

SEMA
Installation Banquet

Gala Fundraiser

Saturday, July 24, 2010
The Pasadena Convention Center • Pasadena, California

SPONSORSHIP OPPORTUNITIES

Benefitting Childhelp and the Victory Junction Gang Camp

For those of you who have attended the annual Installation Banquet, you know the event serves as the venue at which we thank our association's outgoing board members and welcome those who have been newly elected. It is also the setting in which we announce the newest selections for the SEMA Hall of Fame—an august group whose inductees represent not only our industry's history but also its members' dedication, service and devotion to their businesses. This year we are once again pleased to announce that we are seeking to further underscore this special event by including charitable fundraising activities in conjunction with the traditional banquet.

Proceeds from the gala event will be contributed to two organizations that have become favorites of SEMA-member companies. The first, Childhelp, aids victims of child abuse and originally began receiving support from wheel manufacturers in 1994. It now garners significant contributions from a wide range of industry businesses under the auspices of Friends of Childhelp. The more recently established organization, the Victory Junction Gang Camp, was founded in 2004 by Kyle and Pattie Petty in honor of their son Adam and has received support from the Light-Truck Accessory Alliance and others in the industry. Victory Junction uses camping experiences in its racing-themed facilities to enrich the lives of children who suffer from chronic medical conditions or illnesses. The histories and works of each organization are detailed in the pages that follow, as are the activities and opportunities that will unfold in concert with the SEMA Installation Banquet & Gala Fundraiser.

Even before the association was formed, remarkable people were the key to every step in the evolution of our industry. From the dry lakes, Bonneville Salt Flats, the California drag strips, to the beach at Daytona, and other motorsports venues in between, inventive men and women made the difference in building companies and providing automotive enthusiasts the world over with innovative products and services. From the very earliest days, those same people began a tradition of paying back the larger society for their good fortune and prosperity. Through charitable acts and donations to worthy causes, the automotive specialty-equipment industry developed a legacy of good works, including participation in the Aftermarket Foundation as well as various scholarship funds and other assistance to those in need.

The SEMA Installation Banquet & Gala Fundraiser will be held at the Pasadena Convention Center in Pasadena, California, on July 24. It is notable that both of the charities selected to receive donations resulting from the banquet directly benefit children, and justly so. We hope you will join us in support of these two great organizations while at the same time celebrating the people who have given so much to build and maintain the specialty-equipment industry.

SPONSORSHIP LEVELS:

Title Sponsor - \$25,000

Two tables of ten at Gala Dinner in preferred seating area

Corporate name recognition incorporated into name of benefit. One full-page acknowledgement in *Tribute Journal*. Corporate recognition at Gala Dinner to include all advertising, promotions and public relations. Acknowledgement at the annual SEMA Banquet in Las Vegas.

Presenting Sponsor - \$10,000

One table of ten at Gala Dinner in preferred seating area

Corporate name recognition incorporated into name of benefit. One full-page acknowledgement in *Tribute Journal*. Corporate recognition at Gala Dinner to include all advertising, promotions and public relations.

CORPORATE SPONSORSHIPS:

Gold Sponsor - \$5,000

One table of ten at Gala Dinner in preferred seating area

One-half page in *Tribute Journal*

Recognition in electronic tribute page

Recognition in print tribute page

Silver Sponsor - \$2,500

One table of ten at Gala Dinner

One-quarter page in *Tribute Journal*

Recognition in electronic tribute page

Recognition in print tribute page

Bronze Sponsor - \$1,500

Four seats at Gala Dinner

One-quarter page in *Tribute Journal*

Recognition in electronic tribute page

Recognition in print tribute page

DINNER SPONSORSHIPS:

Wine Sponsor - \$2,500 (4)

One-half page in *Tribute Journal*

Dinner table signage

Recognition in electronic tribute page

Recognition in print tribute page

Cocktail Hour Sponsor - \$2,500 (4)

One-half page in *Tribute Journal*

Signage at bar

Recognition in electronic tribute page

Recognition in print tribute page

SEMA PINWOOD DRAG RACES SPONSORSHIPS:

SEMA Pinewood Drag Races Title Sponsorship - \$20,000

Logo used on every participating vehicle

Logo used at finish line (billboard or banner placement)

Logo at starting line (billboard or banner placement)

Logo/branding on trophies (trophies awarded to first second and third places in two classes)

Space for standard banner trackside (2)

Three entries in race (include kit)

PA announcements every 15 minutes acknowledging sponsor

Sponsor acknowledgement/interview during racing

Sponsor acknowledgement during awards ceremony

Stand-alone Full page acknowledgement advertisement in official SEMA Installation Banquet Program

