Enriching Lives

Los Angeles County Arts Commission

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Executive Director

Date: February 22, 2010

To: The Honorable Gloria Molina
The Honorable Mark Ridley-Thomas
The Honorable Zev Yaroslavsky
The Honorable Don Knabe
The Honorable Michael Antonovich

From: Laura Zucker, Executive Director

Re: Report on Sponsorships for 2010 Holiday Celebration

As requested by the Board of Supervisors at the October 20, 2009 Board Meeting, this memo and supporting documentation provide a report on the plan to target corporate sponsorships to support the Los Angeles County Holiday Celebration program in 2010. The following outlines the activities underway to secure sponsorships for the 2010 program:

Upon suggestions made by Ryan Alsop, Executive Officer of Intergovernmental and External Affairs, we have edited together a short promotional video utilizing Holiday Celebration footage to highlight the program's sponsorship opportunities. Ryan Alsop has indicated he will assist with targeting appropriate local corporate prospects once this promotional video is complete.

Arts Commission staff met with First District Deputy Angie Castro, who shared a list of corporate sponsorship contacts with us and discussed ideas for developing relationships with corporate sponsors. Please see Attachment 1 for the current prospective sponsors list. Pending the outcome of these initial conversations, we will strategize the best way to proceed, including making individualized presentations to corporate representatives.

Attachment 2 is the current corporate sponsorship one-sheet used for the Holiday Celebration which will be revised and expanded into a PowerPoint presentation.

Earlier this month, we met with Norman J.T. Elder, Principal at Norman J.T. Elder & Associates, a firm specializing in entertainment industry, marketing, sales, and corporate sponsorship. Mr. Elder has extensive experience in marketing and fundraising, has served as Executive Vice President for Universal Parks and Resorts and Universal Studios, and is currently the Managing Director of Marketing & Sponsorships for the USA Pavilion at the Shanghai Expo 2010. He has expressed interested in working on this project and will be submitting a business proposal to the Arts Commission for consideration shortly.

Because the Arts Commission generates more than $2 million from external funds annually across all programs areas, as corporate outreach takes place, our staff will strategize to ensure that sponsorship requests for the Holiday Celebration do not conflict with current or future revenue streams for other programs.

As always, we would greatly appreciate any contacts and leads that the Board Offices can recommend as we continue to explore fundraising and sponsorship opportunities for the 2010 production.

Attachments:

Attachment 1— Prospective Corporate Sponsor List
Attachment 2— Holiday Celebration Sponsorship One-Sheet

Cc: Angie Castro, Arts Deputy, First District
Randi Tahara, Arts Deputy, Second District
Ginny Kruger, Arts Deputy, Third District
Gail Tierney, Arts Deputy, Fourth District
Ollie Blanning, Arts Deputy, Fifth District
William T Fujioka, CEO
Sachi Hamai, Executive Officer
Ryan Alsop, Assistant Chief Executive Officer, Intergovernmental and External Affairs
Susan Herman, Director, County Channel

ATTACHMENT 1

Los Angeles County Holiday Celebration
SPONSORSHIP PROSPECT LIST

NATIONAL
Prospects with national scope to approach regarding sponsorship of the Holiday Celebration National PBS program

Altria
Acura
American Express
American Family Insurance
Apple
Bank of America
Best Buy
Chevron
Chubb Group of Insurance Companies
Citibank
Deloitte
eBay
Ernst & Young LLP
Fidelity Investments
Gallo Family Vineyards
Hallmark
JVC
Kia Motors
Kimberly Clark
KPMG LLP
Macy's and Bloomingdale's
MetLife
Microsoft
Mitsubishi International Corporation
My Family.com
Nestle
Nokia
Pacific Life Insurance
Panasonic
Princess Cruises
Radio Shack
Sony Corporation of America
Starbucks
Sun Microsystems
Target
TIAA-CREF
Toshiba Corporation
Toyota Motor North America, Inc.
United Technologies Corporation
Verizon Communications
Virgin America
Wachovia

