

MACSA's 2nd Annual RED CARPET GALA

**Saturday June 14, 2008
The Mexican Heritage Plaza, San Jose**

Experience once again an evening of recognition, elegance and celebration as the Latino community comes together to honor the *Most Influential Latinos of Silicon Valley* and the unveiling of the *Silicon Valley Latino Hall of Fame* at the 2nd Annual Red Carpet Gala.

This continues to be a historic event as this year we are excited to launch a regional *Latino Hall of Fame* and induct 7 amazing Latinos as well as the *Most Influential Latinos of Silicon Valley*. The Red Carpet Gala will also continue to offer a one of a kind awards ceremony and Taste of Las Americas dinner scheduled for June 14, 2008 at the Mexican Heritage Plaza in San Jose, California.

LATINO HALL OF FAME OF SILICON VALLEY

SELECTION COMMITTEE

A special selection committee has been assembled to develop criteria and the selection process for this historic Latino Hall of Fame. We look to select 7 accomplished Latinos in to the inaugural induction class. We are also excited to announce a partnership between MACSA and the Mexican Heritage Corporation as the bios and artwork representing these inductees will be displayed at the Mexican Heritage Plaza.

RECOGNITION & MEDIA COVERAGE

- The bios and photos of the inaugural inductees to the Latino Hall of Fame will be posted on our event specific website (www.redcarpetgala.com) in early April.
- Additionally, those same bios and photos will also be published in the 2008 June issue of San Jose Magazine, specifically in the Red Carpet Gala segment.
- The Latino Hall of Fame induction presentation will conclude the Red Carpet Gala awards ceremony the evening of June 14th 2008.
- Currently we are negotiating with Comcast Cable in relation to the airing of the Red Carpet Gala awards ceremony through their On-Demand format.

MOST INFLUENTIAL LATINOS OF SILICON VALLEY

NOMINATION PROCESS

The nomination process is open to the public. We invite the community to nominate individuals who have significantly contributed to making a positive change in our community. Nominees are required to meet designated criteria and fall into the six categories.

SELECTION PROCESS

The Most Influential Latinos of Silicon Valley selection committee reviews all submitted nominations. Fifty nominees will be chosen, representing 10 individuals in each category. The 10 nominees scoring the highest in each category will be displayed on www.redcarpetgala.com. The public will then be able to participate in our on-line voting segment. The selection committee will account for 90% of the vote while the on-line process will account for 10%.

CATEGORIES

- 1. Athletics**
- 2. Corporate**
- 3. Entertainment**
- 4. Entrepreneurship**
- 5. Finance**

MOST INFLUENTIAL LATINOS OF SILICON VALLEY SELECTION COMMITTEE

The Red Carpet Gala selection committee is comprised of representatives from various established Latino community-based organizations, which were identified to develop the selection process and criteria for the Most Influential Latinos of Silicon Valley Awards Ceremony.

TASTE OF LAS AMERICAS DINNER & AFTER-PARTY

The Taste of Las Americas Dinner and After-Party will kick-off the post awards celebration immediately following the ceremony. Guests will roam the open-air courtyard at the Mexican Heritage Plaza and indulge in creative Latin American cuisine, spicy entertainment and dancing under the stars!

PARTICIPATING ORGANIZATION

California Hispanic Professional Association

El Observador

Greater San Jose Hispanic Chamber of Commerce

Hispanic Foundation of Silicon Valley

HispanicNet

La Oferta Newspapers

La Raza Lawyers Association

La Raza Roundtable

Latina Coalition of Silicon Valley

Latino Leadership Alliance

Mexican American Community Services Agency, Inc.

Movimento de Arte y Cultura Latino Americana

National Association of Hispanic Real Estate Professionals

National Hispanic University

National Latino Peace Officer Association

National Society of Hispanic of MBAs

Silicon Valley Hispanic Chamber of Commerce

Teatro Vision

SPONSORSHIP OPPORTUNITIES

Title Sponsor \$75,000.00

Media & Promotional Benefits

- Most prominent logo placement as the Title Sponsor on all marketing materials and promotional pieces
 - Save the dates
 - Invitations
 - Ads
- Most prominent logo placement as the Title Sponsor on video
- 1 full page ad in San Jose Magazine's July issue as Title Sponsor
- Significant recognition as the Title Sponsor in all pre and post event media coverage
- Name/logo in national publication (TBD) as a title sponsor

Event Benefits

- 1 full page ad in event program as the Title Sponsor
- Most prominent logo placement as the Title Sponsor on event program
- Most prominent logo placement as the Title Sponsor on event screen
- Title Sponsor recognition at the awards ceremony and throughout gala
- Opportunity to deliver opening remarks prior to the Most Influential Latinos Awards Ceremony or the Latino Hall of Fame induction
- Opportunity to present award of your choice during the Latino Hall of Fame induction
- Opportunity to present award of your choice during Most Influential Latinos segment
- Speaking opportunity at the VIP reception
- 2 table & 20 tickets to awards ceremony with VIP theatre seating
- 20 tickets to VIP reception

