

SPONSORSHIP DECK

September 20th-22nd, 2013

Xanadu

Catalina Island 5k Health and Fitness Festival




Xanadu

creating a new kind of festival experience

DEFINING XANADU

xan·a·du

/ˈzænəˌdoʊ/ 

Noun

Used to convey an impression of a place as almost unattainably luxurious or beautiful.

EVENT LOCATION

Two Harbors | Santa Catalina Island

The small village of Two Harbors is located at the isthmus of Catalina Island. This outdoor recreation paradise is only a 45 minute ferry ride from Long Beach, California.

Catalina Island is home to some of the best trail running in California. September 20th-22nd Two Harbors will be the home of the Xanadu 5K Health & Fitness Festival. 2,000-3,000 participants are projected to experience a weekend adventure that promotes outdoor physical fitness, well-being and community.



NON-PROFIT ORGANIZATION

Benefiting the Outdoor Discovery School, providing Outdoor Experiential Education-Based Adventures



MISSION STATEMENT

The Outdoor Discovery School seeks to provide youth and adults with positive experiences in nature that promote Physical Fitness, Emotional Wellness, Leadership, Service and Community.

By creating stimulating and integrative environments we will encourage a culture of passionately curious learners and adventure seekers by nurturing the whole self (mind, body & soul) to become conscious individuals.

XANADU Catalina 5K Health & Fitness Festival will promote ODS Foundation and its mission. 10% of the profits from the event will be donated to ODS to provide outdoor experiential education programming for students in Southern California schools.

Learn more at: www.ODSfoundation.org

Xanadu

chose your adventure

XANADU FESTIVAL TICKETS AND PACKAGE OPTIONS

Participants will have a choice of Xanadu Festival Tickets and Package options. Choose to stay in the beautiful Two Harbors Campground, take your own sailboat or powerboat across the channel or rent your own Island Villa. Group & individual accommodations are available. Take the boat Friday morning to enjoy the entire weekend festivities returning Sunday afternoon or come out Saturday morning, afternoon, or evening for the festivities of your choice.



FESTIVAL

September 20-22nd, 2013 Two Harbors will be the home of Xanadu the 5k health and fitness festival. Between 1500 and 3000 participants are projected to experience this weekend adventure the promotes physical fitness, well-being, community and the non profit ODSfoundation.org.

- 5k Island Run
- Health & Fitness Workshops
- Yoga & Meditation Classes
- Recreational Activities
- Live Music, Sunset DJ Sets
- Moonlight Party
- Camping

Xanadu

5k island fun run

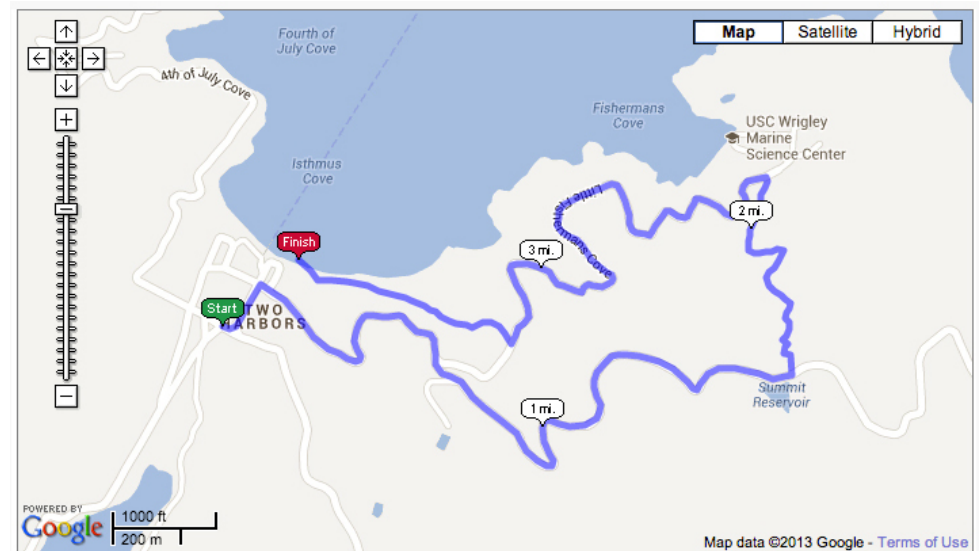
5k Island Run

The Xanadu 5k is a swimsuit themed run through the beautiful isthmus of Catalina Island. This runners paradise offers dirt packed roads, fun single-track section "the shire" and break-taking views of mainland California.