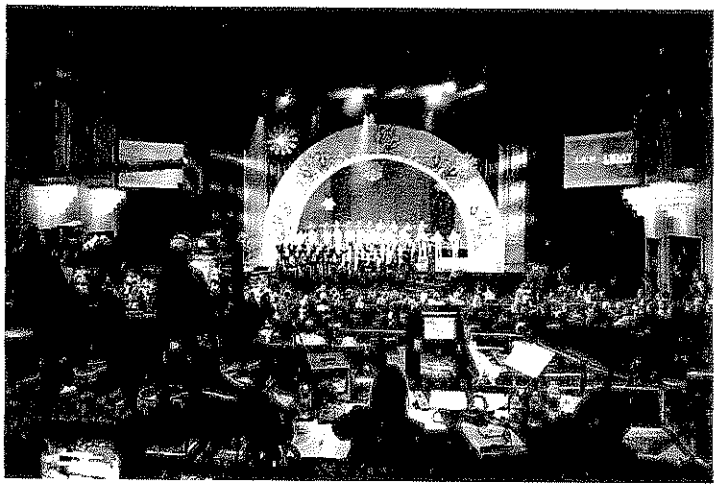
REGIONAL
Prospects with a more regional focus to approach regarding sponsorship of the live theatrical event and television broadcast of the Holiday Celebration

AEG*
American Honda Motor Company*
Bank of America*
California Community Foundation*
Chase
Clear Channel
Comcast
Entravision*
Kaiser Permanente*
LA Clippers
LA Lakers
McDonald's*
Nielsen Company*
Pacific Gas & Electric
Pinkberry
Time Warner Cable*
See's Candies
Wells Fargo

* Contacts provided by First District.

National Public Television Sponsorship Opportunity

L.A. HOLIDAY CELEBRATION



The *L.A. Holiday Celebration*, the nation's largest multi-cultural family-friendly holiday extravaganza and 2009 nominee for a Los Angeles Emmy Award, returns to public television to mark its 51st Anniversary with hundreds of musicians and dancers performing at the famed Dorothy Chandler Pavilion at the Music Center in Los Angeles on Christmas Eve.

Viewers will be entertained with a kaleidoscope of seasonal traditions from across the country and around the world, including such musical styles as gospel and classical choral music, Mariachi and Latino Rock, European and African Folk, ballet and Hip Hop dance with performances from Brazil, Asia, and the Middle East — all showcased in a universally appealing spectacular event that fuses traditional holiday music and dance with a global perspective.

Sponsorship Benefits

On-Air

- One-hour Holiday National Special and Three-hour Southern CA Regional Special
- Airing December 2010 (Nationally) / December 2009 (Regional)
- Two :15 sponsor messages (open and close) for the national broadcast
- Three :15 messages (open, middle, close) for the regional broadcast
- 4 releases over 3 years
- Category exclusivity in an uncluttered environment

Off-Air

- Online: Sponsor logo on social networking site Facebook and credit on e-blasts
- Print: Acknowledgement of Major Sponsors in promotions, postcards and flyers
- Press Kits: Sponsor credit distributed to national and local media outlets
- Home Video/DVD: Sponsor logo on packaging with sponsor message embedded within content, and copies available for client distribution
- Grassroots Outreach: Opportunity for sponsor presence via signage and booth at event, including credit on the Jumbotron—in the Music Center's Plaza— and on the Ford Amphitheater's electronic LED sign located in the Hollywood Hills off the 101 Freeway that reaches 1.9M people each week
- Event Hospitality: Opportunity for VIP Reception prior or post the LIVE event

Projected Audience Delivery

Primary Demographics: Adults 35+

- 80% U.S. TV Household Coverage
- 0.9 HH rating per broadcast
- 108,000 total viewers per broadcast

Source: Average rating based on 2008 L.A. Holiday Celebration. Nielsen Media Research 2009.

About the Event

L.A. Holiday Celebration is produced by the Los Angeles County Arts Commission, which fosters excellence, diversity, vitality, understanding and accessibility of the arts in Los Angeles County.

Continuing its tradition of being a free event, the event is seen by an audience of thousands who line up to see the extravaganza live. (The national broadcast is a one-hour version of the LIVE event.) The following are highlights from 2009:

- Fourteen broadcasts of the national show aired in seven of the nation's top ten markets, including New York, Los Angeles, Philadelphia, San Francisco-Oakland, Boston, Washington D.C., and Houston
- 65% of PBS member stations broadcast the program, representing 78% of the national broadcast market
- The national broadcast is consistently carried by over 200 stations and aired nearly 530 times across the country in 2009
- The national broadcast was also aired on the American Forces Network, reaching approximately 1 million armed forces members in 175 countries and U.S. territories around the world.
- The local broadcast was streamed live on the Web for the first time in 2009 and was viewed in 80 countries. A host of social media outreach strategies was integrated with this live Web presence including live audience polling via Facebook and Twitter, and the display of theater and television audience "tweets" onscreen throughout the live program.

L.A. Holiday Celebration is a production of the Los Angeles County Arts Commission in association with KCET.

FOR SPONSORSHIP INFORMATION, PLEASE CONTACT:
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PBS

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