



SPONSORSHIP PACKET  
PALM SPRINGS, CA  
SEPT 30 – OCT 3, 2010  
[www.blissweekend.com](http://www.blissweekend.com)



BLISS is a yearly weekend event by women of color for women of color and our allies produced by Movement Productions <http://www.movementinthebay.com> The weekend includes music by some of the best lesbian of color DJs in the nation, nationally renowned lesbian comedians, and entertainment spanning from vocalists to spoken word, drumming circles and beyond. BLISS is expecting a wide range of ethnicities, cultures, and regional backgrounds. Our target audience includes women of African American, Latin, Caucasian and Asian backgrounds. BLISS is committed to producing quality events to appease demographics that are severely

under-serviced and under-marketed by leading companies worldwide.

2010 marks the 2<sup>nd</sup> year of this annual event in Palm Springs. The anticipated success of this event mirrors others like it around the country, which exemplifies the enthusiasm of this lesbian market. As a early adopter sponsor of BLISS – An Oasis for Women of Color in the Desert, your company will lead the pack in gaining visibility to an abundance of thriving female consumers, as Movement Productions will be maintaining this as an annual celebration of women, love, community and pride.



WEBSITE: <http://www.blissweekend.com>

BLISS will be host to professional women of all cultural ethnicities ages 21-60 years old, identifying as LGBT. Today's competitive buying market



indicates that the LGBT lifestyle is a culture, and women who associate themselves with its customs tend to be well-educated, career-driven, unconventional, modernized females who live extravagantly, and are deep-seated consumers with significant expendable income. It's important that we note the inclusive nature of BLISS, as we welcome all of our allies to attend this celebration thus expanding the market your brand will reach.

BLISS offers exclusive partnership opportunities for all levels of businesses and individuals. Our

Partnership Packages are available for customization in order to suit your needs. For a custom Partnership Package, please don't hesitate to email us at [info@blissweekend.com](mailto:info@blissweekend.com) and we will be happy to work with you. Take

advantage of this innovative and effective Brand Marketing Opportunity. Market your brand to our core consumer demographic: Females of color and our allies, ages 21-60, who identify as Lesbian, Bi-sexual, and Transgendered, Mid to upper income, Social and Brand conscious.. Solidify your brand's relationship with existing customers. Sample and showcase new products or initiatives. Acquire market intelligence.



Elevate the identity of your brand through a high profile event series with a strong marketing and media program behind it

Oasis Partnership - \$2,500:

- Exclusive Event Title Sponsor
- Recognized as presenting sponsor along with BLISS in all media announcements.
- Placement of sponsorship logo at all events.
- Website Banner
- Display table setup at host hotel for Welcome Party, Comedy Show and Sunday event.
- Placement of sponsor logo on all promotional and printed material
- Website visibility and hyperlink.
- 10 All Access Passes

Palms Partnership - \$1,500:

- Recognized as participating sponsor in all media announcements.
- Placement of sponsor logo at all events.
- Placement of sponsor logo on all promotional and printed material.
- Banner on website
- Website visibility and hyperlink.
- 6 All Access Passes

Cactus Partnership - \$500:

- Recognized as participating sponsor in all media announcements.
- Placement of sponsor logo at all events.
- Placement of sponsor logo on all promotional and printed material.
- Website visibility and hyperlink.
- 4 All Access Passes

Desert Partnership - \$250:

- Recognized as promotional sponsor in all media announcements.
- Placement of sponsor logo at all events.
- Website visibility and hyperlink.
- 2 All Access Passes

Restrictions: Please advise us of any restrictions associated with your products and the Partnership Agreement. Unless advised, all donated products become the property of BLISS.

If you are interested in becoming an BLISS sponsor, please fill out the enclosed form and return it to us via email or fax 510-969-8134.

Contact Information:

Christine De La Rosa  
info@blissweekend.com  
510-842-6315



## Sponsorship Form

Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Level:

- Oasis \$2500
  - Palms \$1500
  - Cactus \$1000
  - Desert \$500
  - Customized Package
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