The course begins in Buffalo park with our Race Director and Live Music. A 600 ft gain over the first 1.25 miles up the Interior Road. Once you reach the Buffalo Bump Gate you descend through a twisted shire until you reach the USC Wrigley Marine Institute Road. Once you reach the road it's a gentle downhill back towards Two Harbors. A sharp right turn takes you winding through the campground. The Road drops downhill to a final finish in the clear water of Isthmus Harbor!

Post Race BBQ Beach Party

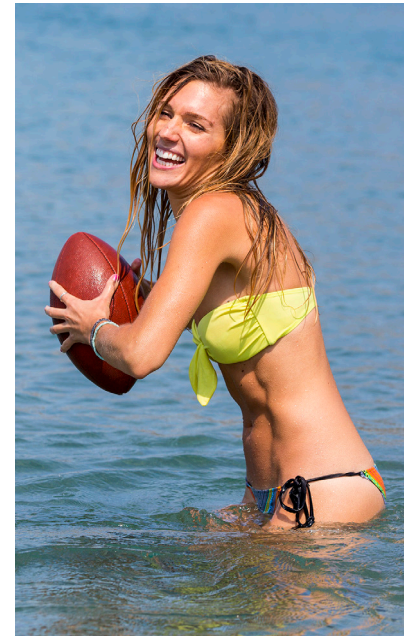
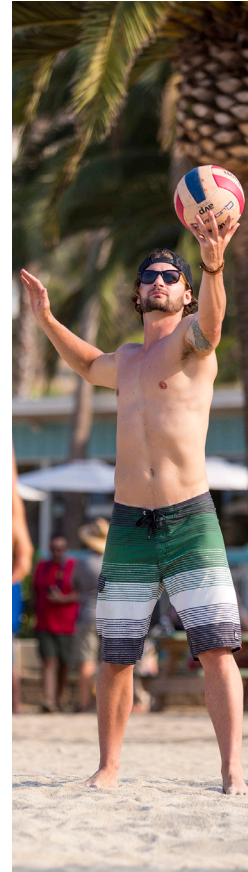
After the Fun Run head to the beach for the post run BBQ Beach Party. Enjoy the afternoon with an eclectic blend of live music on the Isthmus Harbor Stage as you recover on the beach and hydrate.





Recreational Activities

Additional optional recreational activities include: Stand-Up Paddle Boarding, Kayaking, Scuba Diving, Snorkeling, Volleyball, and Mountain Biking and much more.





YOGA

Saturday 7am Sunrise beach yoga, afternoon Paddle boarding Partner Yoga, and Sunset Yoga hike to Ballast Point.

SPECIALTY WORKSHOPS

Workshops such as Hooping workshops, kickboxing, jiu jitsu, and beach workshops will be provided.

HEALTH & WELLNESS

Health Professionals such as Integrative Naturopathic Medical Doctors, Nutritionists, Wellness Experts will be lined up throughout the day speaking about a variety of hot topics such a "Food as Medicine" to educate the community about the latest scientific cutting-edge discoveries about how to maximize your health and wellbeing. These speakers will be stimulating an interactive dialogue.

MOBILE NATURE CENTER

The Santa Catalina Island Conservancy will be on hand with their mobile nature center to provide educational information about the island's unique history, ecology and marine life. Attend conservation and education programs, including interpretive hikes and special talks to learn with trained naturalists about conservation efforts to protect native plants and animals, including the battle with invasive plants.



Xanadu

live music

LIVE MUSIC

Xanadu will feature an eclectic blend of live music Friday, Saturday and Sunday at the beach front Isthmus Stage. This unique location is unlike any stage you've experienced before. Grab a drink from one of the private bars or lounge in our VIP area and enjoy bottle service right next to the DJ closest to the ocean. When you need an escape from the heat jump down to the water on the backside of the stage for a dip in beautiful Isthmus Harbor.



MOONLIGHT DANCE PARTY

At sunset the beach will transform into an Island Moonlight Dance Party that host top DJ's, like the EC Twins, until 2am. You've never had a music experience like this before.



