

Dear Returning & Potential Sponsors,

Temecula Sister City Association (TSCA) proudly announces its 7th Annual "Children's Matsuri," a festival bringing Japanese culture and fun to Southern California's kids. It will be held on **Saturday, June 6, 2009 from 11am-6pm** at the Old Town Temecula Community Theater & Children's Museum in Temecula. Our event continues to draw community members with our captivating performing arts, creative crafts and games, educational demonstrations and Japanese food.

To ensure continuous improvement over the years, we diligently collect information on what children and families enjoy about the day's events and areas to develop or eliminate. Based on feedback, we have acquired a venue that can accommodate a larger attendance and also provide a professional theater for entertainment. Last year we had a successful festival with boost in attendance to approximately 5,000 people from all over Southern California. We have consistently received overwhelmingly, positive feedback from attendees.

On behalf of the Temecula Sister City Association, we are contacting you to seek sponsorship for this festival. With your **tax deductible donation**, we will be able to deliver a fun-filled event that offers a special opportunity for children to learn about the Japanese way of life and spark an interest in the outside world. TSCA is a non-profit organization and has received tax exemption from the Internal Revenue Service under Section 501 (c)(3). Our tax id number is 33-0569542.

Included in this DVD are:

- Description of our organization, mission, vision and recent accomplishments,
- Matsuri fact sheet including statistics,
- Description of sponsorship packages, including benefits to your business.

We hope you will join us in our growing network of sponsors and supporters.

Should you be interested in being a sponsor for the "Children's Matsuri," or have questions, do not hesitate to contact us.

Regards,

Keri Kubokawa Vogtmann
Co-Chairperson of Children's Matsuri
(951) 302-3795

Susan Osuna
Co-Chairperson of Children's Matsuri
(951) 302-3548

On April 24, 1992, the Temecula Sister City Association (TSCA), California nonprofit corporation, was formed. On June 11, 1993, the mayors of Temecula and Voorburg, The Netherlands, signed a sister city agreement. On May 13, 1994, the mayors of Temecula and Daisen-Nakayama, Japan, entered into our second sister city relationship.

Temecula Sister City Association's mission is to encourage the understanding of each other as individuals and as members of the family of nations. Our mission is achieved by facilitating cultural, academic and economic exchanges that bridge the community of Temecula and our sister cities to enrich business relationships and friendships, and foster mutual respect.

Our vision is to be the premier organization that links Temecula to our world partners.

We strive to enhance the quality of life in our community through foreign exchanges and by developing better relationships with people of other nations. Hundreds of children from our local schools and those of our sister cities have crossed oceans and been exposed to experiences that will last a lifetime. Adult exchanges have included city staff, sheriff and fire department personnel, school administrators and teachers, and business leaders. We are proud to have touched many lives around the globe.

We continue to build our partnerships abroad and in our community. Please join us in promoting "Peace Through People."

For more information, please visit our website at:
www.TemeculaSisterCityAssociation.org
or call us at (951) 750-1088.

Children's Matsuri Fact Sheet

(TSCA Tax ID # 33-0569542)

2009 Children's Matsuri Date: Saturday, June 6th
Hours: 11am-6pm
NEW Location: Old Town Temecula Community
Theater & Children's Museum
42051 Main Street in Old Town

Year of Inception: 2003
Expected Attendance, based on previous records: 5,000+
Counties from which we draw attendees: Riverside, San Diego,
Orange, Los Angeles,
San Bernadino

% of Returnees in 2008: 40%
Number of flyers distributed in Temecula & Murrieta
communities, including all elementary school students
in both districts: 25,000+

Past Financial Sponsors:

Target Corporation, Mervyn's, Tenkobushi Temple Martial Arts, Pediatric Partners, Kirin, Quality Nissan of Temecula, Yamashita International Karate, O'Donnell School of Music, Community National Bank, Roncone Orthodontics, California School of English, Century 21, Mark A. Conover DDS, Russell Soon, DDS, First California Funding, Washington Mutual, Nittobo/International Immunology, Total Call, Peoplelink, BAMB Promotional Products, ABC Childcare, 3D's Travel and individual philanthropists

Past In-Kind Sponsors:

Sony Corporation, Office Depot, FastSigns, Embassy Suites, BAMB Promotional Products, the Press-Enterprise, Henry's Farmers Market, Miramonte Vineyards, The Arts Council of Temecula Valley, Create In Me, Painted Earth, Wal-Mart and individual donor Twilla Leonard.

Sponsorship Levels & Benefits for 2009 Children's Matsuri

Returning sponsors shall receive benefits according to their specific level of sponsorship as stated below **PLUS:** they will be included in a one time special "thank you bonus advertisement" in the Californian or the Press-Enterprise to be determined by Temecula Sister City Association. This is an exclusive advertisement from all other printed promotions noted below.

