

BAYDANCE

FIRE ISLAND PINES
SPONSORSHIP
GUIDE 2010



BAY DANCE 2010





CELEBRATE WITH US!



EXECUTIVE SUMMARY

- ‡ WHO: Targeted to a marketing segment of 21-40-year-olds with above average disposable income
- ‡ WHAT: Bay Dance Independence Day Celebration
- ‡ WHEN: Saturday, July 3rd, 2010
- ‡ WHERE: Fire Island Pines, New York
- ‡ WHY: To raise funds for the New York Lesbian, Gay Bisexual and Transgender Community Center, and the Fund in the Sun Foundation which in turn benefits local and national organizations and charities.

THE FUND IN THE SUN FOUNDATION FACTS

- Established in 2006 as a not-for-profit public charity dedicated to Fire Island Pines.
- The foundation's mission is twofold: First, to provide funding for projects and initiatives designed to protect, enhance and maintain the environment, cultural life, health and infrastructure of the Fire Island Pines community; Second, to make grants to other charitable organizations whose purposes and activities are of interest to the residents of Fire Island Pines, specifically those who lack the infrastructure to initiate major fund-raising for their survival.
- Donated over \$250,000 since inception in 2006 and allocated funds to more than twelve charitable organizations
- Grants were given to the following organizations: The New York City Lesbian, Gay, Bisexual & Transgender Community Center, Friends in Deed, Camp Heartland, The National Gay & Lesbian Task Force, Live out Loud, The Nature Conservancy of Long Island, Dancers Responding to AIDS, Dress for Success, The Trevor Project, The Hetrick-Martin Institute, Friends of the Fire Island National Seashore, Standing Tall and Answer.

THE EVENT

- Potential 1,500 participants
- Weekend attendance in the Pines is more than 5,000 guests, more than any other weekend of summer
- Largest gay and lesbian Independence Day celebration in the New York Metropolitan area
- Valuable branding opportunities including signage, print distribution, sampling and online representation

THE TARGET PARTICIPANT

- Above average disposable income
- Key market consumer
- Demonstrated product loyalty
- Effective and proven word of mouth and large electronic information network
- Gay and lesbian
- Age demographic of 21-40

FUND IN THE SUN KEY PLAYERS

Hal Rubenstein, Chairman. Fashion Editor, In Style Magazine.
David Nickle, Trustee. Vice-President, Urbitran Associates, Inc.
Anthony M. Roncalli, President and Treasurer. Partner, Chadbourne & Parke LLP.
Eric von Kuersteiner, Founder. President, Pines Commercial Operations.

BAY DANCE BROUGHT TO YOU BY:



CATHERINE MALANDRINO

POLO RALPH LAUREN

Van Cleef & Arpels

Carolina Herrera



Calvin Klein

GILT
GR E

Prada



SUMMER 2010 FIRE ISLAND PINES

Our annual celebration of independence and giving is returning to Fire Island Pines. Bay Dance is the highlight event of July 4th weekend and one of the most anticipated parties of summer in the Pines. With a weekend attendance of up to 5,000 guests, Independence Day is our busiest and most fun weekend of summer. What could be better than a sun filled blue sky, a cool bay breeze, scintillating music uniting people and dancing the day away with your friends and loved ones on Fire Island? Won't you join us this summer?

Bay Dance is produced by Fund in the Sun Foundation and the New York LGBT Community Center, and 100 percent of the event's net proceeds go to these charitable groups. This strategically planned and executed event is designed to create a mutually beneficial relationship for guests, sponsors and the charities.

Bay Dance is the largest gay and lesbian 4th of July celebration in the New York City Metropolitan Area. Our attendees come from a valuable and unique niche market. We target an age demographic of 21-40-year-olds with our marketing efforts, and our clientele in the Pines tends to possess formidable buying power. They are a group of trendsetters in the consumer categories of fashion, luxury products, technology and media.

This year's celebration will be held on Saturday, July 3rd, 2010. A massive dance floor floating on the Great South Bay will create a magical atmosphere for the celebration as guests dance under one of the most beautiful sunsets in the world. A renowned DJ will entertain and orchestrate the grand finale of a fabulous fireworks display. Come celebrate with us at Bay Dance!



