

December 13, 2011



Dear Business Owner,

The Mission Viejo Activities Committee (MVAC) is proud to announce the return of a unique event for Mission Viejo and surrounding communities. ***Up in the Air*** – Mission Viejo Takes Flight will take place on Saturday, March 3, 2012, from 10:00 A.M. to 2:00 P.M. on the Green next to the Norman P. Murray Community Center. This exciting event will showcase everything that goes ***Up in the Air*** or uses air to operate. Examples include planes, kites, bubbles, balloons, pinwheels, and more.

This fun family event will include professional kite flyers synchronizing kites to music, disc dog shows, various flying contests, non profit food booths, exhibitors and entertainment. Over the years, the MVAC has implemented many annual events including the Fourth of July Celebration and Santa's Arrival. ***Up in the Air*** was offered for the first time in April of 2011 and was well received by the community. The event was an overwhelming success with more than 2,500 participants. As a result of its success, the event allowed us to support local non-profits, furthering their success and purpose within the community.

As with any free event we are seeking individuals and businesses to get involved with the success of this program. We anticipate at least 2,500 people in attendance at the event and even more exposure throughout the community in various marketing publications. The MVAC is a 501c3 non profit organization and all contributions are tax deductible. Please look through the attached benefits of partnering with us on this event and consider supporting this wonderful event in Mission Viejo.

Thank you in advance for your support of family programs and we look forward to hearing from you. If you have any questions or would like additional information, please contact Mark Nix at 949-413-9369 or [MKNX@aol.com](mailto:MKNX@aol.com).

Respectfully,

Mark Nix  
**Up in the Air** Committee  
TAX ID #: 95-3756238

Mission Viejo Activities Committee  
**Up in the Air** Sponsorship Opportunities



**Title Sponsor (\$500) – Limited**

- Company logo displayed at event.
- Company logo included on marketing materials (posters, flyers, etc.)
- Company name in press releases
- Company name included on event webpage with link to company website
- Company name included in Facebook & Twitter posts with link to company website
- Verbal recognition over sound system at the event
- Vendor booth at event in prime location
- Two VIP parking passes

**Event Sponsor (\$ 200)**

- Company name included on marketing materials (posters, flyers, etc.)
- Company name included on event webpage
- Company name included in Facebook & Twitter posts
- Verbal recognition over sound system at event
- Vendor booth at the event
- One VIP parking pass

**Event Friends (\$ 50)**

- Company name included on event webpage
- Company name on event schedules

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**SPONSOR INFORMATION**

**Sponsorship Level (circle):**    **Title Sponsor**    **Event Sponsor**    **Event Program**

**Company Name:** \_\_\_\_\_

**Company Representative:** \_\_\_\_\_

**How to List Company Name:** \_\_\_\_\_

**Contact phone number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Please make checks payable to the **Mission Viejo Activities Committee**, a 501(c)(3) Non-profit organization. Tax I.D. #95-3756238.

Send Sponsorship Form to:                      Mission Viejo Activities Committee  
Attn: UP IN THE AIR EVENT  
24932 Veterans Way  
Mission Viejo, CA 92692

For more information on the **Up in the Air** event and becoming a sponsor, please contact Mark Nix at 949-413-9369 or MKNX@aol.com.