

# BEAUX *Arts* Ball

On October 31, 2010, Golden Rainbow and MGM Grand will host the 44<sup>th</sup> annual Beaux Arts Ball inside Studio 54. The biggest Halloween costume party of the year, the Beaux Arts Ball is a Las Vegas tradition dating back more than 40 years. Born as a private party for Strip headliners to lose themselves in a costumed fantasy, the Beaux Arts Ball is open to everyone who dares to partake. Not only does the night feature a front row view of the most outrageous costumes seen anywhere in Las Vegas, but also dancing, costume contents, and live performances by cast members of Las Vegas production shows! This year's event promises to be the best ever with over 2,000 patrons in attendance. You wouldn't want to miss it!

There are several ways you can participate. We offer a variety of different sponsorship packages which will all highlight your company. These packages will not only promote your brand but are suited to give you the most memorable night ever. The enclosed material provides the breakdown on the Masquerade, Chandelier, Spotlight, and Playbill Sponsorship Levels.

Since its inception, Golden Rainbow has been committed to providing permanent housing and direct financial assistance to southern Nevadans living with HIV/AIDS. Golden Rainbow asks you to join us in our effort to provide the men, women, children and families in southern Nevada affected by HIV/AIDS with a better life.

Thank you for your time and consideration. I hope that you will decide to partner with us, in whatever manner you choose, for the Beaux Arts Ball. If you have any questions, please do not hesitate to contact our administrative offices at 702-384-2899 or visit us at [www.goldenrainbow.org](http://www.goldenrainbow.org).

Sincerely,

Christina Cazares  
Vice President

Enclosure (1)

## **GOLDEN RAINBOW**

A NEVADA NON-PROFIT ORGANIZATION

801 S. Rancho Dr. Ste. B-1B \* Las Vegas, NV 89106 \* Phone 702-384-2899 Fax 384-3914

# BEAUX *Arts* Ball

## Sponsorship Opportunities

---

### MASQUERADE SPONSOR ~ \$10,000 (one (1) available)

---

#### Night of Event

- One Skybox including two bottles of alcohol & mixers.
- (12) Twelve tickets for admittance into the Beaux Arts Ball event (must be 21 or older).

#### Advertising and Media Exposure

- Sponsorship recognition will be included on all Beaux Arts Ball media campaign materials.
  - Advertising (print/broadcast/online, press materials, online and direct mail promotions, press releases, and media advisories.
- Sponsorship recognition throughout the event on banners and signage
- Corporate logo will be featured on Golden Rainbow's website ([www.goldenrainbow.org](http://www.goldenrainbow.org)) and all e-Notices.

---

### CHANDELIER SPONSOR ~ \$5,000 (one (1) available)

---

#### Night of Event

- One VIP booth including one bottle of alcohol & mixers.
- (6) Six tickets for admittance into the Beaux Arts Ball event (must be 21 or older).

#### Advertising and Media Exposure

- Sponsorship recognition will be included on all Beaux Arts Ball media campaign materials.
  - Advertising (print/broadcast/online, press materials, online and direct mail promotions, press releases, and media advisories.
- Sponsorship recognition throughout the event on hotel marquis and inside the event on video.
- Corporate logo will be featured on Golden Rainbow's website ([www.goldenrainbow.org](http://www.goldenrainbow.org)) and all e-Notices.

---

### SPOTLIGHT SPONSOR ~ \$2,500 (six (6) available)

---

#### Night of Event

## GOLDEN RAINBOW

A NEVADA NON-PROFIT ORGANIZATION

801 S. Rancho Dr. Ste. B-1B \* Las Vegas, NV 89106 \* Phone 702-384-2899 Fax 384-3914

# BEAUX Arts Ball

- One Party Crasher booth including one bottle of alcohol & mixers.
- (4) Four tickets for admittance into the Beaux Arts Ball event (must be 21 or older).

## Advertising and Media Exposure

- Sponsorship recognition will be included on all Beaux Arts Ball media campaign materials.
  - Advertising (print/broadcast/online, press materials, online and direct mail promotions, press releases, and media advisories.
- Sponsorship recognition throughout the event on hotel marquis and inside the event on video.
- Corporate logo will be featured on Golden Rainbow's website ([www.goldenrainbow.org](http://www.goldenrainbow.org)) and all e-Notices.

---

## PLAYBILL SPONSOR ~ \$1,000 (six (6) available)

---

### Night of Event

- (2) Two tickets for admittance into the Beaux Arts Ball event (must be 21 or older).

### Advertising and Media Exposure

- Sponsorship recognition throughout the event on hotel marquis and inside the event on video.
- Corporate logo will be featured on Golden Rainbow's website ([www.goldenrainbow.org](http://www.goldenrainbow.org)) and all e-Notices.

Contact Lea Carrasco-Zanini at 702-384-2899 or [lclayville@goldenrainbow.org](mailto:lclayville@goldenrainbow.org) to reserve your sponsorship.

Deadline for marketing materials is August 27, 2010.

Thank you for your support of the 44<sup>th</sup> annual Beaux Arts Ball.

*Golden Rainbow is a 501©3 non-profit organization dedicated to serving men, women, and children living with HIV/AIDS in southern Nevada. Golden Rainbow provides housing and direct financial assistance to men, women, and children living with HIV/AIDS in southern Nevada. Golden Rainbow is also dedicated to supporting HIV/AIDS related education*

## GOLDEN RAINBOW

A NEVADA NON-PROFIT ORGANIZATION

801 S. Rancho Dr. Ste. B-1B \* Las Vegas, NV 89106 \* Phone 702-384-2899 Fax 384-3914



## Sponsorship Response Form

- I/We would like to support the 44<sup>th</sup> annual Beaux Arts Ball.

\_\_\_\_\_ will participate at the following level:

Company Name

- Masquerade Sponsor (one (1) available)
- Chandelier Sponsor (one (1) available)
- Spotlight Sponsor (six (6) available)
- Playbill Sponsor (six (6) available)

Contact Name:

\_\_\_\_\_

Contact Address:

\_\_\_\_\_

Telephone:

\_\_\_\_\_

Email:

\_\_\_\_\_

Please fax this form back to Lea Carrasco-Zanini at (702)384-3914 by August 27, 2010.

Please make checks payable to:

Golden Rainbow

801 S. Rancho Dr. Ste. B-1B

Las Vegas, NV 89106

Thank you very much! Please feel free to contact the Golden Rainbow office with any questions at (702)384-2899.

## **GOLDEN RAINBOW**

A NEVADA NON-PROFIT ORGANIZATION

801 S. Rancho Dr. Ste. B-1B \* Las Vegas, NV 89106 \* Phone 702-384-2899 Fax 384-3914