



**THE ART OF GIVING IS REMEMBERING THE JOY
OF RECEIVING AND THE GRATITUDE IN ONE'S HEART
WHEN A WARM WISH IS RECEIVED.**

**BY PARTNERING WITH *SAN DIEGO MAGAZINE*,
YOU GIVE THROUGH THE ORGANIZATION.**

**THE IMPACT ON THOSE YOU GIVE TO REMAINS: JOY, GRATITUDE,
WARMTH AND ULTIMATELY, A SMILE ON A CHILD'S FACE.**

San Diego Magazine will produce an exceptionally high-quality registry of all key charitable events scheduled in San Diego in 2008. Coverage will include month-by-month highlights in a pictorial calendar format and editorial coverage of San Diego's nonprofit organizations. In short, the *Charitable Events Registry* will be the definitive overview of the San Diego charity scene.

DISTRIBUTION: The *Charitable Events Registry* will be packaged with the December 2007 issue of *San Diego Magazine* (subscribers and newsstands - 45,000 copies).

Total copies: 45,000. Total readership: 450,000.

DISTRIBUTION DATES:

San Diego Magazine December 2007 issue:
Subscriber copies mailed: November 23, 2007
On newsstands: November 30, 2007

GIVING BACK: *San Diego Magazine* will donate 10% of revenue from the 2008 *Charitable Events Registry* to the

American Cancer Society to benefit breast cancer and prostate cancer.

VIP CELEBRATION: November 15 at the Ranch House at Del Sur (6-9 p.m.). Approximately 500 guests, including key figures in San Diego's philanthropic and business communities, will gather together for a lavish invitation-only dinner to celebrate philanthropy in San Diego and to honor *San Diego Magazine's* "The Art of Giving Award" recipients in four categories:

- Social Consciousness
- Philanthropic Business of the Year
- Nonprofit Organization of the Year
- Volunteer of the Year

FOR ADDITIONAL INFORMATION:

Call Heather Back, marketing director, at 619.744.0535 or e-mail heatherb@sandiegomagazine.com

SPONSORSHIP OPPORTUNITIES



PLATINUM (One Opportunity)

- Prominent logo positioning on the front cover of the 2008 *Charitable Events Registry*
- Full-page, four-color ad with back-cover positioning in the 2008 *Charitable Events Registry*
- Two-page spread, with center positioning in the 2008 *Charitable Events Registry*
- Twenty tickets to the lavish invitation-only *Charitable Events Registry* Celebration
- Opportunity for chief executive officer of your company or the charity of your choice to address the audience at the *Charitable Events Registry* Celebration (maximum speech length: three minutes)
- Recognition as a sponsor on all marketing materials, press releases, event program and *San Diego Magazine* house ads
- Banner or text link on the *Charitable Events Registry* Web site for three months
- Distribution opportunity
- Recognition as a presenting sponsor to the American Cancer Society at the *Charitable Events Registry* Celebration

\$28,000 (NET)

GOLD (Two Opportunities)

- Two-page spread, with cover positioning in the 2008 *Charitable Events Registry*
- Ten tickets to the exclusive invitation-only *Charitable Events Registry* Celebration
- Recognition as a contributor to the American Cancer Society at the *Charitable Events Registry* Celebration
- Listing of all company-sponsored charity events, which includes sponsorship acknowledgment
- Recognition as a sponsor on all marketing materials, press releases, event program and *San Diego Magazine* house ads
- Banner or text link on the *Charitable Events Registry* Web site for three months
- Distribution opportunity

\$18,000 (NET)

SILVER

- Two-page spread in the 2008 *Charitable Events Registry*
- Recognition as a contributor to the American Cancer Society at the *Charitable Events Registry* Celebration
- Four tickets to *San Diego Magazine's* *Charitable Events Registry* Celebration
- Banner or text link on the *Charitable Events Registry* Web site for one month

\$13,000 (NET)

BRONZE

- Full-page, four-color ad in the 2008 *Charitable Events Registry*
- Recognition as a contributor to the American Cancer Society at the *Charitable Events Registry* Celebration
- Two tickets to *San Diego Magazine's* *Charitable Events Registry* Celebration

\$8,500 (NET)