MERCADO DEL NORTE**
  - These are both 4-day venues that attract tens of thousands of visitors
- **FIESTA PEQUEÑA**
  - This opening show is a televised event and attracts thousands of spectators.
- **CELEBRACIÓN DE LOS DIGNATARIOS**
  - This is one of Fiesta's most popular events and it attracts over 2,000 revelers.

Opportunities at each venue are limited and category exclusive. They are offered on a first come, first serve basis. Other opportunities are available and we can customize depending on your needs!

## **TITANIUM SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS**

---

### ➤ **RECOGNITION**

- Link to your website through the Fiesta Sponsor Recognition web page
- Name listed on website calendar next to underwriting event
- Mention in two OSD online newsletters
- *Color* logo in 2011 Fiesta brochure
- *Color* logo on 2011 Invitations
- Recognition on the following invitations: La Primavera Recepción del Presidente, Fiesta Pequeña and Celebración de los Dignatarios
- Horse-drawn carriage in Fiesta Parade (applies to cash sponsors only)
- Venue recognition, including banners and exclusive mentions from stage
- Exclusive Titanium Sponsor Pins
- 2011 Fiesta poster, framed and signed

### ➤ **TICKETS AND SEATING**

***All ticket requests and purchases must be completed before July 10<sup>th</sup>.***

- Spirit of Fiesta audition - 4 attendees
- La Primavera – 4 attendees
- Fiesta Ranchera - 4 attendees
- Recepción del Presidente - 8 attendees
- Fiesta Pequeña - 6 tickets
- Reserved seating at La Misa
- Noches de Ronda - 4 seats on stage (reservation required - on a first come basis)
- Celebración de los Dignatarios - 8 attendees (includes early VIP entry and 2 parking passes)
- Reserved seating at Parade - 6 seats
- Horseman's Rendezvous - 6 attendees
- Rodeo seats – 6 tickets on request (non PBR)

### ➤ **POST-EVENT SPONSORSHIP REPORT**

# ***PLATINUM FIESTA SPONSOR***

**(Minimum cash donation of \$17,500)**

---

➤ A Platinum sponsorship requires a minimum contribution of \$17,500. This level of sponsorship includes the Corporate Branding of *one* of the following events.

➤ **RECEPCIÓN DEL PRESIDENTE**

➤ **NOCHES DE RONDA (3-Night Event)**

➤ **BRANDING OF THE 2011 FIESTA BROCHURE (Over 35,000 copies distributed)**

Opportunities at each venue are limited and category exclusive. They are offered on a first come, first serve basis. Other opportunities are available and we can customize depending on your needs!

## **PLATINUM SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS**

---

### ➤ **RECOGNITION**

- Link to your website through the Fiesta Sponsor Recognition web page
- Name listed on website calendar next to underwriting event
- Mention in one OSD online newsletter
- *Color* logo in 2011 Fiesta brochure
- *Color* logo on 2011 Invitations
- Recognition on the following invitations: La Primavera, Recepción del Presidente, Fiesta Pequeña and Celebración de los Dignatarios
- Horse-drawn carriage in Fiesta Parade (applies to cash sponsors *only*)
- Venue recognition, including banners and exclusive mentions from stage
- Exclusive Platinum Sponsor Pins
- 2011 Fiesta poster, framed and signed

### ➤ **TICKETS AND SEATING**

***All ticket requests and purchases must be completed before July 10<sup>th</sup>.***

- Spirit of Fiesta audition - 4 attendees
- La Primavera – 4 attendees
- Fiesta Ranchera - 4 attendees
- Recepción del Presidente - 6 attendees
- Fiesta Pequeña - 4 tickets
- Reserved seating at La Misa
- Noches de Ronda - 4 seats on stage (reservation required - on a first come basis)
- Celebración de los Dignatarios - 6 attendees (includes early VIP entry and 2 parking passes)
- Reserved seating at Parade - 6 seats
- Horseman's Rendezvous - 6 attendees
- Rodeo seats – 6 tickets on request (non PBR)

### ➤ **POST-EVENT SPONSORSHIP REPORT**

# ***GOLD FIESTA SPONSOR***

**(Minimum cash donation of \$12,000)**

---

➤ A Gold sponsorship requires a minimum contribution of \$12,000. This level of sponsorship allows our corporate sponsors to underwrite or “brand” *one* of the following events.

