



KPBS CELEBRATES GALA
– inspired by –
DOWNTON ABBEY

SATURDAY, MAY 4, 2013
THE US GRANT

REACH KPBS' MOST LOYAL AND AFFLUENT AUDIENCE

Be a part of an unforgettable night in celebration of this acclaimed series

On Sunday nights, drama is king on KPBS with *Downton Abbey* on MASTERPIECE. This year, more than 63-thousand San Diegans watched the award winning series. KPBS is pleased to announce *Downton Abbey* as the theme for the 2013 *KPBS Celebrates Gala*.

Taking place on May 4, 2013 at the US Grant, more than 200 station supporters are anticipated to attend and experience an unforgettable evening in Edwardian England.

The event also celebrates the KPBS Hall of Fame inductees. **Audrey S. Geisel** and **Conrad Prebys** and **Debbie Turner** will be honored as Visionaries. The station's first Program Manager, the late **Brad Warner**, will be the Lifetime Achievement Inductee.

Guests will also enjoy a live auction, music, and dancing. Early sponsors include:

CARS, Inc. - Platinum Sponsor

The Sycuan Band of the Kumeyaay Nation - Silver Sponsor

Scripps Health - Silver Sponsor

City National Bank - Cocktail Sponsor

Additional support is provided by the members of the Honorary Committee:

Darlene Marcos Shiley, Honorary Chair

Audrey S. Geisel via The San Diego Foundation / Dr. Seuss Fund

Cymer

Joan & Irwin Jacobs

Gala sponsors provide essential support and receive meaningful recognition that reaches the KPBS audience. To sponsor this event, contact a KPBS Account Executive today.

Annette Fleming
afleming@kpbs.org

Sharon Gorevitz
sgorevitz@kpbs.org

Joie Parmenter
jparmenter@kpbs.org

James Rowten
jrowten@kpbs.org

Kirsten L. Stahl
kstahl@kpbs.org

Event Overview

6:00 p.m.

Cocktail Reception

Silent Auction

7:30 p.m.

Seated Dinner & *Hall of Fame* Celebration

Live Auction

9:00 p.m.

Live Music and Dancing

Platinum Sponsor - \$30,000 Level

Event Recognition & Benefits

Save the Date

Mailed Nov 2012

Distributed to 1000 members & supporters

Commit by October 19, 2012

Value \$1,000

Press Release x 3

Fall 2012 & Winter 2013

Media Alert - Apr 2013

Invitation

Mailed Feb-Mar 2013

Distributed to 1000 members & supporters

Value \$1,000

Online

Logo & Link on Event Site

Logo on Event Emails (2-3)

Value \$1,200

Printed Program

Full Page / Four Color Ad (ask for specs)

Sponsor Listing

Value \$1,200

Event Signage & On Screen Thanks

Prominently Displayed

Viewed by all Attendees

Value \$1,000

Public Thank You

From General Manager

During Presentation

Ten (10) Gala Tickets (1 Table)

Value \$5,000

Multi Media Marketing & Promotion

Television

44 Spots (:15 seconds)

Run of Schedule

Value \$22,000

Radio

60 Spots (:15 seconds)

Run of Schedule

Value \$12,000

Online

Run of Site

Dimensions: 300x250

30,000 Impressions

Value \$900

Total Value \$45,300



Gold Sponsor - \$20,000 Level (Two Available)

Event Recognition & Benefits

Save the Date

Mailed Nov 2012
Distributed to 1000 members & supporters
Commit by October 19, 2012

Value \$1,000

Press Release x 3

Fall 2012 & Winter 2013
Media Alert - Apr 2013

Invitation

Mailed Feb-Mar 2013
Distributed to 1000 members & supporters

Value \$1,000

Online

Logo & Link on Site
Logo on Event Emails (2-3)

Value \$1,200

Event Program

Half Page / Four Color Ad (ask for specs)

Sponsor Listing

Value: \$600

Event Signage & On Screen Thanks

Prominently Displayed

Viewed by all Attendees

Value: \$1,000

Public Thank You

From General Manager

During Presentation

Ten (10) Gala Tickets (1 Table)

Value \$5,000

Multi Media Marketing & Promotion

Television

20 spots (:15 seconds)
Run of Schedule

Value \$10,000

Radio

40 Spots (:15 seconds)
Run of Schedule

Value \$8,000

Online

Run of Site

Dimensions: 300x250

30,000 Impressions

Value \$900

Total Value \$28,700



Silver Sponsor - \$10,000 Level (One Available)

Event Recognition & Benefits

Press Release x 3

Fall 2012 & Winter 2013

Media Alert - Apr 2013

Invitation

Mailed Feb-Mar 2013

Distributed to 1000 members & supporters

Value \$1,000

Online

Logo & Link on Event Site

Logo on Event Emails (2-3)

Value \$1,200

Printed Program

Qtr Page / Four Color Ad (ask for specs)

Sponsor Listing

Value \$300

Event Signage & On Screen Thanks

Prominently Displayed

Viewed by all Attendees

Value \$1,000

Ten (10) Gala Tickets (1 Table)

Value \$5,000

Marketing & Promotion

Radio

40 spots (:15 seconds)

Run of Schedule

Value \$8,000

Online

Run of Site

Dimensions: 300x250

10,000 Impressions

Value \$300

Total Value \$16,800



Gift Bag / Floral Sponsor - \$8,500 (Two Available)

Event Recognition & Benefits

Online

Logo & Link on Event Site

Logo on Event Emails (2-3)

Value \$1,200

Printed Program

Qtr Page / Four Color Ad (ask for specs)

Sponsor Listing

Value \$300

Event Signage & On Screen Thanks

Prominently Displayed

Viewed by all Attendees

Value \$1,000

Gift Tag/Table Card

Placed at Table Setting

Viewed by all Attendees

Value \$1,000

Ten (10) Gala Tickets (1 Table)

Value \$5,000

Total Value \$8,500