Top exposure on additional sponsorship acknowledgement page (will include all sponsors) in print Program

Table for ten at Dinner

SEMA Pinewood Drag Races Gold Sponsorship - \$5,000

Logo used at finish line (50 percent title sponsor)

Logo used at starting line (50 percent title sponsor)

Space for standard banner trackside (1)

Sponsor acknowledgement during racing

Sponsor acknowledgement during awards ceremony

Two entries in race (includes kit)

Half page acknowledgement in official SEMA Installation Banquet Program

Exposure on additional sponsorship acknowledgement page (will include all sponsors) in print program

SEMA PINWOOD DRAG RACES SPONSORSHIPS:

SEMA Pinewood Drag Races Silver Sponsorship - \$1,000

Logo used at finish line (50 percent gold sponsorship)

Logo used at starting line (50 percent gold sponsorship)

Sponsor acknowledgement during racing

Sponsor acknowledgement during awards ceremony

Exposure on sponsorship page in print program

One entry in race (includes kit)

Space for standard banner placement (1)

*does not include branding on ten celebrity vehicles

SEMA SHOW 'N SHINE SPONSORSHIPS:

Title Sponsor - \$10,000

Logo inclusion on event trophies and promotional materials
Logo on Participant Goody Bag
(4) four 1-meter panels to be displayed at Show 'N Shine event
PA announcements every 15 minutes at the event
May provide 250 items for Goody Bag
Table at SEMA Gala Banquet
Logo on sponsor page in *Tribute Journal* @ 100% reproduction
Announcement in SEMA eNEWS
Sponsor website listing in SEMA eNEWS Cool Links

Gold Sponsor - \$5,000

(2) two 1-meter panels to be displayed at Show 'N Shine event
PA announcements every 30 minutes at the event
May provide 250 items for Goody Bag
(4) four seats at SEMA Gala Banquet
Logo on sponsor page in *Tribute Journal* @ 50 % reproduction
Announcement in SEMA eNEWS
Sponsor website listing in SEMA eNEWS Cool Links

Bronze Sponsor - \$2,500

(1) one 1-meter panels to be displayed at Show 'N Shine event
PA announcements every hour at the event
May provide 250 items for Goody Bag
(2) two seats at SEMA Gala Banquet
Logo on sponsor page in *Tribute Journal* @ 25% reproduction
Announcement in SEMA eNEWS

Goody Bag Sponsor - \$500

May provide 250 items for Goody Bag
Logo on sponsor s page in *Tribute Journal* @ 25% reproduction
Sponsor website listing in SEMA eNEWS Cool Links

Exhibit Space Rentals (space only)

10' x 10' Exhibit Space – \$200
10' x 20' Exhibit Space – \$300

COMMITMENT FORM

YES! WE WILL BE A SPONSOR

- Title Sponsor - \$25,000
- Presenting Sponsor - \$10,000
- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,500

DINNER SPONSORSHIPS:

- Wine Sponsor - \$2,500 (4)
- Cocktail Hour Sponsor - \$2,500 (4)
- Individual Dinner Tickets - \$80

PINEWOOD DRAG RACES SPONSORSHIPS:

- SEMA Pinewood Drag Races
Title Sponsor - \$20,000
- SEMA Pinewood Drag Races
Gold Sponsor - \$5,000
- SEMA Pinewood Drag Races
Silver Sponsor - \$1,000

SEMA SHOW 'N SHINE SPONSORSHIPS:

- Title Sponsor - \$10,000
- Gold Sponsor - \$5,000
- Bronze Sponsor - \$2,500
- Goody Bag Sponsor - \$500
- Exhibit Space Rentals 10'x10' - \$200
- Exhibit Space Rentals 10'x20' - \$300

Contact Information:

Company Name _____
Contact Name _____
Email _____
Street Address _____
City _____
State _____
Postal Code (ZIP) _____
Country _____
Telephone _____
Fax _____

Method of Payment:

- Check enclosed, payable to **Childhelp**
(U.S. Dollars only).

Check amount: \$ _____

Credit Card Information:

- I prefer that you charge my credit card:

VISA MasterCard American Express

Credit Card Amount: \$ _____

Card Number _____

Exp. Date ____ / ____

CVV#* ____ / ____

* VISA/MC - The last 3 digits of the card number printed in the signature space on the back of the card.
AmEx - The 4-digit number printed above and to the right of the raised number on the front of the card.

Cardholder Name _____

Cardholder Billing Address _____

City _____

State _____

ZIP _____

Cardholder Signature _____

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