Camping

Embrace nature, and sleep under the stars in one of the most beautiful campgrounds in the country. The campground sits on a bluff overlooking the Pacific Ocean at Catalina's Isthmus, just a quarter-mile outside the village of Two Harbors. Just steps from the water where you can spend the day swimming, tanning, resting or collecting seashells. Create a home away from home with multi-room tents, picnic tables and campfire gatherings. Limited space available, don't pass up the most popular experience. Xanadu Catalina is offering VIP and General Camping Spaces.





TARGET MARKET

Demographics

21-35+
Southern California Area - Specifically LA & Orange Counties
Male & Female
\$70,000+ annually
Bachelors Degree and above
Singles, Couples, & Groups of Friends
Young Professionals
Have already attended an Organized Race, Music Event, or Weekend Festival

Psychographics

Adventurous, Conscientious, Independent, Intelligent, Imaginative, Cultured, Optimistic, Creative
Hiking, Running, Sailing, Camping, Athletics, Biking
Active healthy lifestyle, currently involved in outdoor recreational activities or want to become more active
Large social networks, enjoy sharing their adventures with friends through social media
Attend art shows, live music events, & festivals

MARKETING PLAN

Estimated Marketing Reach

Total Marketing Reach: 2 Million +

Includes:

Vast affiliate promotion network for LA County and Orange County (65 promotional groups)
Active database reaches 850,000 emails
Direct Marketing to multiple gym and yoga studio networks
Online pre-sale strategies and platform tools provide accurate attendance estimates and viral event promotions

Media

4 min Promotional Film - posted on Xanadu website, You Tube, Facebook, & other social media outlets
Web Marketing teams - Specialize in retargeting & SEO
Articles & Ads in various magazines and print materials
Exposure on top rated race, fitness, nightlife and music blogs
2 Week Social Media Contests with strategic partners



Xanadu

the VIP experience

XANADU VIP EXPERIENCE

West End Kayak Tour - \$200 Per Person

Tour the West End of Catalina Island in a single or double kayak with your very own experienced Island Guide. Explore the world famous snorkeling at Lion's Head and Blue Caverns Marine Preserves. Learn about the unique marine life, ecology and history of Catalina Island as you view the island from the seat of your Kayak.

Scuba Diving VIP Package - \$300 Per Person

Whether you are a certified diver or interested in participating in your first Discovery Scuba Dive, Catalina Island is world famous for its crystal clear water and abundant marine life. The kelp forests are home to a variety of sea life from Garibaldi to Bat Rays. Two Harbors Dive Center can outfit you with all of your equipment and offer an experienced guide in the water.

Catalina Island Helicopter Tour - \$699 Per Person

View beautiful Catalina Island from the seat of a private helicopter. This adventure will take you along the leeward side of the island and the many coves and youth camps that line the island from Avalon to Emerald Bay. On the backside of the island view the dramatic cliffs carved by the harsh waves beating on the windward side of the island. From Iron Bound bay to the secluded sandy beach of Ben Weston tucked in between two massive Cliffs. This tour is a photographers dream and will leave you with a new appreciation for Catalina Island. Don't forget to land at the Airport in the Sky for your Buffalo Burger!





Xanadu

STAGE SPONSORSHIP

Xanadu is seeking to partner with top level companies to help promote health, fitness, community and outdoor education.

\$17,500

Isthmus Stage Sponsorship (Main Stage)

Stage Details

- Stage is located on the beach in Two Harbors, Catalina Island
- Custom Stage designed & built by Focus Entertainment
- Lighting & sound equipment powered with Solar
- Sponsor Logo integration will be incorporated with stage designer

Additional Sponsorship Details

- Stage will be titled (Sponsor) Isthmus Stage on all materials & event mobile application
- 2 Logos Present on Main Stage (final positioning TBD w/ designer to allow for design integration)
- Pop-up Tent & Table in fenced beach area. Can be used as retail location
- Logo & Hyperlink on Xanadu & Outdoor Discovery School Non-profit Website
- 2 Banners on the Two Harbors Pier near race finish
- Promotion through Xanadu Social Media