Long Term Benefits

- Most prominent logo placement as the Title Sponsor on MACSA website, event website and on-line voting website with URL links to your own home page – 4 months before and after the event
- Title Sponsor Recognition in Annual Report which is distributed to the “Friends of MACSA” group – over 1,000 individuals
 - Most Influential Latinos
 - Corporate Partners
 - Community Partners
 - Elected Officials
- Prominent level sponsor Benefits and/or recognition at:
 - Celebrating Culture Through Education – South County Gala
 - Cesar E. Chavez Breakfast in Gilroy
 - Dia de Los Muertos Health and Wellness Fair and 5K Run
 - Noche de Gracias
 - MACSA Charter High Schools Graduation Ceremony

Presenting Sponsor \$30,000.00

Media & Promotional Benefits

- Prominent logo placement as the Presenting Sponsor on all marketing materials and promotional pieces
 - Save the dates
 - Invitations
 - Ads
- Prominent logo placement as the Presenting Sponsor on video
- Significant recognition as the Presenting Sponsor in all pre and post event media coverage
- Name/logo in national publication (TBD) as a presenting sponsor

Event Benefits

- 1/2 page ad in event program as the Presenting Sponsor
- Prominent logo placement as the Presenting Sponsor on event program
- Presenting Sponsor recognition at the awards ceremony and throughout gala
- Opportunity to deliver opening remarks prior to the Most Influential Latinos Awards Ceremony or the Latino Hall of Fame induction
- Opportunity to present one the most influential awards
- Opportunity to present award during the Latino Hall of Fame induction
- Speaking opportunity at the VIP reception
- 2 table & 20 tickets to awards ceremony with VIP theatre seating
- 20 tickets to VIP reception
- Opportunity to host an honoree at your table

Long Term Benefits

- Prominent logo placement as the Presenting Sponsor on MACSA website, event website and on-line voting website with URL links to your own home page – 4 months before and after the event
- Presenting Sponsor Recognition in Annual Report which is distributed to the “Friends of MACSA” group – over 1,000 individuals
 - Most Influential Latinos
 - Corporate Partners
 - Community Partners
 - Elected Officials
- Sponsor Benefits and/or recognition at two of the following:
 - Celebrating Culture Through Education – South County Gala
 - Cesar E. Chavez Breakfast in Gilroy
 - Dia de Los Muertos Health and Wellness Fair and 5K Run
 - Noche de Gracias
 - MACSA Charter High Schools Graduation Ceremony

Platinum Sponsor \$20,000.00

Media & Promotional Benefits

- Prominent logo placement as the Platinum Sponsor on all marketing materials and promotional pieces
 - Save the dates
 - Invitations
 - Ads
- Prominent logo placement as the Platinum Sponsor on video
- Significant recognition as the Platinum Sponsor in all pre and post event media coverage
- Name/logo in national publication (TBD) as a platinum sponsor

Event Benefits

- 1/2 page ad in event program as the Platinum Sponsor
- Prominent logo placement as the Platinum Sponsor on event program
- Platinum Sponsor recognition at the awards ceremony and throughout gala
- Opportunity to present one the most influential awards
- 1 table & 10 tickets to awards ceremony with VIP theatre seating
- 10 tickets to VIP reception
- Opportunity to host an honoree at your table

Long Term Benefits

- Prominent logo placement as the Platinum Sponsor on MACSA website, event website and on-line voting website with URL links to your own home page – 4 months before and after the event
- Platinum Sponsor Recognition in Annual Report which is distributed to the “Friends of MACSA” group – over 1,000 individuals
 - Most Influential Latinos
 - Corporate Partners
 - Community Partners
 - Elected Officials
- Sponsor Benefits and/or recognition at two of the following:
 - Celebrating Culture Through Education – South County Gala
 - Cesar E. Chavez Breakfast in Gilroy
 - Dia de Los Muertos Health and Wellness Fair and 5K Run
 - Noche de Gracias
 - MACSA Charter High Schools Graduation Ceremony

Gold Sponsor \$15,000.00

Media & Promotional Benefits

- Logo placement as the Gold Sponsor on all marketing materials and promotional pieces
 - Save the dates
 - Invitations
 - Ads
- Logo placement as the Gold Sponsor on video
- Recognition as the Gold Sponsor in all pre and post event media coverage

