

# Celebrate Carlsbad Day

## May 1, 2010



Carlsbad Educational Foundation  
WHERE KIDS ARE WORTH A MILLION!

A fundraiser at LEGOLAND® California to benefit the  
Carlsbad Educational Foundation

### Kids Are Worth A Million™ Telecast SPONSORSHIP OPPORTUNITIES

- \$10,000 'Top of the Hour' Sponsorship Promotion**
  - At the top of your sponsored hour, a promotion including your company name and logo
  - Sponsor check presentation live on stage with a corporate promotional opportunity
  - Your company name featured on a corporate banner as you enter LEGOLAND park and on a building façade in Fun Town during the telecast filming
  - Company name and logo included in the telecast credits
  - Corporate exposure to over 15,000 LEGOLAND guests
  - Company name or logo featured in a Carlsbad Magazine ad
  - All media benefits outlined below
  
- \$5,000 LEGOLAND Building Facade Sponsorship in Fun Town**
  - Your company name featured on a building façade in Fun Town during the telecast filming
  - Sponsor check presentation live on stage with a corporate promotional opportunity
  - Company name or logo featured in a Carlsbad Magazine ad
  - All media benefits outlined below
  
- \$2,500 Sponsorship**
  - Your company name featured on fence line banner in Fun Town
  - Sponsor check presentation live on stage
  - All media benefits outlined below
  
- \$1,000 Walk On Sponsorship**
  - Sponsorship mention during event and telecast filming (company name and tag line)
  - Media Benefits: Telecast replays several times on Time Warner Cable TV in June, follow-up messaging after the event including a promotional listing on the CEF website, annual report, CEF email distribution to over 20,000 Carlsbad residents report and in all press releases before and after the event.
  
- \$500 Classroom Sponsor (33 students)** \_\_\_\_\_ (School Preference)
  
- We cannot participate, but please accept our donation in the amount of \$** \_\_\_\_\_

All donations are tax deductible and support educational programs in the

Business Name \_\_\_\_\_ Contact: \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ ZIP Code \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ Sponsorship Level: \$ \_\_\_\_\_  
Email Address \_\_\_\_\_  
Check payable to "CEF" enclosed or charge my VISA/MC/AmEx Number: \_\_\_\_\_  
Name on credit card: \_\_\_\_\_ 3 or 4-Digit Security Code: \_\_\_\_\_  
Expiration date: \_\_\_\_\_ Signature: \_\_\_\_\_

Please return this completed order form to : Carlsbad Educational Foundation  
5651 Palmer Way, Suite H · Carlsbad, CA 92010  
Fax (760) 929-8788 · Phone (760) 929-1555 · www.CarlsbadEd.org

For more information contact Patty Johnson at (760) 845-8938 or [patty@CarlsbadEd.org](mailto:patty@CarlsbadEd.org)  
Celebrate Carlsbad Day is made possible by the generous partnership of LEGOLAND® California