

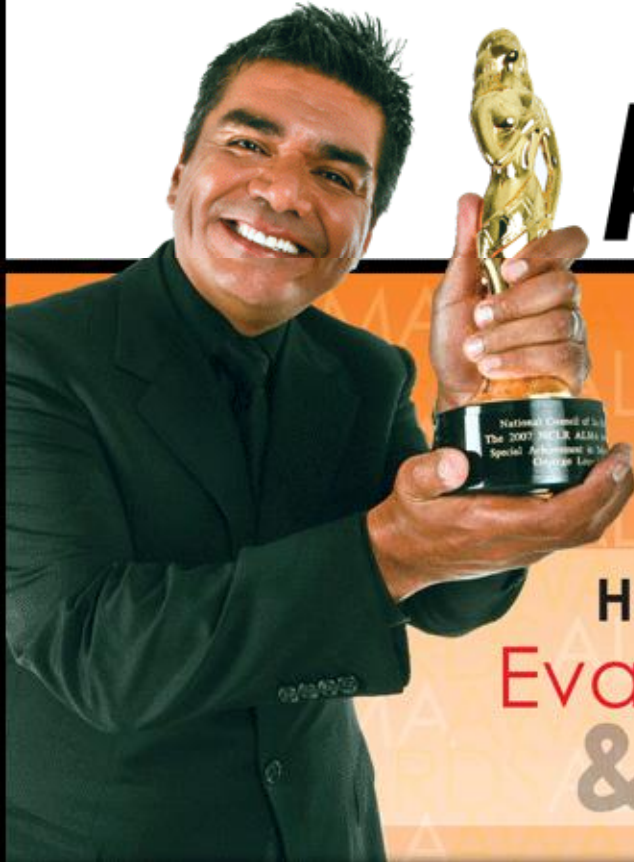
THE BIGGEST NIGHT ON TV FOR LATINOS!



PEPSICO presents

2009 NCLR

ALMA AWARDS[®]



HOSTED BY

Eva Longoria Parker
& George Lopez

ALMA AWARDS POST RECEPTION SPONSORSHIP
PACKAGE '09

ALMA Awards Celebrates The Hispanic Soul

- Every year Trevino Enterprises, a Los Angeles publicity firm specializing in the Latino Market hosts an exclusive Invite Only VIP Red Carpet Event for all presenters, performers and celebrity attendees.
- This event is a celebration of the annual ALMA Awards and celebration of outstanding Latino's in the Entertainment Industry.

SEPTEMBER 17, 2009

- ⦿ **This year's ALMA Awards, hosted by EVA LONGORIA and GEORGE LOPEZ, which will tape September 17th at Royce Hall located inside UCLA celebrates the outstanding artistic achievements of Latinos in motion pictures, television and music.**
- ⦿ **The two-hour special is presented by the national Council of La Raza (NCLR) – the largest national Hispanic civil rights and advocacy organization in the U.S. The annual ALMA (American Latino Media Arts) Awards recognize and celebrate the outstanding artistic achievements of Latinos in film, television, and music.**
- ⦿ **The ALMA Awards was created by NCLR in 1995 as part of its strategy to promote the diverse, accurate, and balanced portrayals of Latinos in the media and the enhancement of the Latino image in the entertainment industry. The show is an example of how inclusion strengthens the entertainment industry, just as diversity strengthens our country.**



THE XBAR CENTURY PLAZA HOTEL

This year's post reception will take place at the chic "XBAR" located inside the Hyatt Regency Plaza Hotel in Century City, CA.

The "X BAR" is an exclusive VIP lounge style location that caters to Elite clientele. It is also located across the street from one of the top 3 Talent Agencies "CAA" – Creative Artist Agency who represent only the finest in talent.

Red Carpet will begin at 9pm and festivities will continue until closing.

- Trevino Enterprises has been in business since 1999 and among representing elite clientele has produced many high caliber events throughout the years.
- This will be the 6th Alma Award Red Carpet Post Reception produced by Trevino Enterprises.



Sponsorships

15 K- Sponsorship

- ⦿ * Banner placement
- ⦿ * Red Carpet Backdrop logo placement- greater size than others
- ⦿ * Sampling Table area or table in gifting suite
- ⦿ * Logo on invites – mass email distribution
- ⦿ * Host mentions
- ⦿ * 4 VIP Tables
- ⦿ * 25 invites total
- ⦿ *Mentions in all publicity material, including write-ups
- ⦿ *Banner/logo on Latino Professional network website
- ⦿ *Goody Bag Insert
- ⦿ * 2 Alma Awards tickets
- ⦿ Photo Opportunities with VIP Talent and your product

10 K- Sponsorship

- ⦿ * Red Carpet Backdrop logo placement
- ⦿ * Logo on invites – mass email
- ⦿ * Host mentions
- ⦿ * 2 VIP Table
- ⦿ * 10 Invites total
- ⦿ *Product sample in gifting suite
- ⦿ *Photo Opportunities with VIP Talent

Sponsorships (cont)

5K- Sponsorship

- ⦿ * Logo on invites – mass email
- ⦿ * Host mentions
- ⦿ * 1 VIP Table
- ⦿ * 10 VIP Tickets total
- ⦿ *Product sample in gifting suite
- ⦿ Photo opportunities with VIP Talent

\$1500- Sponsorship

- ⦿ * 2 VIP Tickets
- ⦿ *product sample in gifting suite
- ⦿ *Goody Bag insert
- ⦿ * Sample your product to the elite! Be a sponsor in our gifting suite and display your company brand or product for all attending celebrities to see. Also your product will go inside 100 gift bags.

WE HOPE YOU JOIN US THIS YEAR FOR AN AMAZING STAR STUDDED EVENT

WE THANK YOU FOR YOUR SUPPORT AND LOOK FORWARD TO HEARING FROM YOU



Reyna Trevino

Trevino Enterprises

(818) 660-2888 ext 101

reyna@trevinoenterprises.net