



**Brilliant Art. Amazing Cuisine. Incredible Locations.
Extensive Marketing.**

May 12-17, 2008

AIDS Research Alliance hosts **ArtSeen III: An Exhibit + Charity Auction**. With the help of the most important art museums, curators and galleries in Southern California, *ArtSeen* offers the public a chance to view and bid on an eye-popping array of art by internationally renowned and emerging artists. The Auction Gala features **A Taste of Los Angeles** – with Los Angeles' hottest restaurants and chefs offering exquisite sampling menus. This third event is destined to be another high-profile smash.

WHO ATTENDS?

ArtSeen audiences are glamorous, savvy *and* caring Southern Californians. Over 1500 artists and art dealers, avid collectors and enthusiasts, gourmands, entertainment industry, young philanthropists, hipsters and media will flow through the weeklong events – **all of them noting the participation of our event Partners.**

WHO'S BEEN INVOLVED?

✱ Christie's ✱ UCLA Hammer Museum ✱ Gallery Row Association ✱ LACMA ✱ Matthew Barney ✱ The Getty Institute ✱ William Morris Agency ✱ Viggo Mortenson ✱ Dennis Hopper ✱ David Hockney ✱ Wells Fargo ✱ Ben Stiller ✱ William Wegman ✱ Robert Rauschenberg ✱ The Patina Group ✱ MOCA ✱ Ruth Bernard ✱ Zucca ✱ Ed Ruscha ✱ Mary Sue Milliken + Susan Finer ✱ Traxx ✱ Checkers Downtown ✱ Absolut ✱ Water Grill ✱ Francis Ford Coppola Presents ✱ Capital Group ✱ KTLA Morning Show ✱ Jeff Bridges

WHAT DO EVENT PARTNERS RECEIVE?

Exposure from Media Partners:

- ✱ Charter Communications
- ✱ Regional & National Print Media
- ✱ Numerous Spots on Los Angeles Radio Network clusters during four-week campaign

Prominent Presence at Events

- ✱ Multiple touch-points
- ✱ Creative On-site Presence
- ✱ Signage & Ad Placement
- ✱ Unique ways to Activate

Name + Logo Recognition on Collateral Promotional Materials:

- ✱ Outdoor advertising throughout L.A. – billboards, bus kiosks
- ✱ Invitations + Art Catalogue
- ✱ Event Web-Site
- ✱ Event Merchandising

WHO BENEFITS?

AIDS Research Alliance (ARA) is a national leader in community-based AIDS research, successfully combining activist urgency with scientific rigor to conduct innovative clinical trials and pre-clinical research.

CONTACT

Vincent Cummings – AIDS Research Alliance
v: 310.358.2423 ✱ events@aidsresearch.org
www.artseen.org





PARTNERSHIP OPPORTUNITIES & BENEFITS

TITLE PARTNER **\$45,000**

Recognition on all promotional material & event advertising, including

- Cable PSA broadcasts (Charter Communications)
- Radio PSA broadcasts (Infinity + Clear Channel L.A. Clusters)
- Recognition on Event merchandise
- Link from Event Website
- Acknowledgment in all Press Releases
- Premium Advertisement Placement in Event Catalogue

Company Information *and/or* on-site presence at all event venues

Category Exclusivity

40 Tickets to Gala Auction

PRESENTING PARTNER **\$25,000**

Recognition in all promotional material & event advertising

- Cable PSA broadcasts (Charter Communications)
- Radio PSA broadcasts (Infinity + Clear Channel)
- Link from Event Website
- Acknowledgment in all Press Releases
- Premium Advertisement Placement in Catalogue

Category exclusivity

Company Information *and/or* on-site presence at event venues

30 Tickets to Gala Auction

PRODUCING PARTNER **\$10,000**

Recognition in all collateral promotional material & event advertising

- Recognition on Event merchandise
- Link from Event Website
- Acknowledgment in all Press Releases
- Listing + Full Page Ad in Catalogue

Company Information (*and/or* Product Placement) at Gala Auction

20 Tickets to Gala Auction

ART PATRON **\$5,000**

Recognition in select promotional material & event advertising

- Recognition on Event merchandise
- Link from Event Website
- Acknowledgment in all Press Releases
- Listing + Full Page Ad in Catalogue

Company Information (or Product Placement) at Auction

16 Tickets to Gala Auction

ART ANGEL **\$2,500**

Recognition in event promotional materials

Company Information at Auction Gala

Listing + half page ad in Catalogue

10 Tickets to VIP Reception + Auction

FOR MORE INFORMATION,
PLEASE CONTACT VINCENT CUMMINGS @ AIDS RESEARCH ALLIANCE.
310.358.2423 VCUMMINGS@AIDSRESEARCH.ORG





YES, WE WANT TO PROMOTE THE SEARCH FOR A CURE WHILE TAKING ADVANTAGE OF ARTSEEN / A TASTE OF LOS ANGELES' EXTENSIVE MARKETING CAMPAIGN!

Company: _____
(as you would like to be listed in promotional materials)

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

WE WILL BE PARTICIPATING AS A

| | |
|--------------------------|----------|
| _____ Title Partner | \$45,000 |
| _____ Presenting Partner | \$25,000 |
| _____ Producing Partner | \$10,000 |
| _____ Art Patron | \$5,000 |
| _____ Art Angel | \$2,500 |
| _____ Art Friend | \$1,000 |

_____ Please invoice us for our ArtSeen Partnership

_____ Our check is enclosed now (Check made payable to AIDS Research Alliance)

_____ Please bill our credit card

Amex/Visa/Mastercard #: _____

Expiration Date: _____ CVVS: _____

Signature: _____

Once we receive your information we will contact you to discuss your logo placement, art catalog advertising, and inventive ways to further activate this partnership. If you have any questions, please contact Vincent Cummings @ AIDS Research Alliance. **310.358.2423**
vcummings@aidsresearch.org