Stage Cost Breakdown

- Solar power barge transportation costs to Catalina Island - **\$5,400**
- Lighting & Audio - **\$10,000**
- Stage Build - **\$2,500**

\$10,000

Two Harbors Campground Stage (Second Stage)

Stage Details

- Stage is located in the in Two Harbors Campground
- Custom Stage designed & built by Focus Entertainment
- Focus Entertainment will power all lighting & sound equipment with Solar Power
- Sponsor Logo integration will be incorporated with stage designer

Additional Sponsorship Details

- Stage will be titled (Sponsor) Campground Stage on all materials & event mobile application
- 2 Logos Present on 2nd Stage (final positioning TBD w/ designer to allow for design integration)
- Pop-up Tent & Table in fenced beach area. Can be used as retail location
- Logo & Hyperlink on Xanadu & Outdoor Discovery School Non-profit Website
- 2 Banners on the Two Harbors Pier near race finish
- Promotion through Xanadu Social Media

Stage Cost Breakdown

- Solar power barge transportation costs to Catalina Island - **\$5,400**
- Lighting & Audio - **\$5,000**



Xanadu

AD SPACE SPONSORS

Xanadu is seeking to partner with top level companies to help promote health, fitness, community and outdoor education.

\$3,000	\$2,500	\$2,000	\$1,500
Exclusive Sponsorship	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship
<ul style="list-style-type: none"> • Exclusive Ad Space at: <ul style="list-style-type: none"> - 5k Starting Line - Finish Line - Moonlight Party • Sponsor's logo on all marketing & press materials • Logo & Hyperlink on Xanadu Website • Pop-up Tent w/ Table in event area • Promotion on Xanadu Social Media: Facebook, Instagram, & Twitter • Luxurious Accommodations for 4 at the Banning House Lodge perched above Two Harbors • Round Trip Ferry Ride for 4 • 4 Race Tickets + Post-Race BBQ • 4 VIP Full Access Event Tickets 	<ul style="list-style-type: none"> • Ad Space at: <ul style="list-style-type: none"> - 5k Starting Line - Finish Line - Moonlight Party • Sponsor's logo on all marketing & press materials • Logo & Hyperlink on Xanadu Website • Pop-up Tent w/ Table in event area • Promotion on Xanadu Social Media: Facebook, Instagram, & Twitter • Upgraded Full Wknd Campsite for 4 • Round Trip Ferry Ride for 4 • 4 Race Tickets + Post-Race BBQ • 4 VIP Full Access Event Tickets 	<ul style="list-style-type: none"> • Ad Space at: <ul style="list-style-type: none"> - 5k Starting Line - Finish Line - Moonlight Party • Sponsor's logo on all marketing & press materials • Logo & Hyperlink on Xanadu Website • Pop-up Tent w/ Table in event area • Upgraded Full Wknd Campsite for 2 • Round Trip Ferry Ride for 2 • 2 Race Tickets + Post-Race BBQ • 2 VIP Full Access Event Tickets 	<ul style="list-style-type: none"> • Ad Space at: <ul style="list-style-type: none"> - 5k Starting Line - Finish Line • Sponsor's logo on all marketing & press materials • Logo & Hyperlink on Xanadu Website • Upgraded Full Wknd Campsite for 2 • Round Trip Ferry Ride for 2 • 2 Race Tickets + Post-Race BBQ • 2 VIP Full Access Event Tickets



