

Sojourn™



Event Sponsorship Opportunity

Event: *Sojourn™*
An International Celebration of Wine, Cuisine and Culture:
Destination 2008 – *France*

Date: Promotion: August 2007 – March 2008
Event: Saturday, February 2, 2008
6:30 P.M. – 11:30 P.M.



Location: The Hilton St. Petersburg Bayfront
333 First Street South
St. Petersburg, Florida 33701

Event Chairs: Barry and Judith Alpert
(To Date) Ray and Nancy Murray

Expected Attendance: 450 +

Sojourn™ 2008 is an internationally-themed, award-winning wine-paired dinner gala that celebrates the culture, music, and cuisine of specific wine-producing regions of the world. In 2008, guests will be invited to commemorate the station's golden anniversary while savoring and celebrating the essence of France; a country rich in its history and distinct culture. The reception features the art, dance and music of another world, complemented with a wine tasting accompanied by sumptuous gourmet morsels. A sit down, wine-paired dinner follows and features indigenous foods prepared by renowned chefs paired with some of the best wines the region produces. After dinner, guests can bid on lavish vacation getaways and collectibles during an exciting live auction, followed by fine desserts and dancing to the rhythms of live main stage entertainment. In 2008, *Sojourn™* guests will be immersed in international culture in what has been deemed by the media as the "party of the year".

Sojourn™ 2008 will provide your organization exceptional exposure to an elite and affluent "A List" audience, in addition to powerful marketing benefits, exposure through WEDU television, and the opportunity to support WEDU – a 501(C)(3) organization and your community PBS station which provides award-winning local, national and international programming that educates, entertains and inspires.

We look forward to tailoring sponsorship benefits to your particular needs, however, enclosed are some standard benefits offered at a variety of financial commitment levels.



Grand Patron Sponsorship Benefits: White Glove Dinner

The **Sojourn™** Connoisseur White Glove Dinner Sponsor provides funding for a portion of the four-course gourmet dinner served at this Black Tie/White Tie event. A highlight of the 2006 and 2007 events, the menu is specifically created to represent cuisine indigenous to the **Sojourn™** destination each year. In return, the sponsor organization will receive consistent and ongoing exposure for a minimum of three months* to the upscale, influential and culturally-driven market that WEDU serves.

- Exclusive **category** sponsorship recognition for **your company** as an event sponsor
- Your company will be listed in the title of all promotion, i.e. Dinner Grand Patron ~ Trump Tower
- Prominent logo placement on all collateral materials related to event promotion including but not limited to (*based on time of commitment):
 - Up to three (3) *Premiere Magazine Sojourn™* event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
 - 3,500 event "Save the Date" postcards mailed to VIP's throughout the WEDU market area (August)
 - 3,500 event invitations mailed to VIP's throughout the WEDU market area (December)
 - Logo included on official **Sojourn™** stationery used for all event correspondence (September – March)
 - Any/all advertising placed in daily newspapers or monthly magazines
 - Presence and Link on WEDU Web site (Events Page)
 - Full page advertisement in 450 professionally produced event programs
 - All custom signage created for display at the event site
 - All press releases promoting the event
- Your company logo included on a minimum of 50 on-air promotional event announcements
- Your company will receive an exclusive :15 second image spot to be aired on WEDU a minimum of 15 times
- Your company will receive one VIP table (10 seats) at the event
- Your company will be verbally recognized at the event
- Your company will have first rights of refusal of sponsorship for **Sojourn™ 2009**

Sponsorship Value: \$50,000

Sponsorship Investment: \$15,000

Limited to one sponsoring organization



Connoisseur Sponsorship Benefits: Main Stage ~ Entertainment

The *Sojourn*[™] Connoisseur Main Stage Sponsor provides funding for all entertainment performing at the event, as well as the main stage act. A highlight of the 2006 and 2007 events, a variety of six-eight indigenous acts entertained the crowd from the wine reception to the 11 piece main stage orchestra which performed throughout the night. In return, the sponsor organization will receive consistent and ongoing exposure for a minimum of three months* to the upscale, influential and culturally-driven market that WEDU serves.

- Exclusive **category** sponsorship recognition for **your company** as an event sponsor
- Your company will be listed in the title of all main stage promotion, i.e. Trump Tower Main Stage
- Prominent logo placement on all collateral materials related to event promotion including but not limited to (*based on time of commitment):
 - Up to three (3) *Premiere* Magazine *Sojourn*[™] event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
 - 3,500 event "Save the Date" postcards mailed to VIP's throughout the WEDU market area (August)
 - 3,500 event invitations mailed to VIP's throughout the WEDU market area (December)
 - Logo included on official *Sojourn*[™] stationary used for all event correspondence (September – March)
 - Any/all advertising placed in daily newspapers or monthly magazines
 - Presence and Link on WEDU Web site (Events Page)
 - Full page advertisement in 450 professionally produced event programs
 - All custom signage created for display at the event site
 - All press releases promoting the event
- Your company logo included on a minimum of 50 on-air promotional event announcements
- Your company will receive one VIP table (10 seats) at the event
- Your company will be verbally recognized at the event
- Your company will have first rights of refusal of sponsorship for *Sojourn*[™] 2009

