



2010 SPONSORSHIP OPPORTUNITIES

Kicking off Thanksgiving weekend, the Gardens of the American Rose Center are transformed into a whimsical winter wonderland featuring more than a million twinkling lights, dozens of lighted displays, more than 50 giant Christmas Cards to the Community and much more. This multi-weekend event features nightly entertainment, photos with Santa, rides on the Roseland Express train and tons of fun for the whole family! Christmas in Roseland enjoys consistent media coverage which makes it an ideal vehicle for sponsors to promote their business while giving back to the community.

SPONSORSHIP BENEFITS

Thanks to community and corporate support, Christmas in Roseland has been the area's most successful holiday festival since 1983. Sponsorships range from \$250 to \$25,000. Additional exposure and added value are based on sponsorship level. Custom sponsorships are available upon request. Sponsorship deadline is Monday, October 4, 2010. All Christmas in Roseland sponsors are recognized through:

- The official website
- The festival rack cards
- Press releases
- Signage throughout the gardens
- Individual CIR passes
- American Rose Center Garden Passes

WEBSITE

Our website begins promoting festival sponsors as soon as the commitment is made and continues even during the off season. This interactive site includes pictures and direct links to sponsors' Web sites.

OFFICIAL RACK CARD

All sponsors confirmed prior to printing are acknowledged in this full-color guide to the festival. The rack card is distributed across Louisiana through the state's Visitor Distribution Centers and by the Shreveport-Bossier Convention & Tourist Bureau.

ON-SITE SIGNAGE

Signage featuring sponsor's name is placed at sponsored area or event to be viewed by the thousands attending the festival.

CREATIVE MARKETING

CIR organizers encourage all sponsors to promote their product, image or service during the festival.

MEDIA COVERAGE

Sponsor recognition begins upon confirmation of sponsorship and continues through the festival through the website, press releases, and press packets.

PRESENTING SPONSOR: \$25,000

In addition to regular benefits, the presenting sponsor also receives:

- Logo on souvenir cup
- 10' X 10' tent with banner – to be used by title sponsor for creative marketing purposes
- Name recorded in all radio spots
- Signage at regional Holiday Trail of Lights Kick-off Ceremony
- Complimentary admission to CIR for all of your employees on a single designated evening
- 250 complimentary individual one-day admission passes to the American Rose Center
- 125 complimentary individual garden season passes to the American Rose Center

GENERAL SPONSORSHIPS

MAJOR SPONSOR: \$10,000

In addition to regular benefits, the major sponsor also receives:

- Name recorded in all radio spots
- Signage at regional Holiday Trail of Lights Kick-off Ceremony
- 160 complimentary one-evening individual admissions to Christmas in Roseland
- 100 complimentary individual one-day admission passes to the American Rose Center
- 50 complimentary individual garden season passes to the American Rose Center

CONTRIBUTING SPONSOR: \$5,000

In addition to regular benefits, the contributing sponsor also receives:

- Name recorded in all radio spots
- Signage at regional Holiday Trail of Lights Kick-off Ceremony
- 80 complimentary one-evening individual admissions to Christmas in Roseland
- 50 complimentary individual one-day admission passes to the American Rose Center
- 20 complimentary individual garden season passes to the American Rose Center

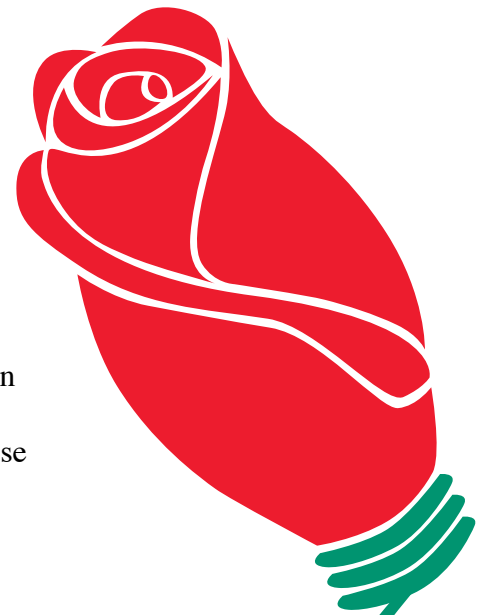
CONTRIBUTING SPONSOR: \$1,000

- Signage at regional Holiday Trail of Lights Kick-off Ceremony
- 16 complimentary one-evening individual admissions to Christmas in Roseland
- 10 complimentary individual one-day admission passes to the American Rose Center
- 5 complimentary individual garden season passes to the American Rose Center

INDIVIDUAL GARDEN DISPLAYS: \$500

Choose one of our whimsical garden displays to sponsor. There are twenty individual gardens available for sponsorship including the Reindeer Bistro, Wedding Proposal, Tropical Island, Baseball, Nativities, the Old West, etc. In addition to regular benefits, the sponsors also receive:

- Signage at regional Holiday Trail of Lights Kick-off Ceremony
- 12 complimentary one-evening individual admissions to Christmas in Roseland
- 5 complimentary individual one-day admission passes to the American Rose Center
- 2 complimentary individual garden season passes to the American Rose Center



SNOW ANGELS: \$250

In addition to regular benefits, snow angels also receive:

- 8 complimentary one-evening individual admissions to Christmas in Roseland
- A complimentary family garden season pass to the American Rose Center