- **FIESTA RANCHERA**
- **FLOWER GIRLS PROGRAM**
- **SPIRIT OF FIESTA PROGRAM**
- **PARADE PODCAST**
- **LA PRIMAVERA**
- **YOUTH POSTER COMPETITION & PROGRAM**
- **HORSEMAN’S RENDEZVOUS**
- **PARADE VIP PAVILION**
- **MERCADO DEL NORTE BEER GARDEN**

Opportunities at each venue are limited and category exclusive. They are offered on a first come, first serve basis. Other opportunities are available and we can customize depending on your needs!

## **GOLD SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS**

---

### ➤ **RECOGNITION**

- Link to your website through the Fiesta Sponsor Recognition web page
- Logo in Fiesta 2011 Brochure
- Logo on 2011 Invitations
- Recognition on the following invitations: La Primavera, Recepción del Presidente, Fiesta Pequeña and Celebración de los Dignatarios
- Horse-drawn carriage in Fiesta Parade (applies to cash sponsors *only*)
- Venue recognition, including banners and exclusive mentions from stage
- Exclusive Gold Sponsor pins
- 2011 Fiesta poster, framed and signed

### ➤ **TICKETS AND SEATING**

***All ticket requests and purchases must be completed before July 10<sup>th</sup>.***

- Spirit of Fiesta audition - 4 attendees
- La Primavera – 2 attendees
- Fiesta Ranchera - 2 attendees
- Recepción del Presidente - 4 attendees
- Fiesta Pequeña - 4 tickets
- Reserved seating at La Misa
- Noches de Ronda - 4 seats on stage (reservation required - on a first come basis)
- Celebración de los Dignatarios - 4 attendees (includes early VIP entry and 1 parking pass)
- Reserved seating at Parade - 4 seats
- Horseman's Rendezvous – 4 attendees
- Rodeo seats – 4 tickets on request (non PBR)

### ➤ **POST-EVENT SPONSORSHIP REPORT**

# ***SILVER FIESTA SPONSOR***

**(Minimum donation of \$5,500)**

---

➤ A Silver Sponsorship requires a minimum contribution of \$5,500. This level of sponsorship allows our corporate sponsors to underwrite or “brand” *one* of the following events.

➤ **PARADE RESERVED SEATING**

➤ **STAGE AT DIGNATARIOS, AND MORE...**

Opportunities at each venue are limited and category exclusive. They are offered on a first come, first serve basis. Other opportunities are available and we can customize depending on your needs!

## **SILVER SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS**

---

➤ **RECOGNITION**

- Link to your website through the Fiesta Sponsor Recognition web page
- Logo in 2011 Fiesta brochure
- Exclusive recognition at selected venue or activity and/or on underwritten material
- Exclusive Silver Sponsor pins
- 2011 Fiesta poster, framed and signed

➤ **TICKETS AND SEATING**

***All ticket requests and purchases must be completed before July 10<sup>th</sup>.***

- Spirit of Fiesta audition - 2 tickets
- La Primavera – 2 attendees
- Fiesta Ranchera - 2 attendees
- Recepción del Presidente - 2 attendees
- Horseman's Rendezvous – 2 attendees
- Fiesta Pequeña - 4 tickets
- Noches de Ronda - 2 seats on stage (reservation required - on a first come basis)
- Celebración de los Dignatarios - 4 attendees (includes early VIP entry and 1 parking pass)
- Reserved seating at Parade - 4 seats

## ***BRONZE FIESTA SPONSOR***

**(Minimum donation of \$3,500)**

---

➤ A Bronze sponsorship requires a minimum contribution of \$3,500. This level of sponsorship allows our corporate sponsors to underwrite or “brand” one of the following events.

➤ **FIESTA SPIRIT AUDITION**

➤ **FLOR Y CANTO**

➤ **SPIRIT APPRECIATION LUNCHEON**

➤ **TARDES DE RONDA, AND MORE...**

➤ **COSTUME SALE**

Opportunities at each venue are limited and category exclusive. They are offered on a first come, first serve basis. Other opportunities are available and we can customize depending on your needs!