Event Benefits

- 1/4 page ad in event program as the Gold Sponsor
- Logo placement as the Gold Sponsor on event program
- Gold Sponsor recognition at the awards ceremony and throughout gala
- Opportunity to present one the most influential awards
- 1 table & 10 tickets to awards ceremony with VIP theatre seating
- 10 tickets to VIP reception
- Opportunity to host an honoree at your table

Long Term Benefits

- Logo placement as the Gold Sponsor on MACSA website, event website and on-line voting website with URL links to your own home page – 4 months before and after the event
- Gold Sponsor Recognition in Annual Report which is distributed to the “Friends of MACSA” group – over 1,000 individuals
 - Most Influential Latinos
 - Corporate Partners
 - Community Partners
 - Elected Officials
- Sponsor Benefits and/or recognition at one of the following:
 - Celebrating Culture Through Education – South County Gala
 - Cesar E. Chavez Breakfast in Gilroy
 - Dia de Los Muertos Health and Wellness Fair and 5K Run
 - Noche de Gracias
 - MACSA Charter High Schools Graduation Ceremony

Silver Sponsor \$10,000.00

Media & Promotional Benefits

- Logo placement as the Silver Sponsor on all marketing materials and promotional pieces
 - Save the dates
 - Invitations
 - Ads
- Logo placement as the Silver Sponsor on video
- Recognition as the Silver Sponsor in all pre and post event media coverage

Event Benefits

- 1/4 page ad in event program as the Silver Sponsor
- Logo placement as the Silver Sponsor on event program
- Silver Sponsor recognition at the awards ceremony and throughout gala
- Opportunity to present one the most influential awards
- 1 table & 10 tickets to awards ceremony with VIP theatre seating
- 10 tickets to VIP reception
- Opportunity to host an honoree at your table

Long Term Benefits

- Logo placement as the Silver Sponsor on MACSA website, event website and on-line voting website with URL links to your own home page – 4 months before and after the event
- Silver Sponsor Recognition in Annual Report which is distributed to the “Friends of MACSA” group – over 1,000 individuals
 - Most Influential Latinos
 - Corporate Partners
 - Community Partners
 - Elected Officials

Casino Night Sponsor \$10,000.00

Media & Promotional Benefits

- Logo placement as the Casino Night Sponsor on all marketing materials and promotional pieces
 - Save the dates
 - Invitations
 - Ads
- Logo placement as the Casino Night Sponsor on video
- Recognition as the Casino Night in all pre and post event media coverage

Event Benefits

- 1/4 page ad in event program as the Casino Night Sponsor
- Logo placement as the Casino Night Sponsor on event program
- Casino Night Sponsor recognition at the awards ceremony and throughout gala
- Opportunity to present one the most influential awards
- 1 table & 10 tickets to awards ceremony with VIP theatre seating
- 10 tickets to VIP reception
- Opportunity to host an honoree at your table

Long Term Benefits

- Logo placement as the Casino Night Sponsor on MACSA website, event website and on-line voting website with URL links to your own home page – 4 months before and after the event
- Silver Sponsor Recognition in Annual Report which is distributed to the “Friends of MACSA” group – over 1,000 individuals
 - Most Influential Latinos
 - Corporate Partners
 - Community Partners
 - Elected Officials

Bronze Sponsor \$5,000.00

Media & Promotional Benefits

- Logo placement as the Bronze Sponsor on all marketing materials and promotional pieces
 - Save the dates
 - Invitations
 - Ads
- Logo placement as the Bronze Sponsor on video
- Recognition as the Bronze Sponsor in all pre and post event media coverage

Event Benefits

- Logo placement as the Bronze Sponsor on event program
- Bronze Sponsor recognition at the awards ceremony and throughout gala
- 1 table & 10 tickets to awards ceremony with VIP theatre seating

Long Term Benefits

- Logo placement as the Bronze Sponsor on MACSA website, event website and on-line voting website with URL links to your own home page – 4 months before and after the event
- Bronze Sponsor Recognition in Annual Report which is distributed to the “Friends of MACSA” group – over 1,000 individuals
 - Most Influential Latinos
 - Corporate Partners
 - Community Partners
 - Elected Officials

If you would like more information about this remarkable event and the highlighted sponsorship opportunities please contact Alex Ontiveros, MACSA – Chief Development Officer

Mexican American Community Services Agency, Inc. (MACSA)
130 N. Jackson Ave
San Jose, CA 95116

* MACSA is an exempt status 501(C)(3) non-profit organization * 94-1635200

This event will once again be one of the most talked about events in Northern California and will continue to gain broad recognition through multiple media venues.

Projected Media Sponsors include Univision, NBC, Telemundo, Comcast, San Jose Magazine, Media Networks Inc., El Observador, La Oferta, Spanglish Magazine and infoBayArea.com.

Please contact us with any comments or questions as they arise.

In Community Spirit,

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