HISTORY OF FIRE ISLAND PINES

Fire Island Pines is a gay island resort and beach destination that truly appeals to the luxury minded. We build on the casual island beach heritage, offering a luxury lifestyle resort experience. In addition to the beautiful beaches and stunning homes, the Pines harbor is home to a popular gym and pool, lounges, cafes, a hotel, a gourmet market and some fabulous restaurants. The Pines is how “downtown NYC does the beach.”

The Pines is well-known by leaders in fashion, design, photography and the arts and has rapidly become the center of beach chic, taste and elegance.

Although a predominantly gay community, the Pines welcomes diversity and provides a wonderful home and vacation destination for anyone who appreciates a beautiful beach. This unique island town offers the best of both worlds in terms of peaceful relaxation and exciting nightlife. The Pines is a car-free community, only accessible by ferry, adding to its unique sense of tranquility. While thousands of Fire Islanders return each summer to live and vacation, thousands more make the voyage for the first time to see if all the things they heard are really true. And they are!

You will discover, as everyone who visits does, that special, secret magic of the Pines.

THE FUND IN THE SUN FOUNDATION

The Fund in the Sun Foundation was established in 2006 as a not-for-profit public charity dedicated to Fire Island Pines. The foundation's mission is twofold: First, to provide funding for projects and initiatives designed to protect, enhance and maintain the environment, cultural life, health and infrastructure of the Fire Island Pines community; Second, to make grants to other charitable organizations whose purposes and activities are of interest to the residents of Fire Island Pines, specifically those who lack the infrastructure to initiate major fund-raising for their survival.

Fund in the Sun proudly supports:

Since its inception, the Fund in the Sun Foundation has offered financial assistance and underwriting to The New York City Lesbian, Gay, Bisexual & Transgender Community Center, Friends in Deed, Camp Heartland, The National Gay & Lesbian Task Force, Live out Loud, The Nature Conservancy of Long Island, Dancers Responding to AIDS, Dress for Success, The Trevor Project, The Hetrick-Martin Institute, Friends of the Fire Island National Seashore, Standing Tall and Answer.

To learn more about Fund in the Sun Foundation and to apply for grants, please visit: www.fundinthesunfoundation.com





THE **FUND**
IN THE **SUN**
FOUNDATION



lending a hand

proudly supporting

fundinthesunfoundation.com





WHY SUPPORT BAY DANCE?

- Provisions for hundreds of brand awareness opportunities (posters, flyers and magazine advertisements across the United States, souvenir program, mailings, banners, on-site representation, promotional distribution, etc.)
- Exposure to approximately 1,500 attendees with above average disposable income, formidable buying power and demonstrated brand loyalty
- A special and unique opportunity to introduce and position your brand with this important consumer group
- A way to validate and reinforce your existing market and to associate your brand with this faithful market
- An opportunity to support highly philanthropic causes
- Consumers feel good knowing that the organizations they support are committed to being good corporate citizens. The net proceeds from Bay Dance will be donated to charitable organizations
- This is a wonderful partnership of altruism and marketing which will provide a great return for you and your company



BAY DANCE BRANDING OPPORTUNITIES

Our philosophy is to portray your brand and product through maximum image displays. The goal behind this strategy is to promote your company by utilizing unique visual representation.

While most companies and businesses are used to advertising at events through traditional methods of basic print and signage, our unique approach identifies your company through actual product consumption during Bay Dance and all other weekend events and parties.

The strategy is simple – introduce and/or reinforce your brand and product by actually placing it into the hands of the consumer. That is more powerful than any sign, banner or card could ever be.

ADDED VALUE AT ASCENSION

VIP GIFT BAG

Bay Dance sponsors can also reach an extended audience at another Fund in the Sun event, Ascension Beach Party Weekend, which is set in August. Ascension VIP Gift Bags are packed with product donations from a select group of sponsors. In previous years, Armani Exchange messenger bags were filled with items such as A/X underwear, Redken and Kiehl's products, new music and Absolut goodies, just to name a few. These totes are an amazing vehicle for our sponsors to communicate with our guests long after our fun-filled weekend has concluded.

