

CELEBRITY STEAK-OUT



BROTHERTON *Cadillac's* **Celebrity Steak Out 2011** **Rock Star Sponsorship**

Brotherton Cadillac is partnering with *Seattle Met* magazine, Morton's The Steakhouse, Mario's, and The Moyer Foundation to hold the second annual Celebrity Steak Out on August 23, 2011. The auction and dinner, which includes local, national, and worldwide celebrities as waiters, is expected to sell out quicker than last year. **In 2010, the event raised over \$112,000** for The Moyer Foundation's Catch a Cure for Cancer initiative. Join us this year as we come together to support this local organization that so positively affects the people living in our community!

Pre-Event Promotion

- Logo placement on all pre-event promotional ads
- Logo placement on evites
- Logo placement on website promotional page
- Logo placement on custom tab on Celebrity Steak Out Facebook page
- Logo placement and/or sponsor level recognition on all press releases
- Listed as Corporate Sponsor in The Moyer Foundation Annual Report
- Logo placement on The Moyer Foundation website
- 5 autographed Jamie Moyer baseballs
- 1 Jamie Moyer Jersey
- Recognition as an honored sponsor in The Moyer Foundation's quarterly newsletter
- Inclusion in Moyer Foundation's event promotion via social media

Event Recognition

- Full page color branding ad in the event program
- Logo placement on video loop to be played during the cocktail hour
- Opportunity for signature item placement in gift bags (200)
- Verbal recognition at event
- Two tables for ten at event
- Four pre-event VIP passes

Post-Event Recognition

- Logo placement on thank you webpage

TOTAL COST.....\$20,000

TOTAL VALUE.....\$31,184



THE MOYER FOUNDATION
Helping Children in Distress

CELEBRITY STEAK-OUT



BROTHERTON *Cadillac's* Celebrity Steak Out 2011 Movie Star Sponsorship

Brotherton Cadillac is partnering with *Seattle Met* magazine, Morton's The Steakhouse, Mario's, and The Moyer Foundation to hold the second annual Celebrity Steak Out on August 23, 2011. The auction and dinner, which includes local, national, and worldwide celebrities as waiters, is expected to sell out quicker than last year. **In 2010, the event raised over \$112,000** for The Moyer Foundation's Catch a Cure for Cancer initiative. Join us this year as we come together to support this local organization that so positively affects the people living in our community!

Pre-Event Promotion

- Logo placement on evites
- Logo placement on website promotional page
- Logo placement on custom tab on Celebrity Steak Out Facebook page
- Logo placement and/or sponsor level recognition on all press releases
- Listed as Corporate Sponsor in The Moyer Foundation Annual Report
- Logo placement on The Moyer Foundation website
- 5 autographed Jamie Moyer baseballs

Event Recognition

- Logo placement on video loop to be played during the cocktail hour
- Opportunity for signature item placement in gift bags (200)
- Verbal recognition at event
- Table for ten at event
- Two pre-event VIP passes

Post-Event Recognition

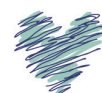
- Logo placement on thank you webpage

TOTAL COST.....\$10,000
TOTAL VALUE.....\$15,000

Seattle Met



MARIO'S



THE MOYER FOUNDATION
Helping Children in Distress

CELEBRITY STEAK-OUT



BROTHERTON *Cadillac's* Celebrity Steak Out 2011 Super Star Sponsorship

Brotherton Cadillac is partnering with *Seattle Met* magazine, Morton's The Steakhouse, Mario's, and The Moyer Foundation to hold the second annual Celebrity Steak Out on August 23, 2011. The auction and dinner, which includes local, national, and worldwide celebrities as waiters, is expected to sell out quicker than last year. **In 2010, the event raised over \$112,000** for The Moyer Foundation's Catch a Cure for Cancer initiative. Join us this year as we come together to support this local organization that so positively affects the people living in our community!

Pre-Event Promotion

- Logo placement on website promotional page
- Logo placement on custom tab on Celebrity Steak Out Facebook page
- Logo placement and/or sponsor level recognition on all press releases
- Listed as Corporate Sponsor in The Moyer Foundation Annual Report
- Logo placement on The Moyer Foundation website
- 1 autographed Jamie Moyer baseball

Event Recognition

- Opportunity for signature item placement in gift bags (200)
- Verbal recognition at event
- Table for ten at event

Post-Event Recognition

- Logo placement on thank you webpage

TOTAL COST.....\$5,000
TOTAL VALUE.....\$10,800

Seattle Met



MARIO'S



THE MOYER FOUNDATION
Helping Children in Distress