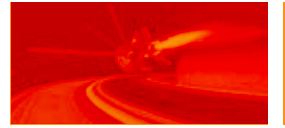




YURI'S NIGHT 07

12.APR



WORLD SPACE PARTY

YURI'S NIGHT is the planet-wide celebration of the dawn of the space age.

Sponsor Yuri!

"CIRCLING THE EARTH IN THE ORBITAL SPACESHIP I MARVELLED AT THE BEAUTY OF OUR PLANET. PEOPLE OF THE WORLD! LET US SAFEGUARD AND ENHANCE THIS BEAUTY—NOT DESTROY IT!"

- YURI GAGARIN



Yuri's Night, an annual worldwide celebration of April 12th, fuels public interest in space exploration and the aerospace industry. On April 12th 1961, Yuri Gagarin became the world's first cosmonaut, a mission that marked the beginning in human exploration of space. This pioneering effort is honored through a worldwide night of celebration bridging continents and countries, and keeping the mission to explore space alive.

Yuri's Night celebrates the latest exciting happenings in the space world, from the launch of the first private female space explorer, Anousheh Ansari, to the decision to repair the Hubble Telescope, to the announcements of the interior of SpaceShip2, to the latest in privately opening up low Earth orbit and publicly going to the moon, Mars and beyond...

Yuri's Night World Space Parties harness this interest by providing a unique opportunity to reach a worldwide audience. In 2006, Yuri's Night events were held at 91 locations in 30 countries! These events are ideal for increasing your company's international brand awareness and/or products through a unique channel, the space community. Our past sponsors have included companies like Boeing, Northrop Grumman, and United Space Alliance.

COMMERCIAL SPONSORSHIPS

There are opportunities for a wide array of sponsorship arrangements including:

- + Title of Proprietary area or event
- + Name or product placement
- + On-site signage
- + Print Ad opportunities
- + Website presence
- + Tickets / Hospitality

Yuri's Night sponsors can expect exposure in a variety of media, including print, television, radio, websites, and live events. At any level of support, Yuri's Night will work with a sponsor to find a way to help it benefit from this grassroots, global human celebration. *All sponsors will receive a post-event report with information on the actual attendance demographics.*

Yuri's Night is pleased to be associated with several professional firms that specialize in media and promotions. Our partners have managed music concerts, major gala events, international web casts with Hollywood celebrities, and a variety of promotional media spots for advertisers.

All donations go directly to support Yuri's Night and are tax deductible. **For more information, please call Loretta at (626)429-6603 or email loretta@yurisnight.net.**

YURI'S NIGHT 07 **SPONSORSHIP LEVELS:**

ARGENTINA AUSTRALIA BANGLADESH BRAZIL BULGARIA BURUNDI CANADA

Any donation helps Yuri's Night tremendously. Sponsorship levels are provided as a guide to possible sponsorship arrangements. The Yuri's Night sponsorship team will work with individual sponsors to assure mutually beneficial arrangements. All sponsors will receive a post-event report with information on the actual attendance demographics.



CITY/EVENT SPONSOR

THE COMMITMENT FOR A CITY OR EVENT SPONSOR IS \$3,000-\$15,000 (varies by city)

City and Event Sponsors support individual Yuri's Night events. This level of support brings a corresponding presence at events such as our flagship event in Los Angeles. This is the epitome of thinking globally, acting locally! A City/Event Sponsor can receive:

- + Logo present on all promotional material for City events
- + Name mention on web cast and other local media interviews
- + VIP passes to the major Yuri's Night City event
- + Best effort for company name to be mentioned in news articles
- + Company promotional material distributed at local Yuri's Night event
- + Company signage displayed at local Yuri's Night event

Special opportunities for Los Angeles Sponsors include the sponsorship of specific portions of the Los Angeles event. The following can carry the name of the sponsoring company, ie. "The 'Company XYZ' VIP Lounge"

- + VIP Lounge
- + VIP pre-party Reception
- + Individual DJ performances
- + Space Art Display
- + Space Fashion Show

Please contact the Yuri's Night sponsorship team to discuss these unique and powerful opportunities.

COUNTRY/REGIONAL SPONSORS

THE COMMITMENT FOR A COUNTRY/REGIONAL SPONSOR IS \$25,000

Regional sponsors support national or regional Yuri's Night activities. The Yuri's Night Global Organizing Committee and partners work with these sponsors to create numerous opportunities "in country", including:

- + Logo present on all promotional material for all events country/region wide
- + Name mention on web cast and other regional media interviews
- + VIP passes to major Yuri's Night event in selected countries
- + Best effort for company name to be mentioned in news articles
- + Company promotional material produced and shipped to Yuri's Night events countrywide
- + Company signage displayed at Yuri's Night events countrywide

GLOBAL SPONSOR

THE COMMITMENT FOR A GLOBAL SPONSOR IS \$100,000.

Support the celebration of Yuri's Night worldwide and receive recognition at every level of the event. Recognition includes visibility at the major flagship events in Los Angeles and other select cities, as well as prominent placement on the website and the international 36-hour web cast. Additionally, Global Sponsors can receive:

- + Category exclusivity
- + Rights to promote products and services at worldwide events
- + Logo present on all promotional material for all events worldwide—over 2 million pieces
- + Name mention on the web cast and other media interviews
- + VIP passes to major Yuri's Night events worldwide
- + Best effort for company name to be mentioned in news articles
- + Company brand prominent in print ad campaign
- + Dedicated Yuri's Night staff to distribute company promotional material
- + Company signage displayed at Yuri's Night events worldwide

