

JANUARY 6, 2011



Dear Business Owner,

The Mission Viejo Activities Committee (MVAC) is proud to announce a new and unique event for Mission Viejo and surrounding communities. ***Up in the Air*** – Mission Viejo Takes Flight will take place on Saturday, April 2, 2011, 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. These events were exciting, well-attended, and most successful. The ***Up in the Air*** event will build on these successes and begin new traditions for Mission Viejo and the community. This event will also share its success with countless local non-profits, furthering their success and purpose within the community.

As with any new free event we are seeking individuals and businesses to get involved with the success of this program. We anticipate 2,000 people in attendance for our inaugural year 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 new 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.

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
- Vendor booth at event in prime location
- Verbal recognition over sound system at the event
- Two VIP parking passes

Event Sponsor (\$ 200)

- Company name included on marketing materials (posters, flyers, etc.)
- Company name included on event webpage
- 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

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.