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INTERACTIVE SPONSORS

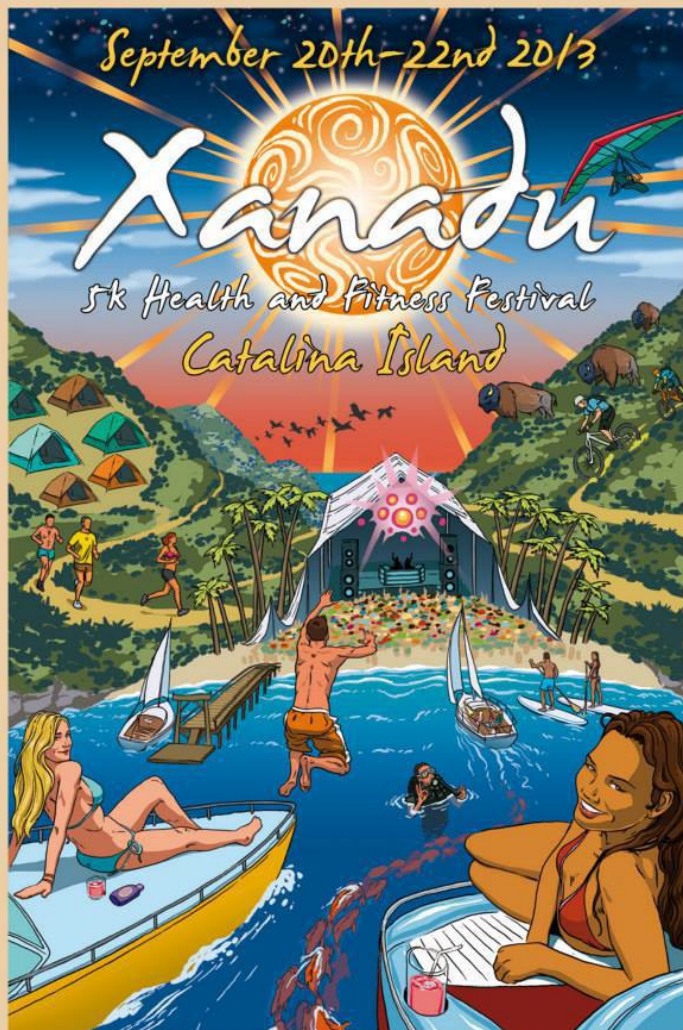
Xanadu is seeking to partner with top level companies to help promote health, fitness, community and outdoor education.

Provide	Educate	Entertain	Promote
Merchandise Sponsor	Workshop Sponsor	Talent Sponsor	Promote Sponsorship
<p>2 week Social media contest collaboration with Xanadu</p> <p>Social Media Contest will be run by Aptivada. All contest entry data will be collected and shared with both participating parties. Contest Sponsor will make 5 social media blasts over the 2 weeks promoting Xanadu Catalina and the contest. To enter the contest you must like both the sponsor's FB page and the Xanadu Catalina FB page and earn extra entries by sharing it on their wall or tweeting it. Aptivada will select winner(s).</p> <p>Contest winner(s) will receive Xanadu Catalina Event Ticket and Sponsor's merchandise Gift Bag</p> <ul style="list-style-type: none"> • Logo on Xanadu Website • Promotion on Xanadu Social Media: Facebook, Instagram, & Twitter 	<p>Reserved time-slot for Workshop</p> <p>Option 1: For \$500</p> <ul style="list-style-type: none"> • Pop-up Tent w/ table in event area (mandatory if selling product/service) • Sponsor Name, photo & Workshop description on Xanadu website • Full Weekend Campsite for 1 • Round Trip Ferry Ride for 1 • 1 VIP Full Access Event Tickets • 1 Race Tickets + Post-Race BBQ <p>Option 2: without tent, see below</p> <p>Each person:</p> <ul style="list-style-type: none"> • Sell minimum 5 Full Camper Packages, \$295ea with \$10 off promo code • Full Weekend Campsite for 1 • Round Trip Ferry Ride for 1 • 1 VIP Full Access Event Tickets • 1 Race Tickets + Post-Race BBQ • OR discounted friends/family rate of \$150 per ticket 	<p>Looking for DJ's and bands to create good musical beach vibes Fri-Sun</p> <ul style="list-style-type: none"> • Talent name, short bio, & hyperlink on Xanadu Website • Promotion on Xanadu Social Media: Facebook, Instagram, & Twitter 	<p>Promoters will receive a designated promo code for \$10 off any ticket sales</p> <ul style="list-style-type: none"> • Receive 20% commission on all sales linked to their promo code <p>CROSS-PROMO / MEDIA SPONSOR:</p> <p>Ad/articles placed in approved media outlets such as magazine, email newsletter, etc. receive: Ad Space at 5k Starting/Finish Line, & Logo & Hyperlink on Xanadu Website</p>



