

stoked

spirit of the holidays

Stoked Spirit Of The Holidays Sponsorship Opportunities
December 5, 2009 | Milk Studios | Los Angeles

Stoked Spirit Of The Holidays is Stoked LA's inaugural wintertime fundraising event designed to celebrate the spirit of community, charity, and mentoring that keeps our organization successful. This year, we have the privilege of honoring skateboarder Rob Dyrdek with the Stoked Spirit Award for his contributions to the sport and to the community.

stoked⁺

spirit of the holidays

About Stoked Mentoring: Founded by friends Sal Masekela and Steve Larosiliere, Stoked Mentoring teaches valuable life lessons to disadvantaged youth by combining the power of mentoring with the activity of learning non-traditional sports. For the past five years, Stoked has helped over 500 “at-risk” youth in the greater NY and LA areas.

The Program: Our 1-year mentoring program uses board sports (snowboarding, skateboarding, and surfing) combined with mentoring to give youth the life skills necessary to succeed.

Mission: Stoked’s mission is to develop Successful Teens with Opportunity, Knowledge, Experience, and Determination through action sports and mentoring.



stoked
MENTORING

stoked⁺

spirit of the holidays



STOKED SPIRIT AWARD HONOREE

About Rob Dyrdek: Robert Dyrdek is beyond characterization; he is not a personality who can be simplified into a sound bite. Besides a long and influential career as a professional skateboarder, Rob is also a TV star, a filmmaker, a serial entrepreneur, a marketing whiz, and a multi-faceted philanthropist dedicated to supporting skateboarding. At the age of 34, Rob Dyrdek has leveraged his creativity, business savvy, and professional skateboard career in order to launch a long list of non-profit foundations, innovative businesses, and noteworthy productions in film and television. This includes the introduction of safe and legal Skate Plazas through the Dyrdek Skate Plaza Foundation, a children's toy line Wild Grinders, a feature film production titled Street Dreams, the widely distributed brands Rogue Status, Silver Trucks, and Reflex Bearings, and of course the wildly successful MTV programs Rob & Big and Fantasy Factory.



stoked⁺

spirit of the holidays



ABOUT THE HOST:

About Sal Masekela: Known as the “voice of action sports”, Sal Masekela is quite possibly the most matchless talent of his kind. Sal is well known for his unique and witty hosting on the E! Network’s “The Daily Ten” and as a host on ESPN’s “X Games.”



stoked⁺

spirit of the holidays



Attendees: Over 300 celebrities, athletes, action sports-supporters and influential entertainment and action sports professionals.

Expected Press: Fuel TV, ESPN, Zex Sports, more TBD. Past coverage of Stoked and Stoked events has includes Transworld, E!'s Daily 10, NPR, Los Angeles Times and many more.

Past Sponsors: Milk Studios, Toyota Matrix, Berkela Films, Marc Ecko Enterprises, Blade Board & Skate, Cadmus Capital, DC Shoes, Cover Girl, VAS Entertainment, Oppenheimer, Tony Hawk Foundation, Heber House Stunts and more!

Past In-Kind Sponsors: Nixon, Alphanumeric, Quiksilver, Upper Playground and more!



stoked
MENTORING

stoked⁺

spirit of the holidays

Title Sponsorship (1 available): \$10,000

- Brand Exposure and Naming Rights- “Brought to you by...”
- Exclusivity - Category (*case by case basis*)
- 15 Tickets
- Company Logo on all Promotional Materials
- Online promotional / social media campaign before & during event
- Logo inclusion and links on event website
- Full access to attendee list for marketing purposes (*i.e. marketing message sent directly from sponsor*)
- On-Site presence at event for brand interactions
- On-stage and skate ramp signage (*signage provided by sponsor*)
- Logo incorporation into one custom Stoked T-Shirt design by the Hit + Run



stoked⁺

spirit of the holidays

Gold Sponsorship (3 available): \$5000

- 10 tickets
- Logo on all marketing material
- Presence on Stoked On The Holidays website
- Controlled access to attendee list
(i.e. - marketing message for sponsor sent from Stoked)
- Online promotional / social media campaign before & during event
- On-site presence at event for brand interactions
- On-site signage



stoked⁺

spirit of the holidays

Silver Sponsorship (2 available): \$2500

- 5 tickets
 - Logo on all marketing materials
 - On-site Signage
 - Online promotional / social media campaign before & during event
 - On-site presence at event for brand interactions
-

In-Kind Sponsorship

- Categories available: AV, Catering, Food, Beverage, Expendables
- Category exclusivity is available
- On-site and marketing presence tailored on a case by case basis



stoked⁺

spirit of the holidays

Micro Sponsors (multiple available): \$500-\$1000

- 2 VIP tickets
 - Logo/Link on Stoked Spirit of The Holidays Website
 - Thank you during event E-blast campaign
-

Individual Support Sponsors: \$250+

- 2 VIP tickets
- Benefit Patron designation on Stoked Spirit of The Holidays Website



stoked⁺

spirit of the holidays

Venue Information:

Milk Studios LA

855 N. Cahuenga Blvd.
Los Angeles, CA 90038

Milk Studios NY has long been home to our New York-based events. We are grateful that the newly constructed Milk LA has agreed to be our host venue partner.

Contacts:

Steve Larosiliere, Executive Director steve@stoked.org

Rita Wadhvani, Event Chair rita@stoked.org

