

Imagine

ONE COMMUNITY, ONE NIGHT

2007 Baile De Esperanza Benefiting Tri-City Medical Center

November 17, 2007 ♦ Four Seasons Resort Aviara

phi · lan · thr · ophy : 1. goodwill to fellowmen; especially : active effort to promote human welfare 2. Love of mankind in general;

Dear Friend,

On behalf of the North County Times and the Tri-City Hospital Foundation I would like to request your personal involvement in an important community partnership. A partnership between our community and our community hospital.

For nearly 50 years now Tri-City Medical Center has been providing a vital community service to the North County area, making state of the art healthcare and emergency services available for our families, friends, and neighbors 24 hours a day. Last year alone Tri-City provided emergency room services to more than 65,000 individuals. Nearly 180 per day! Additionally the hospital treated over 18,000 in-patients, performed 12,000 surgeries and delivered 3,600 new babies to their anxiously awaiting parents.

The work the hospital does is special and important. It makes a difference in the lives of countless individuals day after day and year after year. Today I invite you to be a partner in our community's healthcare by becoming a 2007 Baile de Esperanza Sponsor.

I am pleased to announce the North County Times will be dedicating a special supplement to the philanthropic supporters of this year's event. This special supplement will appear in the Sunday edition of the North County times reaching over 200,000 readers in the North County. This is more than a thank you to our sponsors. It's about telling a story, the story of philanthropy at work in our community.

The supplement will include a full-length feature story and photo spread on each of our major sponsors. It will highlight the community efforts of our sponsors, as well as their philanthropic contributions. It will tell the story of what we as individuals and corporations are doing to improve the quality of life for our fellow neighbors. It is our hope these stories will inspire others to give back in a meaningful way - to join the ranks of community philanthropists. *Imagine* the possibilities.

I've enclosed additional sponsorship information for your review. If you have any questions please feel free to contact Rachel Terrones, at Tri-City Hospital Foundation (760) 940-3596. We hope you will give thoughtful consideration to our request and that you will join us on November 17, 2007 for a very special evening.

Sincerely,



Varinda Misset, 2007 Baile de Esperanza Chairperson
Director of Advertising, North County Times

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SPONSORSHIP OPPORTUNITIES

IMAGINE LEVEL

\$25,000

Experience Includes:

- Limo transportation service to and from event (restrictions apply)
- VIP Seating for 20 guests in preferred seating area (2 tables)
- Invitation to exclusive VIP pre-party for up to 20 guests

Publicity and Recognition Includes:

- Full page company ad in Sunday Special Supplement of North County Times (Circulation 100K)
- Full Feature Company/Individual Profile in North County Times with Photo Spread
- Full page four-color ad and recognition as major sponsor in event program
- Recognition during event presentation and on event signage
- Special recognition in Tri-City Hospital Foundation's Cornerstone publication (distributed to over 2000 homes)
- Recognition on Tri-City Hospital Foundation and North County Times Websites

COME TOGETHER LEVEL

\$10,000

- Seating for 10 guests in preferred seating area (1 table)
- Invitation to exclusive VIP pre-party for up to 10 guests
- Half page company ad in Sunday Special Supplement of North County Times (Circulation 100K)
- Feature on Company/Individual Profile in North County Times with Photo Spread
- Full page add and recognition as major sponsor in event program
- Recognition during event presentation and on event signage
- Recognition in Tri-City Hospital Foundation's Cornerstone Publication (distributed to over 2000 homes)
- Recognition on Tri-City Hospital Foundation and North County Times Websites

LET IT BE LEVEL

\$7,500

- Seating for 10 guests in preferred seating area (1 table)
- Invitation to exclusive VIP pre-party for up to 4 guests
- Qtr. page company ad in Sunday Special Supplement of North County Times (Circulation 100K)
- Profile on Company/Individual in Sunday Special Supplement North County Times
- Half page add and recognition as major sponsor in event program
- Recognition on event signage
- Recognition in Tri-City Hospital Foundation's Cornerstone publication (distributed to over 2000 homes)
- Recognition on Tri-City Hospital Foundation and North County Times Websites

STRAWBERRY FIELDS LEVEL

\$5,000

- Seating for 10 guests in preferred seating area (1 table)
- Invitation to exclusive VIP pre-party for up to 4 guests
- Qtr. page company ad in Sunday Special Supplement of North County Times (Circulation 100K)
- Recognition as Major Sponsor in Sunday Special Supplement of North County Times
- Half page add and recognition as major sponsor in event program
- Recognition on event signage
- Recognition in Tri-City Hospital Foundation's Cornerstone publication
(distributed to over 2000 homes)
- Recognition on Tri-City Hospital Foundation and North County Times Websites

PRE-PARTY UNDERWRITER

\$12,500 EACH

- Recognition signage at hosted Reception and VIP pre-party
- Program recognition with "Presented By" status
- Seating for 10 guests in preferred seating area (1 table)
- Invitation to exclusive VIP pre-party for up to 10 guests
- Half page company ad in Sunday Special Supplement of North County Times (Circulation 100K)
- Feature on Company/Individual Profile in North County Times with Photo Spread
- Full page add and recognition as major sponsor in event program
- Recognition during event presentation and on event signage
- Recognition in Tri-City Hospital Foundation's Cornerstone Publication
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PROGRAM ADS

¼ PAGE AD - \$250, ½ PAGE AD - \$500, FULL PAGE AD - \$1000

- Insert a tribute message or company ad in the event program.
- You may include your logo, personal message, photos, and contact information.

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SPONSORSHIP AGREEMENT

I/We agree to participate as a sponsor in the 2007 Baile de Esperanza at the following level:

- | | | | |
|---|----------|------------------------------------|--------|
| <input type="checkbox"/> Imagine | \$25,000 | Program Ad: | |
| <input type="checkbox"/> Come Together | \$10,000 | <input type="checkbox"/> 1/4Page | \$250 |
| <input type="checkbox"/> Let It Be | \$7,500 | <input type="checkbox"/> 1/2Page | \$500 |
| <input type="checkbox"/> Strawberry Fields | \$5,000 | <input type="checkbox"/> Full Page | \$1000 |
| <input type="checkbox"/> Pre-Party Underwriter
(One at this level) | \$12,500 | | |

CONTACT INFORMATION:

Your Name: _____

Company: _____

Preferred Office Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____

PAYMENT INFORMATION:

- Please bill my office using the above contact information. (Payment due prior to 11/16/07)
- Enclosed is a check for \$ _____ payable to Tri-City Hospital Foundation.
- Please charge \$ _____ to my: Visa / MasterCard / AmEx / Discover (circle one)

Card Number _____ Exp _____

Name as it appears on card _____

Signature **X** _____

Please indicate your preferred name for listings on all event publications and signage:

Please note: Deadline for printed recognition is October 29, 2007.



For more information please contact Rachel Terrones at 760-940-3596
or visit us on the web at www.thebaile.com