

Sponsor Information Packages  
**3<sup>rd</sup> Annual World Salsa Championship December 12-16, 2007**  
For more information please contact  
Visit us on-line at [www.worldsalsachampionships.com](http://www.worldsalsachampionships.com) or call:  
Rob Beiner – 516 782-5182



# **3<sup>rd</sup> ANNUAL WORLD SALSA CHAMPIONSHIPS**

**Disney's Coronado Springs,  
December 12-16, 2007**

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About the World Salsa Championship: The 3<sup>rd</sup> Annual World Salsa Championship features more than 400 of the best salsa dancers from around the world. They will be competing for cash prizes and the international titles in 4 salsa categories. The event will be held at Walt Disney World's Coronado Springs Resort this December 12-16, 2007.

Dancers, spectators, vendors and media will gather for a 4 day salsa extravaganza which includes 4 nights of competitive dancing, world class entertainment and dancing following each evening's competition. We are proud to be featuring 2007 Grammy Winners El Gran Combo on Thursday December 13, 2007 . A full schedule of workshops, classes and salsa and presentations will be held each day featuring renowned dance instructors like Eddie Torres, Billy Fajardo, Stacey Lopez ,Carmen Lorente and others. Attendance is expected to be 3,000+ per day. This event will be televised on ESPN2, ESPN Deportes and ESPN International during the 1<sup>st</sup> quarter of 2008.

A creation of The Salsa Seven Inc., this event is produced by Rob Beiner, a multiple Emmy award winning television producer, and Albert Torres, a world renowned salsa promoter and dancer.

Become a sponsor for this event and benefit from a variety of means to target your audience again and again. Dancing is the hottest TV magnet for ratings as a result of TV programs Dancing with the Stars, So you think you can Dance , Univision's Bailando por un Sueno and most recently Disney's High School Musical. The World Salsa Championships goes beyond these programs by capturing three passion points of the TV audience:

Dancing....Music....and Sports. Yes ,imagine a marketing asset that combine these three passion points into a global patform. Sponsorship at the 3<sup>rd</sup> Annual World Salsa Championships will result in a big bang for your buck!

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## **Sponsorship Opportunities:**

### **TITLE Sponsorship: \$250,000**

- Up to two minutes of commercials on ESPN2 in each of the one-hour telecasts during Prime-time, plus at least one secondary airing of that same show with the same commercial allowance. Total potential households: 89 million.
- Sponsor logos on all title cards, specialty show graphics and audio references within the telecasts.
- Audio references throughout event stating..."The 3<sup>rd</sup> Annual World Salsa Championships presented by XXXX...."
- Opening and closing billboards..."The 3<sup>rd</sup> Annual World Salsa Championships are brought to you by XXXX...."
- Signage strategically placed around the Disney's Coronado Springs Resort and the beautiful Coronado Ballroom.
- Inserts into our commemorative program sold at the front door at Disney's Coronado Springs Resort.
- Access to The Salsa Seven Inc. database which now reaches more than 100,000 for marketing and promotional items.
- 10 live audio mentions in the Coronado Ballroom for the first three days of competition and another 5 mentions during the post party..."brought to you by xxxx".
- Opportunity to use winners of each salsa dance category as talent for advertising campaigns (Retail or Trade Sales incentives, sweepstakes to other international events, dance instructions/lessons, product give-a-ways, product endorsement, etc.)
- Two 10' x 8' preferred booth locations at the arena. On-Site sampling (food and beverage products not permitted)
- Website link and ability to support Web site promotional offers – on-line retail store available
- 20 VIP Tickets/Corporate Hospitality for top executives or VIP customers/retailers
- 25 General Admission tickets
- **Bonus: 8 –30 second spots in ESPN International and ESPN Deportes.Reach an additional 23 households.**

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### **GOLD Sponsorship: \$100,000**

- 12-30 second commercials on ESPN2 in one-hour telecasts. Six in prime-time plus at least one secondary airing of that same show with the same commercial allowance of one minute. (Total potential households: 89 million).
- Signage strategically placed around the Disney's Coronado Springs Resort and the beautiful Coronado Ballroom.
- Inserts into our commemorative program sold at the front door at Disney's Coronado Springs Resort.
- 5 live audio mentions in the Coronado Ballroom for the first three days of competition and another 5 mentions during the post party..."brought to you by xxxx
- Tie-in promotions (inquire for additional information)
- Access to The Salsa Seven Inc. database which now reaches more than 100,000 for marketing and promotional items.
- Two 10' x 8' preferred booth location at the arena. On-Site sampling (food and beverage products not permitted).
- Website link and ability to support Web site promotional offers – on-line retail store available.
- 10 VIP Tickets/Corporate Hospitality for top executives or VIP customers/retailers
- 10 General Admission tickets
- **Bonus: 6 –30 second spots in ESPN International and ESPN Deportes. Reach an additional 23 households**