SOUVENIR JOURNAL

The Ascension Souvenir Journal is another way to reinforce your company's brand image to our guests once they depart Fire Island and venture out onto the "commerce frontier." The journal is a guide to the weekend events and is full of editorial content from our key players and beneficiaries. It is a must-read and a definite keepsake for everyone who has joined us.

The journal is published by Hal Rubenstein, fashion editor at InStyle Magazine. Previous advertisers include Gucci, Prada, Mercedes-Benz, Tiffany, Dolce and Gabbana, Target, Louis Vuitton, Versace, Armani Exchange, Ralph Lauren, Diesel, Oscar de la Renta, Neiman Marcus, Burberry, Bergdorf Goodman, Michael Kors, Cartier, Bulgari and many more.





PRESENTING SPONSORS \$25,000*

FOR YOUR GENEROUS CONTRIBUTION AS A PRESENTING SPONSOR,
YOUR COMPANY WILL RECEIVE THE FOLLOWING BENEFITS:

- Exclusivity in product category
- Your logo will be most prominently featured in all print materials, including press releases, advertisements and announcements. Your logo/name will appear 3 points larger than the next level of sponsorship
- Your logo will be highlighted on the Bay Dance Party web site with the opportunity to hyperlink your own company web site. The web site is fully operational and maintained year-round with up to 500 unique user hits per day during peak season
- Full page, full color ad (Back Cover) or spread in the event program distributed to attendees - 1,500 copies valued at \$5,000
- Your banners/signage most prominently displayed at the Bay Dance Party and the VIP Cocktail Party
- Entitlement to advertise your sponsorship of Bay Dance. (All advertisements must be approved by the LGBT and Pines Promotions LLC prior to publication)
- Print recognition in LGBT quarterly newsletter reaching 18,000 members nationwide
- Twenty (20) VIP Passes for all events, valued at \$3,000
- Twenty (20) tickets to the VIP Cocktail Party, valued at \$1,000
- You will receive a banner ad during high season on the Fire Island Pines web site, with up to 1,000 unique user hits per day during peak season
- Monthly recognition in Pines Eblasts (6000+ subscribers)
- Opportunity to underwrite a tent with exclusive product placement

* minimum \$25,000 cash required in combination with product/services



SUN SPONSORS \$15,000*

FOR YOUR GENEROUS CONTRIBUTION AS A SUN SPONSOR,
YOUR COMPANY WILL RECEIVE THE FOLLOWING BENEFITS:

- Your logo will be prominently featured in all print materials, including press releases, advertisements and announcements. Your logo/name will appear 3 points larger than the next level of sponsorship
- Your logo will be highlighted on the Bay Dance Party web site with the opportunity to hyperlink your own company web site. The web site is fully operational and maintained year-round with up to 500 unique user hits per day during peak seasons
- Full page, full color ad in the event program distributed to attendees - 1,500 copies valued at \$2,500.
- Your banners/signage prominently displayed at the Bay Dance and the VIP Cocktail Party
- Entitlement to advertise your sponsorship of Bay Dance. (All advertisements must be approved by the LGBT and Pines Promotions LLC prior to publication)
- Print recognition in LGBT quarterly newsletter reaching 18,000 members nationwide
- Ten (10) VIP Passes for all events, valued at \$1,500
- Ten (10) tickets to the VIP Cocktail Party, valued at \$500
- You will receive a banner ad during high season on the Fire Island Pines web site, with up to 1,000 unique user hits per day during peak seasons
- Recognition in Pines Eblasts (6000+ subscribers)
- Opportunity to underwrite a tent with exclusive product placement

* minimum \$10,000 cash required in combination with product/services



BAY SPONSORS \$10,000*

FOR YOUR GENEROUS CONTRIBUTION AS A BAY SPONSOR,
YOUR COMPANY WILL RECEIVE THE FOLLOWING BENEFITS:

