

EXTRAVAGANZA 2012

SPONSORSHIP OPPORTUNITIES

AS 
PROGRAM
BOARD.com



The perfect opportunity for your company to gain exposure to over 10,000 festival-goers and the college demographic.

Who are we? AS Program Board is a non-profit sector UCSB's student government in charge of coordinating events for the surrounding community. Student board members gain experience planning, booking, advertising, and running concerts, lectures, and movies.

What is Extravaganza? It's our annual musical festival that garners approximately 10,000 attendees, located at UC Santa Barbara's Harder Stadium. Past musical acts have included Jack Johnson, The Roots, Nas, Incubus, Sublime, Ludacris, and Cee Lo Green.

Why sponsor? Extravaganza provides a key opportunity for your business to get exposure to the college market and demographic. Each sponsorship level builds on top of the previous one, with added benefits to help publicize your company or product even more.

Sponsorship Levels

Bronze Sponsor (\$500)

- * Your logo will appear on thousands of Extravaganza posters that will be distributed around UCSB's campus, Goleta, Isla Vista, and Santa Barbara.

Bonus Bronze Sponsor (\$750)

In addition to the benefits of the Bronze sponsor:

- * Your logo will appear in the sponsorship section of our official 2012 Extravaganza T-shirts.

Silver Sponsor (\$1000)

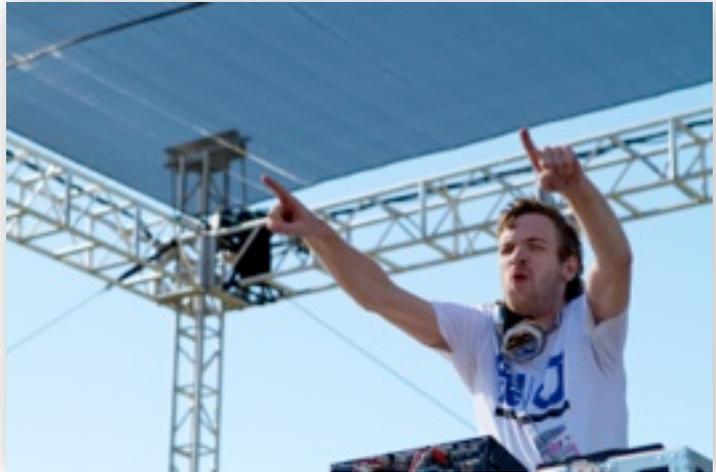
In addition to the benefits of the Bonus Bronze sponsor:

- * Your logo will gain exposure on (2) of our Full page Extravaganza advertisements in the Daily Nexus – a free UCSB student newspaper that prints 12,500 copies Monday-Thursday and circulates throughout campus and Isla Vista.

Gold Sponsor (\$1500)

In addition to the benefits of the Silver sponsor

- * Your logo will be placed on our website with a link directly to your homepage. In 2011, the Extravaganza website received over 30,000 views.
- * A link to your website will be placed on our Facebook Extravaganza page. In 2011, over 8,000 invites were distributed on Facebook alone.



English Producer/DJ Rusko takes the stage at Extravaganza 2011

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Sponsorship Levels (contd.)

Platinum Sponsor (\$2500)

In addition to the benefits of the Gold sponsor:

- * Your logo will receive exposure on *all* of our Daily Nexus ads, including full page color ads and Thursday half-page ads.
- * Your business will have the opportunity to set up a booth at the festival to promote your product.

(Limited number of Platinum sponsorships available, contact us immediately if interested!)



Hip-hop sensation Drake grabs the mic at Extravaganza 2010

Titanium Sponsor (\$5000)

In addition to the benefits of the Platinum sponsor:

- * Your business can place a banner or products within our hospitality and info tents for added exposure.
- * Your logo or graphic will be featured on the jumbo screen throughout the duration of the festival.
- * Your company's name will be mentioned in between sets as we announce the next artist.

(Limited number of Titanium sponsorships available, contact us immediately if interested!)

*Please note that printed logo sizes may vary depending on level of sponsorship.

If you would like to get involved, please contact Cynthia Estrada, Deputy Commissioner of AS Program Board:

(805) 893-3536 or sponsorship@as.ucsb.edu

For more information on AS Program Board, please visit our website at www.asprogramboard.com.