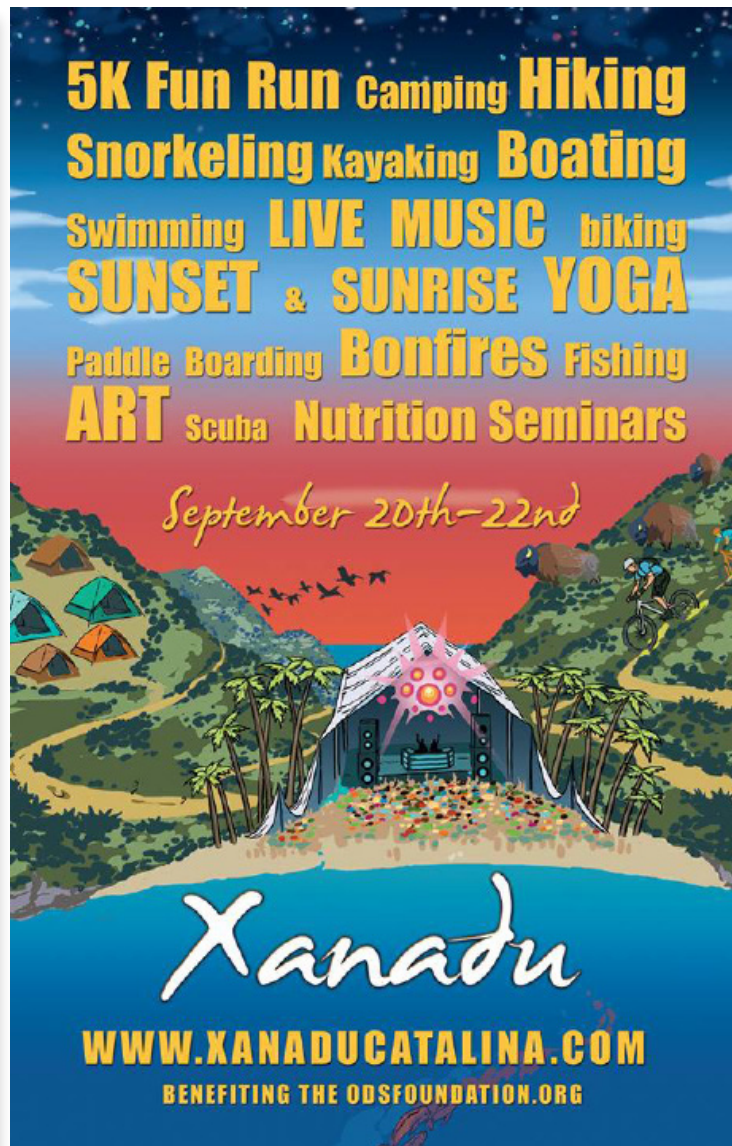
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Thanks you



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XANADU CATALINA

Creating a new kind of
Festival Experience

We hope you are excited as we
are and join us in making this
amazing experience possible.

Contact us for any questions
or other sponsorship ideas:

Call Alex at (208) 819-5585
info@XanaduCatalina.com

Xanadu

Sponsorship Registration

Please complete the following form & email to: info@xanaducatalina.com. Inquires call Alex Calkins at (208) 819-5585

Contact Info:

Name _____
Title _____ Date _____
Address _____
City _____ State _____ Zip code _____
Phone _____
Email _____
Website _____

Sponsorship Levels:

- Isthmus Stage Sponsorship (Main Stage) \$17,500
- Two Harbors Campground Stage (2nd Stage) \$10,000
- Exclusive Sponsorship \$3,000
- Platinum Sponsorship \$2,500
- Gold Sponsorship \$2,000
- Silver Sponsorship \$1,500
- Workshop Option 1: \$500 Option 2: _____
Topic/Activity _____
- Product Sponsor Merchandise
Item(s)qty: _____
- Talent: Name _____
- Promote: Promo code _____
- Media/Other _____

Credit Card Information

Business Name _____
Name as printed on card _____
Billing address (credit card):
Street: _____
City: _____ State: _____ Zip Code: _____
Credit Card No: _____
Expiration: ____/____ CV Code: ____ (3 or 4 digits on back)

Type of Credit card:

- Discover Mastercard Visa American Express

Card Holder Signature _____
Print Name _____
Title _____ Date _____

A confirmation email will be sent as soon as the payment has been processed.

Thank you for your interest in being a part the XANADU experience! Please send us photos and/or logos, bio, marketing materials to info@xanaducatalina.com.

We will send you a confirmation email shortly with more info.