Sponsorship Value: \$45,000

Sponsorship Investment: \$10,000

Limited to one sponsoring organization



Connoisseur Sponsorship Benefits: Wine Reception

The *Sojourn*[™] Connoisseur Wine Reception Sponsor provides funding for the wine tasting reception immediately preceding the main event. The hour-long reception features a variety of wines paired with lavish hors d' oeuvres, entertainment and a silent auction. In return, the sponsor organization will receive consistent and ongoing exposure for a minimum of three months* to the upscale, influential and culturally-driven market that WEDU serves.

- Exclusive **category** sponsorship recognition for **your company** as an event sponsor
- Your company will be listed in the title of all reception promotion, i.e. Trump Tower Reception
- Prominent logo placement on all collateral materials related to event promotion including but not limited to (*based on time of commitment):
 - Up to three (3) *Premiere Magazine Sojourn*[™] event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
 - 3,500 event "Save the Date" postcards mailed to VIP's throughout the WEDU market area (August)
 - 3,500 event invitations mailed to VIP's throughout the WEDU market area
 - Logo included on official *Sojourn*[™] stationary used for all event correspondence (September – March)
 - Any/all advertising placed in daily newspapers or monthly magazines
 - Presence and Link on WEDU Web site (Events Page)
 - Full page advertisement in 450 professionally produced event programs
 - All custom signage created for display at the event site
 - All press releases promoting the event
- Your company logo included on a minimum of 50 on-air promotional event announcements
- Your company will receive one VIP table (10 seats) at the event
- Your company will be verbally recognized at the event
- Your company will have first rights of refusal of sponsorship for *Sojourn*[™] 2009

Sponsorship Value: \$45,000

Sponsorship Investment: \$10,000

Limited to one sponsoring organization



Sommelier Sponsorship Benefits:

The *Sojourn*[™] Sommelier Sponsor provides funding for overall event production and execution. In return, the sponsor organization will receive consistent and ongoing exposure for a minimum of three months* to area non-profit organizations, as well as the upscale, influential and culturally-driven market that WEDU serves.

- Prominent Listing on all collateral materials related to event promotion including but not limited to (*based on time of commitment):
 - Up to three (3) *Premiere* Magazine *Sojourn*[™] event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
 - 3,500 event invitations mailed to VIP's throughout the WEDU market area
 - Logo included on official *Sojourn*[™] stationary used for all event correspondence (September – March)
 - Any/all advertising placed in daily newspapers or monthly magazines
 - Your company logo featured on the WEDU Web site (Events Page)
 - 450 professionally produced event programs
 - All custom signage created for display at the event site
 - All press releases promoting the event
- Your company logo included on a minimum of 50 on-air promotional event announcements
- Your company will receive four (4) guest passes to the event
- Your company will be verbally recognized at the event

Sponsorship Value: \$30,000

Sponsorship Investment: \$7,500



Epicure Sponsorship Benefits:

The *Sojourn*[™] Epicure Sponsor provides funding for overall event production and execution. In return, the sponsor organization will receive consistent and ongoing exposure for a minimum of three months* to area non-profit organizations, as well as the upscale, influential and culturally-driven market that WEDU serves.

- Prominent Listing on all collateral materials related to event promotion including but not limited to (*based on time of commitment):
 - Up to three (3) *Premiere* Magazine *Sojourn*[™] event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
 - 3,500 event invitations mailed to VIP's throughout the WEDU market area
 - Your company name featured on the WEDU Web site (Events Page)
 - 450 professionally produced event programs
 - All custom signage created for display at the event site
- Your company will receive four (4) guest passes to the event
- Your company will be verbally recognized at the event

Sponsorship Value: \$20,000

Sponsorship Investment: \$5,000



Taster Sponsorship Benefits:

The *Sojourn*[™] Taster Sponsor provides funding for overall event production and execution. In return, the sponsor organization will receive consistent and ongoing exposure for a minimum of three months* to area non-profit organizations, as well as the upscale, influential and culturally-driven market that WEDU serves.

- Prominent Listing on all collateral materials related to event promotion including but not limited to (*based on time of commitment):
 - Up to three (3) *Premiere* Magazine *Sojourn*[™] event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
 - 3,500 event invitations mailed to VIP's throughout the WEDU market area
 - 450 professionally produced event programs
 - All custom signage created for display at the event site
- Your company will receive two (2) guest passes to the event

Sponsorship Value: \$9,500

Sponsorship Investment: \$2,500