### **BRONZE SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS**

---

➤ **RECOGNITION**

- Link to your website through the Fiesta Sponsor Recognition web page
- Logo in 2011 Fiesta brochure
- Exclusive recognition at selected venue or activity and/or on underwritten material
- Exclusive Bronze Sponsor pins
- Signed 2011 Fiesta poster

➤ **TICKETS AND SEATING**

***All ticket requests and purchases must be completed before July 10<sup>th</sup>.***

- Spirit of Fiesta audition - 2 tickets
- Fiesta Pequeña - 2 tickets
- Noches de Ronda - 2 seats on stage (reservation required - on a first come basis)
- Celebración de los Dignatarios - 2 attendees
- Reserved seating at Parade - 2 seats

## ***FIESTA TABLE SPONSOR***

---

- A Fiesta Table Sponsor simply pays for a table of 10 at the rate listed below. You may use the tickets as you wish or we can donate them to either the Police, Fire or Sheriff's department employees as a thank you for all the effort they put in to Fiesta and our community each year.
- 

- **LA PRIMAVERA TICKETS** (*Must purchase before May 1<sup>st</sup>*)  
**Saturday, May 21, 2011** at the Old Spanish Days Carriage Museum, 5:00 PM
  - Table of 10 tickets \$495.00 or \$49.50 each (10% Discount)
  
- **FIESTA RANCHERA TICKETS**  
**Thursday, July 14, 2011**, at the Stow House on Los Caneros in Goleta, 5:00 PM
  - Group of 10 tickets \$405.00 or \$40.50 each (10% Discount)
  
- **RECEPCIÓN DEL PRESIDENTE TICKETS**  
**Sunday, July 31, 2011** at Fess Parker's Double Tree in Santa Barbara, 5:00 PM
  - Table of 10 tickets \$675.00 or \$67.50 each (10% Discount)



# COMPLIMENTARY & PRE-SALE TICKET PURCHASES

NAME: \_\_\_\_\_

***Must be paid for before July 10<sup>th</sup>***

## **PRIMAVERA TICKETS** *(Must purchase before May 1<sup>st</sup>)*

Saturday, May 21<sup>st</sup> at the Old Spanish Days Carriage Museum, 5:00 PM

- \_\_\_\_\_ Complimentary tickets with Sponsorship level
- \_\_\_\_\_ Individual tickets @ \$55.00 each
- \_\_\_\_\_ Table of 10 tickets \$495.00 or \$49.50 each (10% Discount)
- \_\_\_\_\_ Group of 25 tickets \$880.00 or \$44.00 each (20% Discount)

## **FIESTA RANCHERA TICKETS**

Thursday, July 14<sup>th</sup> at the Stow House on Los Carneros in Goleta, 5:00 PM

- \_\_\_\_\_ Complimentary tickets with Sponsorship level
- \_\_\_\_\_ Individual tickets @ \$45.00 each
- \_\_\_\_\_ Group of 10 tickets \$405.00 or \$40.50 each (10% Discount)
- \_\_\_\_\_ Group of 25 tickets \$720.00 or \$36.00 each (20% Discount)

## **EL PRESIDENTE TICKETS**

Sunday, July 31<sup>st</sup> at Fess Parker's DoubleTree in Santa Barbara, 5:00 PM

- \_\_\_\_\_ Complimentary tickets with Sponsorship level
- \_\_\_\_\_ Individual tickets @ \$75.00 each
- \_\_\_\_\_ Table of 10 tickets \$675.00 or \$67.50 each (10% Discount)
- \_\_\_\_\_ Group of 25 tickets \$1200.00 or \$60.00 each (20% Discount)

## **PARADE SEATING TICKETS**

Friday, August 5<sup>th</sup> at High Noon, Seating on Cabrillo Blvd.

- \_\_\_\_\_ Complimentary tickets with Sponsorship level
- \_\_\_\_\_ Individual tickets @ \$15 each

## **DIGNATARIOS TICKETS**

Thursday, August 4<sup>th</sup> at the Santa Barbara Zoo, 5:00 PM

- \_\_\_\_\_ Complimentary tickets with Sponsorship level
- \_\_\_\_\_ Individual tickets @ \$85.00 each
- \_\_\_\_\_ Group of 10 or more tickets \$76.50 each (10% Discount)

**PBR** Tickets Aug 4<sup>th</sup>  
7:45 PM

Box Seats \$80.00 \_\_\_\_\_  
Box Seats \$65.00 \_\_\_\_\_  
Gen Adm \$45.00 \_\_\_\_\_

**Rodeo** Tickets Aug 5<sup>th</sup>  
7:30 PM

Box Seats \$25.00 \_\_\_\_\_  
Box Seats \$20.00 \_\_\_\_\_  
Gen Adm \$15.00 \_\_\_\_\_  
Kids 11&un \$10.00 \_\_\_\_\_

**Rodeo** Tickets Aug 6<sup>th</sup>  
7:30 PM

Box Seats \$25.00 \_\_\_\_\_  
Box Seats \$20.00 \_\_\_\_\_  
Gen Adm \$15.00 \_\_\_\_\_  
Kids 11&un \$10.00 \_\_\_\_\_