ENTERTAINMENT AND SPECIAL EVENTS

CHRISTMAS CARDS TO THE COMMUNITY: \$2,500

Each year local elementary, middle and high school students create 4'x8' Christmas Cards to the Community, which are displayed along the walkways throughout the gardens. Prizes are awarded for first, second and third places in each division. In addition to regular benefits, the sponsor also receives:

- Signage at regional Holiday Trail of Lights Kick-off Ceremony
- 40 complimentary one-evening individual admissions to Christmas in Roseland
- 25 complimentary individual one-day admission passes to the American Rose Center
- 13 complimentary individual garden season passes to the American Rose Center

WINDSOUNDS STAGE/CHAPEL: \$2,000

Nightly entertainment takes place at these venues, which give maximum visibility for the sponsor. In addition to regular benefits, the sponsor also receives:

- Signage at regional Holiday Trail of Lights Kick-off Ceremony
- A banner placement on stage (size to be pre-approved by CIR representative)
- On-stage announcements
- 32 complimentary one-evening individual admissions to Christmas in Roseland
- 20 complimentary individual one-day admission passes to the American Rose Center
- 10 complimentary individual garden season passes to the American Rose Center

CONTACT

Custom sponsorships are available upon request.

MARIA SCOTT

Director of Communications

American Rose Society

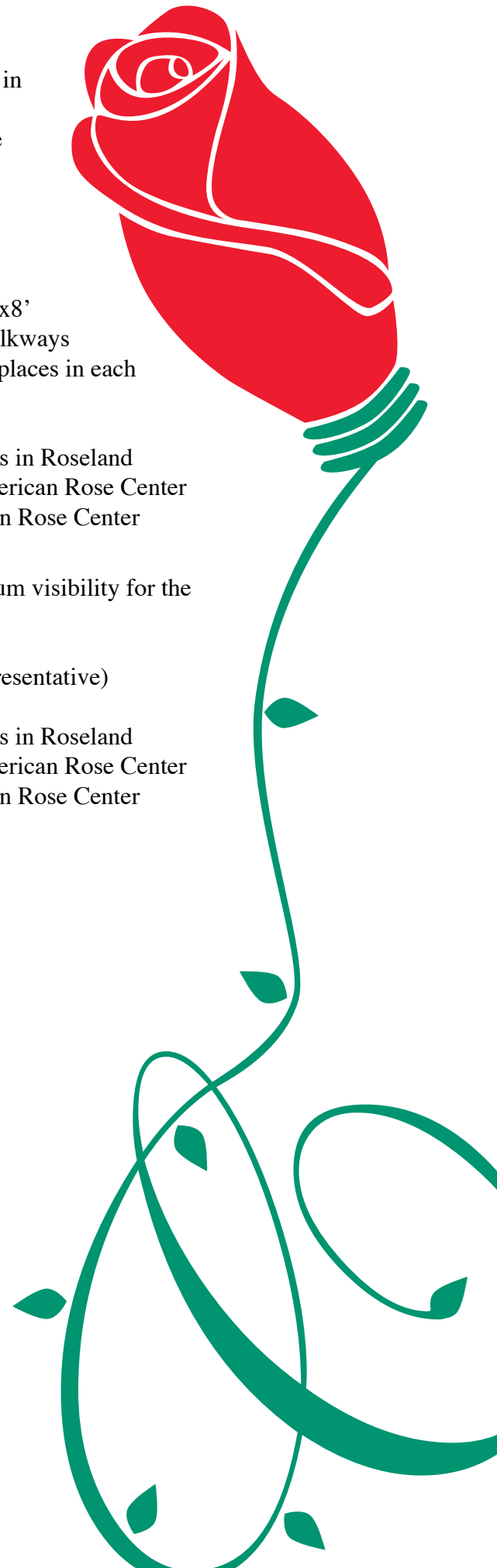
P.O. Box 30,000

Shreveport, LA 71130

Phone: 318-938-5402

Fax: 318-938-5405

E-mail: maria@ars-hq.org





I would like to support Christmas in Roseland at the following sponsorship level:

PRESENTING SPONSOR: \$25,000

GENERAL SPONSORSHIPS

- MAJOR SPONSOR: \$10,000
- CONTRIBUTING SPONSOR: \$5,000
- CONTRIBUTING SPONSOR: \$1,000
- INDIVIDUAL GARDEN DISPLAYS: \$500
- SNOW ANGELS: \$250

ENTERTAINMENT AND SPECIAL EVENTS

- CHRISTMAS CARDS
TO THE COMMUNITY: \$2,500
- WINDSOUNDS STAGE/CHAPEL: \$2,000

OTHER: \$ _____

Company Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

E-mail: _____

Please charge my credit card.

- Visa Mastercard Discover American Express

Card Number: _____ Exp. Date: ____ / ____ V-Code: _____

I have enclosed a check.

Check Number: _____

Authorized Signature: _____

Date: _____

PLEASE RETURN THIS FORM BY MAIL OR FAX TO:

American Rose Society
 ATTN: Maria Scott
 P.O. Box 30,000
 Shreveport, LA 71130
 Fax: (318) 938-5405

FOR QUESTIONS, PLEASE CONTACT:

Maria Scott
 Director of Communications
 (318) 938-5402
 maria@ars-hq.org