Community Sponsor - \$250:

- 1) Company logo on the 25,000+ flyers that will be distributed throughout both Temecula and Murrieta Valley Unified School Districts (with district approval) and communities - size of logo will be the relatively the same size as other sponsors,
- 2) "Basic advertisement" in a prominent local newspaper at the discretion of Temecula Sister City Association. At least one time advertisement will include event details and all sponsors' logos and will run just prior to the event (ad size will also be determined by TSCA),
- 3) Printing of company logo on event t-shirts should funds permit,
- 4) Your company logo posted on our website,
- 5) Booth space not available. However, we will distribute one flyer or brochure to each family that checks-in. Sponsors must provide all copies of promotional material by May 26th.
- 6) Company announced as a sponsor during the event and printed in the program.
- 7) Your company logo need to be submitted in the following formats: .jpg and VECTORIZED eps **by March 24th. Should you have trouble obtaining a vectorized eps file or need assistance, please contact us well before March 24th.**

Entertainment Sponsor - \$500:

- 1) Benefits stated in \$250 level,
- 2) Your company is promoted as one of the Entertainment Sponsors. Company logo on the premiere "Entertainment Sponsors" banner (shared with other sponsors at this level). Banner shall be posted in the entertainment area with a captive audience.
- 3) "Additional advertisement" in a prominent local newspaper (determined by TSCA). Sponsors on this level only will be included in this one time advertisement containing company logos (of all sponsors at this level) and event details. Ad size will be determined by TSCA.
- 4) Your company logo posted on our website and linked to your site,
- 5) Booth space available. Sponsors provide their own table (one only), chairs and canopy.
- 6) **"Commercial time" announced** by a representative from your company: allotted **one announcement** with a maximum time of 3 minutes to promote your business.
- 7) Your company logo need to be submitted in the following formats: .jpg and VECTORIZED eps **by March 24th. Should you have trouble obtaining a vectorized eps file or need assistance, please contact us well before March 24th.**

International Partnership Sponsor- \$1200:

- 1) Benefits stated in \$250 level,
- 2) Your company's logo on print material will be relatively larger than those sponsors of lower levels,
- 3) Your company's logo on children's "passport" sheet (each child gets a "passport" where they receive stamps for each activity they do; at the end they get to keep the passport and take it home along with a small gift item),
- 4) "Additional advertisement" in a prominent local newspaper at the discretion of TSCA. Sponsors on this level only will be included in this one time advertisement containing company logos (of all sponsors at this level) and event details, and ad size will be determined by TSCA,
- 5) Your company logo posted on our website and linked to your site,
- 6) Booth space with one table and chairs. Sponsor may supply own canopy,
- 7) Additional "commercial time" announced by a representative from your company: allotted three announcements with a maximum time of 3 minutes each.
- 8) **Half panel advertisement of your company in the event's full color, 2 sided, glossy brochure.**
- 9) **Promotional item distributed at the event. Giveaway item of a pen/pencil, a value of \$500.**
- 10) Your company logo need to be submitted in the following formats: .jpg and VECTORIZED eps **by March 24th. Should you have trouble obtaining a vectorized eps file or need assistance, please contact us well before March 24th.**

Gold Sponsor - \$2,500:

- 1) Benefits stated in \$250 level,
- 2) Exclusive sponsorship rights for the your industry as long as another sponsor of the same industry has not committed to any other sponsorship level prior to your organization's commitment,
- 3) Your company's logo on children's "passport" sheet,
- 4) "Exclusive advertisement" in a newspaper of your company's choice between the Californian, the Press-Enterprise, or Inland Empire Family Magazine. This one time advertisement will include event details and only your company's logo and name. Each sponsor at this level will have a separate ad, (ad size to be determined by TSCA)
- 5) Promotion of your company as our "Gold Sponsor" on all printed promotional material using your company logo and announced as such at the event,
- 6) Your company logo posted on our website and linked to your site,
- 7) Booth space with one table, chairs and canopy,
- 8) **Share spotlight at the beginning of the entertainment with opening comments with hosts; PLUS** additional "commercial time" announced by a representative from your company: allotted three announcements with a maximum time of 3 minutes each.
- 9) **Full panel advertisement of your company in the event's full color, 2 sided, glossy brochure.**
- 10) **Promotional item distributed at the event. Giveaway item of binoculars, a value of \$1,100.**
- 11) **A large banner (min. of 5 feet) at the event with only your company's name and logo posted on the outside stairs in front of the theater, at our expense,**
- 12) Your company logo need to be submitted in the following formats: .jpg and VECTORIZED eps **by March 24th. Should you have trouble obtaining a vectorized eps file or need assistance, please contact us well before March 24th.**