**Rodeo** Tickets Aug 7<sup>th</sup>  
7:30 PM

Box Seats \$20.00 \_\_\_\_\_  
Box Seats \$16.00 \_\_\_\_\_  
Gen Adm \$12.00 \_\_\_\_\_  
Kids 11&un \$8.00 \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED:** \_\_\_\_\_

***\* \* Must be paid for before July 10<sup>th</sup> \* \****

# Non-Profit Community Service Organizations...



From its inception in 1924, Fiesta has generated community wide support. For years the five day festival has been sustained by the overwhelming participation of a large number of community organizations. Old Spanish Days seeks to incorporate all sectors of the community in this endeavor, giving service groups substantial fundraising opportunities that provide a major portion of their annual income. Combined, the non-profit groups raise more than \$500,000, funneled directly into human and social services for Santa

Barbara. This has a tremendous positive impact on the community.

*Listed here are some of the Non-Profit Organizations that participated in Fiesta 2010:*

- |  |                           |
|--|---------------------------|
| Apostolic Assembly                                 | Boy Scout Troop #1        |
| Carriage & Western Art Museum                      | Club Social Santa Rita    |
| Cottage Health System                              | Dos Pueblos High School   |
| Hispanic Chamber of Commerce                       | Isla Vista Teen Center    |
| Knights of Columbus                                | La Casa de la Raza        |
| Native Daughters of the Golden West                | Primo Boxing Club, Inc.   |
| Puerto Vallarta Sister Cities                      | San Nicholas Soccer Club  |
| SB Elks  | SB Fire Department        |
| SB High School Cheer Boosters                      | SB High School Don Riders |
| SB Jaycees   | SB Masons                 |
| SB Rotary Club                                     | SB Rugby Association      |
| SB Semana Nautica                                  | SB Zoological Gardens     |
| Special Olympics                                   |                           |
| Solutions for People                               |                           |
| United Latin American Pentecostal Church           |                           |
| Vietnam Veterans                                   |                           |
| 532nd Training Squadron, Vandenberg Air Force Base |                           |



# Special Thanks...

*To the City of Santa Barbara for its support of Fiesta since its inception.*

## **2010 CORPORATE CASH AND IN-KIND SPONSORS**

### **TITANIUM (\$25,000 OR MORE)**

- Albertsons
- Cox Communications
- Fess Parker Double Tree Resort
- Impulse
- Jordano's
- KEYT
- Marborg Industries
- Santa Ynez Band of Chumash Indians

### **PLATINUM (\$17,500 OR MORE)**

- La Cumbre Plaza
- Paseo Nuevo Mall

### **GOLD (\$12,000 OR MORE)**

- Bartlett, Pringle and Wolf
- Business First Bank
- Classic Party Rentals
- Montecito Bank & Trust
- Lunars Pro Sound & Lighting
- The Dipaola Foundation
- Wells Fargo Bank

### **SILVER (\$5,500 OR MORE)**

- Allied Waste Services
- Bank of America
- Brown & Brown Insurance
- CASA Magazine
- Classic Party Rentals
- Cox Media
- Daily Sound
- FLIR Systems
- MTD
- Noozhawk
- Pacific Beverage
- Santa Barbara Independent
- Santa Barbara News-Press
- Service Master
- Trust for Historic Preservation

### **BRONZE (\$3,500 OR MORE)**

- Florabundance
- Hollister & Brace
- Jensen AV
- Margarita Man
- Mission Linen
- Nu Image Ad Group
- Santa Barbara Elks
- Rincon Broadcasting
- Santa Barbara County Flower & Nursery Growers Association

### **AFICIONADOS**

- Ablitt's Cleaners
- Printing Impressions
- Red Tile Maps
- Tixity.com
- Western Gate Publishing

### **FOUNDATIONS**

- Brittingham Foundation
- Target
- Wood-Claeyssens Foundation

Join In The Spirit...

***For sponsorship and underwriting opportunities please contact***

***Josiah Jenkins, Segundo Vice Presidente***

*(805) 687-0747 Telephone ♦ Josiah@Jedlickas.com*

---

Old Spanish Days in Santa Barbara, Inc.

*P.O. Box 21557 ♦ Santa Barbara, CA 93121-1557*

*(805) 962-8101 Telephone ♦ (805) 962-9943 Facsimile*

*Email Address: info@oldspanishdays-fiesta.org*

*Website Address: www.oldspanishdays-fiesta.org*

***¡Viva La Fiesta!***