



Barrett-Jackson Catwalk for a Cause

PRESENTING PARTNER

\$25,000 – “Celebrity Catwalk for a Cause” 2011

Presenting Partner package includes:

Barrett-Jackson 40th Anniversary Party and Charity Fashion Event

*Benefiting the outstanding
Local community of Cox
Charities*

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

- Presenting Partner of Barrett-Jackson 40th year Anniversary Party & Celebrity Catwalk for a Cause at Barrett-Jackson on January 18th, 2011.
- Media Package Includes:
 - 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
- Booth during Barrett-Jackson event – WEEK EXHIBITOR BOOTH (optional)
- Table at Barrett-Jackson Catwalk for a Cause Event - (optional)
- 25 VIP Tickets to 40th Anniversary Party & Celebrity Catwalk for a Cause
- Reserved front row seating for 40th Anniversary Party & Celebrity Catwalk for a Cause
- Predominate logo display on sponsor banner
- Logo display on Sponsor video loop during event
- Recognition on all print collateral relating to event
- Recognition in the Rock Me Arizona Newsletter circulated to 70K subscribers in multiple editions through January 2011.
- Interview during event to be used in Post Production media
- Web banner ad
- Front page display logo/ad on the event program and full page color ad in commemorative 40th Anniversary event program.
- Introduction by Emcee at Event
- Promo material in swag gift bags distributed to VIPs and Models
* (optional)