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### **Silver Sponsorship: \$60,000**

- 6-30 second commercials on ESPN2 in one-hour telecasts. Three in prime-time plus at least one secondary airing of that same show with the same commercial allowance of one minute. (Total potential households: 89 million).
- Signage strategically placed around the Disney's Coronado Springs Resort and the beautiful Coronado Ballroom.
- Inserts into our commemorative program sold at the front door at Disney's Coronado Springs Resort.
- Tie-in promotions (inquire for additional information)
- Access to The Salsa Seven Inc. database which now reaches more than 100,000 for marketing and promotional items.
- Two 10' x 8' preferred booth location at the arena. On-Site sampling (food and beverage products not permitted).
- Website link and ability to support Web site promotional offers – on-line retail store available.
- 10 VIP Tickets/Corporate Hospitality for top executives or VIP customers/retailers
- 10 General Admission tickets
- **Bonus: 4 –30 second spots in ESPN International and ESPN Deportes.Reach an additional 23 households**

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### **LOCAL Sponsorship: \$20,000**

- Category Exclusivity
- Logo/Mention in all Orlando and Miami TV, Radio, Press and collateral materials:
  - 180 Spots in Univision/Telefutura
  - 200 Spots in Rumba 100.3 and La Kalle Radio stations
  - Logo on 15 full page –full color ads in El Nuevo Dia Orlando
  - Logo on 50,000 flyers to be distributed in Orlando
  - Logo on 1000 posters
- Right to use World Salsa Championship logo for Tie-in promotions
- Rights to WSC database-100,000 salsa lovers worldwide.
- One 10' x 8' booth at the 2007 Event. On-Site sampling (as long as is not food and beverage products)
- Website link and ability to support Web site promotional offers
- 2 VIP Tickets/Corporate Hospitality for 2007 Event
- 10 General Admission tickets

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## **OTHER SPONSORSHIP OPPORTUNITIES**

### Center of Dance Floor: \$50,000

Display your company logo to millions of people worldwide during television broadcasts in addition live viewers.



### Commemorative DVD Sponsorship Package: \$25,000

- Logo on DVD Cover – “Your Co.” Presents title
- Product integration in selected performances for on event DVDs
- 10 minute Salsa Lesson sponsored by company
- Internet ad with direct link to company website
- 1,000 copies to be produced and sold thru major retailers and WSC cyber store.  
(Currently carried on Netflix)

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Individual Commercial 30 second spots on ESPN International, \$2,000 each per territory:

Territories for the broadcast include: Latin America, Central America, Mexico, and the Caribbean), Africa, the Middle East, Israel, and Oceania (Australia, New Zealand and Pacific Islands). Total households: 21 million. Program to Air March 2008

Individual Commercial 30 second spots on ESPN 2, \$10,000 each per 30 sec spot:

Booth at 3<sup>rd</sup> Annual World Salsa Championship: \$600

- Direct access to the 3<sup>rd</sup> Annual World Salsa Championships audience of over 3,000 people per day.
- Opportunity to sell or promote your product.
- Each booth is 10' X8'.
- This is a one-time fee for the 3 day event.

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### Advertisements in WSC Programs:

- Full page advertisement: \$350
- Half page advertisement: \$185
- Quarter page advertisement: \$100

### **Sponsorship Opportunity Summary:**

- Commercial spots available for purchase on ESPN Domestic, ESPN International and ESPN Deportes
- Incredible marketing opportunity combining three passion points of TV audience :Dancing, Music, Sports
- Global property with multi-cultural appeal
- Television coverage on various networks – will display sponsorship banners and event announcements
- Live event coverage – 3 nights of performances followed by live music and dancing with an audience of 3,000/night = approximately 10,000 spectators.
- Commemorative DVDs of the event will be around for years after the program has aired
- Our promotional work will include your name and logo
- Access to WSC database of 100,000+, depending on sponsorship package.