



SANTA BARBARA FIRE
FIGHTERS ALLIANCE
TAX ID #: 33-1092681

Kick Ash Bash

A CELEBRATION OF FIRST RESPONDERS AND THEIR FAMILIES
NESBITT BELLA VISTA ESTATE
SUNDAY, FEBRUARY 25
WWW.KICKASHBASH.COM

EVENT DETAILS AND PURPOSE

On **Sunday, February 25, 2018**, Santa Barbara will have the opportunity to say "thank you" to the heroic first responders who braved the Thomas Fire, and saved our beloved community, with a massive celebration planned in their honor. Sited at the spectacular **Nesbitt Bella Vista Estate** in Summerland, Kick Ash Bash will be part rock concert, part family festival, and 100% about the men and women of our Fire, Police and Sheriff Departments. 1,000+ people are expected to be in attendance.

The event is being underwritten by generous individuals and Foundations who have donated \$250,000 to date to ensure all first responders and their families -- as many as 500 -- are able to attend the event at no cost. **Your sponsorship / donation will help local first responder organizations purchase equipment they desperately need but not in their budgets.** All donations are being directed to the Santa Barbara Firefighters Association for disbursement to beneficiary organizations. Your contribution is tax-deductible as allowed by law (501(c)3 Tax ID #: 33-1092681). Our fundraising Goal is \$500,000+.

CONTACT INFORMATION

Sponsorships are available on a first-come, non-exclusive basis. Please contact me at the following email / phone number to discuss a package that works for your organization.

Name of person soliciting: Nina Phillips
Cell Phone number: 805.689.8088
Email: Ninaphillips@mac.com



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SPONSOR LEVELS

PRESENTING SPONSOR - \$50,000

A unique sponsorship opportunity of the highest level - one that shows the entire community of Santa Barbara County that you are stepping up to thank our Firefighters and First Responders hand in hand with them. As presenting sponsor, you will not only have made a lasting and meaningful contribution towards much needed equipment, but will have your name front and center on the on the event itself:



Presented by YOUR Company

The package includes:

- “Presented by” Branding on all Event Print, TV, Radio and Social Media Advertising
- Branding on all Event T-Shirts
- Commemorative Group Photo with Firefighters
- Speaking Opportunity
- Talent “Meet & Greet” Backstage (up to Two People)
- Eight Members of Your Group Arrive at the Event by Fire Engine
- Three Tables for You and Your Guests (30 Tickets)
- Premium Wine Provided
- Commemorative Kick Ash Bash T-Shirts and Commemorative Group Photo
- Valet Parking
- Acknowledgment via Onsite Signage
- Inclusion in All Public Relations / Press Outreach

MAIN STAGE SPONSOR - \$25,000

As stage sponsor, you will have your name atop the main stage. This is the most highly visible position at the event where you will be seen in event photography, TV news and local newspapers. Social media exposure during the event itself is expected to be excellent as members of the audience tweet and post live from the event.

The package includes:

- Branding on Main Stage - Logo Left and Right of Banner
 - Talent “Meet & Greet” Backstage (up to Two People)
 - Four Members of Your Group Arrive at the Event by Fire Engine
 - Two Tables for You and Your Guests (20 Tickets)
 - Premium Wine Provided
 - Commemorative Kick Ash Bash T-Shirts and Commemorative Group Photo
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BEVERAGE SPONSOR - \$15,000 (2X OPPORTUNITIES)

Two beverage sponsors will enjoy prime branding on the beverage stations placed around the estate grounds -- offering excellent exposure to the 1,000 attendees.

The package includes:

- Branding on all Beverage Stations, Shared with One Other Sponsor
- Talent "Meet & Greet" Backstage (up to Two People)
- One Table for You and Your Guests (10 Tickets)
- Premium Wine Provided
- Commemorative Kick Ash Bash T-Shirts and Commemorative Group Photo
- Valet Parking
- Acknowledgment via Onsite Signage
- Inclusion in All Public Relations / Press Outreach

BBQ SPONSOR - \$15,000 (2X OPPORTUNITIES)

Two BBQ/food sponsors will enjoy prime branding on the food stations placed around the estate grounds, offering excellent exposure to the 1,000 attendees.

The package includes:

- Branding at Food Stations, Shared with One Other Sponsor
- Talent "Meet & Greet" Backstage (up to Two People)
- One Table for You and Your Guests (10 Tickets)
- Premium Wine Provided
- Commemorative Kick Ash Bash T-Shirts and Commemorative Group Photo
- Valet Parking
- Acknowledgment via Onsite Signage
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CHILDREN'S FESTIVAL SPONSOR - \$10,000

The Children's Festival Sponsor will enjoy prime branding at an area designated for children and families. Games, rides, and an exhibition of fire and police equipment will be on display.

The package includes:

- Branding on Children's Festival Area
 - Talent "Meet & Greet" Backstage (up to Two People)
 - One Table for You and Your Guests (10 Tickets)
 - Premium Wine Provided
 - Commemorative Kick Ash Bash T-Shirts and Commemorative Group Photo
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VALET PARKING - \$7,500

The Valet Parking sponsor will enjoy prime branding on valet parking, offering excellent exposure to all 1,000 attendees.

The package includes:

- Branding on Valet Parking Stations
- One Table for You and Your Guests (10 Tickets)
- Premium Wine Provided
- Commemorative Kick Ash Bash T-Shirts
- Valet Parking
- Acknowledgment via Onsite Signage
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SPECIAL EQUIPMENT SPONSORSHIP

Unique opportunities to underwrite equipment needed by our first responders. Please inquire.

INDIVIDUAL DONOR LEVELS

FIRST RESPONDERS - \$10,000

- Two Members of Your Group Arrive at the Event by Fire Engine
- Talent "Meet & Greet" Backstage (up to Two People)
- One Table for You and Your Guests (10 Tickets)
- Premium Wine Provided
- Commemorative Kick Ash Bash T-Shirts and Commemorative Group Photo
- Valet Parking
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HOTSHOTS - \$5,000

- Five Tickets
- Premium Wine Provided
- Commemorative Kick Ash Bash T-Shirts
- Valet Parking

ASH KICKERS - \$2,500

- Two Tickets
- Premium Wine Provided
- One Commemorative Kick Ash Bash T-Shirts
- Valet Parking

ENGINEERS - \$500

- One Ticket
 - One Commemorative Kick Ash Bash T-Shirt
 - Valet Parking
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