



Barrett-Jackson Catwalk for a Cause

"BEST OF" PARTNER

\$15,000 – "Celebrity Catwalk for a Cause" 2011

Barrett-Jackson 40th Anniversary Party and Charity Fashion Event

January 18th, 2011
6pm -9pm
"Garage"
West World, Scottsdale

Featuring the
"Best of Barrett-Jackson-
Decades"

Commemorative Event
Program and
Commemorative "Best Of"
slide show

*Benefiting the outstanding
Local community of Cox
Charities*

"Best Of" Partner package includes:

- Recognition as Partner of Barrett-Jackson 40th year Anniversary Party & Celebrity Catwalk for a Cause at Barrett-Jackson on January 18th, 2011, as a "Best Of" Partner-Representing the "Best Of" in the industry.
- Included in Media Package, TV commercials w/Cox 7 relating to Event
 - Promotional support via production for Catwalk for a Cause in studio of a :30 second commercial spot for the Event as long as the sponsor does not offer products and/or services in competition with those of Cox Communications. Value = \$5,000
 - Airing of :30 second promotional spots during available day parts across a variety of Cox Communications cable networks subject to available inventory reaching valley-wide audiences leading up to the Event from January 1 - 17. Spot will run a minimum of 100 times. Value = \$15,000
 - Name, log, content inclusion and links for the Event and key Event sponsors on Cox Arizona and/or Cox7-AZ website. Value = \$2,000
- 20 VIP Tickets to 40th Anniversary Party & Celebrity Catwalk for a Cause on January 18th 2011; all inclusive admission to Barrett-Jackson Car Collection.
- Reserved front row seating for 40th Anniversary Party & Celebrity Catwalk for a Cause on January 18th.
- Logo display on Sponsor video loop during event
- Emcee to announce Best Of Partner for each decade.(70's, 80's, 90's, 2000)
- Recognition on all print collateral relating to Barrett-Jackson 40th Anniversary Party and Celebrity Catwalk for a Cause
- Recognition in the Rock Me Arizona Newsletter circulated to 70K subscribers in multiple editions through January 2011.
- Web banner ad
- Recognition in the Commemorative 40th anniversary event program as *"Best Of" in your industry.*
- Promo material in swag gift bags distributed to VIPs and Models
 - * (optional)