- Your logo will be prominently featured in all print materials, including press releases, advertisements and announcements. Your logo/name will appear 3 points larger than the next level of sponsorship
- Your logo will be highlighted on the Bay Dance Party web site with the opportunity to hyperlink your own company web site. The web site is fully operational and maintained year-round with up to 500 unique user hits per day during peak season
- Full page, full color ad in the event program distributed to attendees - 1,500 copies valued at \$2,500
- Your banners/signage most prominently displayed at the Bay Dance Party and the VIP Cocktail Party
- Entitlement to advertise your sponsorship of Bay Dance. (All advertisements must be approved by the LGBT and Pines Promotions LLC prior to publication)
- Print recognition in LGBT quarterly newsletter reaching 18,000 members nationwide
- Six (6) VIP Passes for all events, valued at \$900
- Six (6) tickets to the VIP Cocktail Party, valued at \$300
- Recognition in Pines Eblasts (6000+ subscribers)
- Opportunity to underwrite a tent with exclusive product placement

* minimum \$5,000 cash required in combination with product/services



FIREWORKS SPONSORS \$5,000*

FOR YOUR GENEROUS CONTRIBUTION AS A FIREWORKS SPONSOR,
YOUR COMPANY WILL RECEIVE THE FOLLOWING BENEFITS:

- Your logo will be prominently featured in all print materials, including press releases, advertisements and announcements
- Your logo will be highlighted on the Bay Dance Party web site with the opportunity to hyperlink your own company web site. The web site is fully operational and maintained year-round with up to 500 unique user hits per day during peak season
- Full page, full color ad in the event program distributed to attendees- 1,500 copies valued at \$2,500
- Your banners/signage prominently displayed at the Bay Dance Party and the VIP Cocktail Party
- Entitlement to advertise your sponsorship of Bay Dance. (All advertisements must be approved by the LGBT and Pines Promotions LLC prior to publication)
- Print recognition in LGBT quarterly newsletter reaching 18,000 members nationwide
- Four (4) VIP Passes for all events, valued at \$600
- Four (4) tickets to the VIP Cocktail Party, valued at \$200

* minimum \$2,500 cash required in combination with product/services



BAY DANCE 2010 SPONSORSHIP APPLICATION

LET US CUSTOMIZE
YOUR SPONSORSHIP
TO MEET YOUR GOALS!

SELECT A LEVEL OF SPONSORSHIP:

- | | |
|---|----------|
| <input type="checkbox"/> PRESENTING SPONSOR | \$25,000 |
| <input type="checkbox"/> SUN SPONSOR | \$15,000 |
| <input type="checkbox"/> BAY SPONSOR | \$10,000 |
| <input type="checkbox"/> FIREWORK SPONSOR | \$5,000 |

SOUVENIR JOURNAL

BLACK AND WHITE

- | | |
|---------------------------------------|----------|
| <input type="checkbox"/> FULL PAGE | \$1,500. |
| <input type="checkbox"/> HALF PAGE | \$750. |
| <input type="checkbox"/> HALF PAGE | \$750. |
| <input type="checkbox"/> QUARTER PAGE | \$500. |

4-COLOR PREMIUM POSITION

- | | |
|---|----------|
| <input type="checkbox"/> DOUBLE PAGE SPREAD | \$5,000. |
| <input type="checkbox"/> BACK COVER | \$5,000. |
| <input type="checkbox"/> INSIDE FRONT | \$3,500. |
| <input type="checkbox"/> INSIDE BACK | \$3,500. |
| <input type="checkbox"/> FULL PAGE | \$2,500. |

CONTACT NAME

TITLE

COMPANY

ADDRESS

CITY | STATE | ZIP

PHONE

EMAIL

PLEASE BILL THE FOLLOWING AMOUNT TO MY CREDIT CARD

\$ _____

VISA

AMEX

MASTERCARD

DISCOVER

NAME ON CARD

NUMBER

EXPIRATION DATE

SECURITY CODE

SIGNATURE

PLEASE MAKE CHECKS PAYABLE TO: FUND IN THE SUN FOUNDATION

MAIL THIS COMPLETED FORM TO:

180 WEST 20TH STREET UNIT 3U NEW YORK, NEW YORK 10011

CONTACT EMAIL:

ERIC@THEPINESFIREISLAND.COM

CONTACT TELEPHONE:

917-532-1820