

The City of Burbank is very proud to announce its upcoming Centennial Celebration! The City will commemorate the 100th anniversary of its incorporation date on July 8, 2011.

During Burbank's Centennial Celebration, we will highlight the traditions of our city's past, present, and future. Because this marks an important milestone, key committees have been established to plan for the year-long celebration commencing December 31, 2010 and culminating December 31, 2011. Our mission in 2011 is for all people who live, work, and play in Burbank to celebrate the City's Centennial through events and activities that: create civic pride; foster and highlight community partnerships; and honor the past, celebrate the present, and anticipate the future. To accomplish this, we need the support of our local businesses, civic organizations, and residents.

This packet details the sponsorship levels available for businesses, groups, and individuals who wish to participate in the funding of Burbank's Centennial Celebration. Details regarding key activities are outlined in the following pages and note that sponsorships are available at various levels so that everyone is provided an opportunity to support this momentous occasion.

Your commitment is vital and will support the Centennial mission through special events, activities, promotions, and advertising that will take place throughout 2011! We hope you will partner with us in creating exciting opportunities for the community to participate in historical, cultural, and community-based events and activities that highlight Burbank's rich history and celebrate its exciting future.

Sincerely,
City of Burbank
Centennial Committees



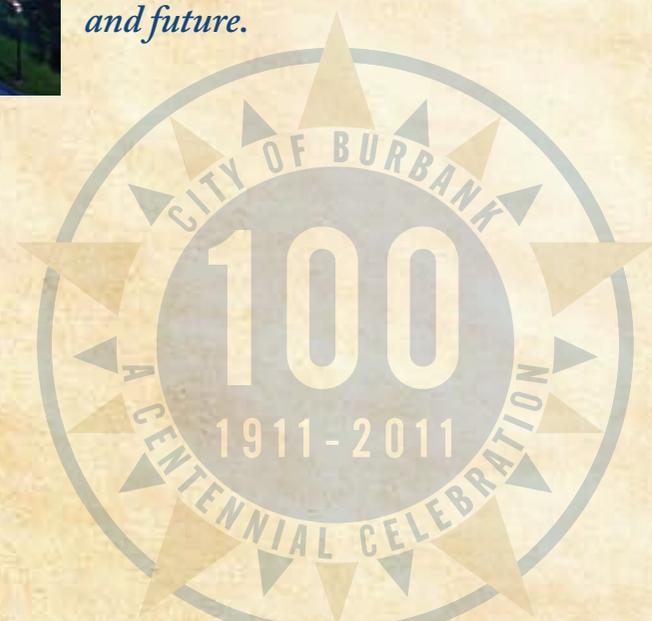
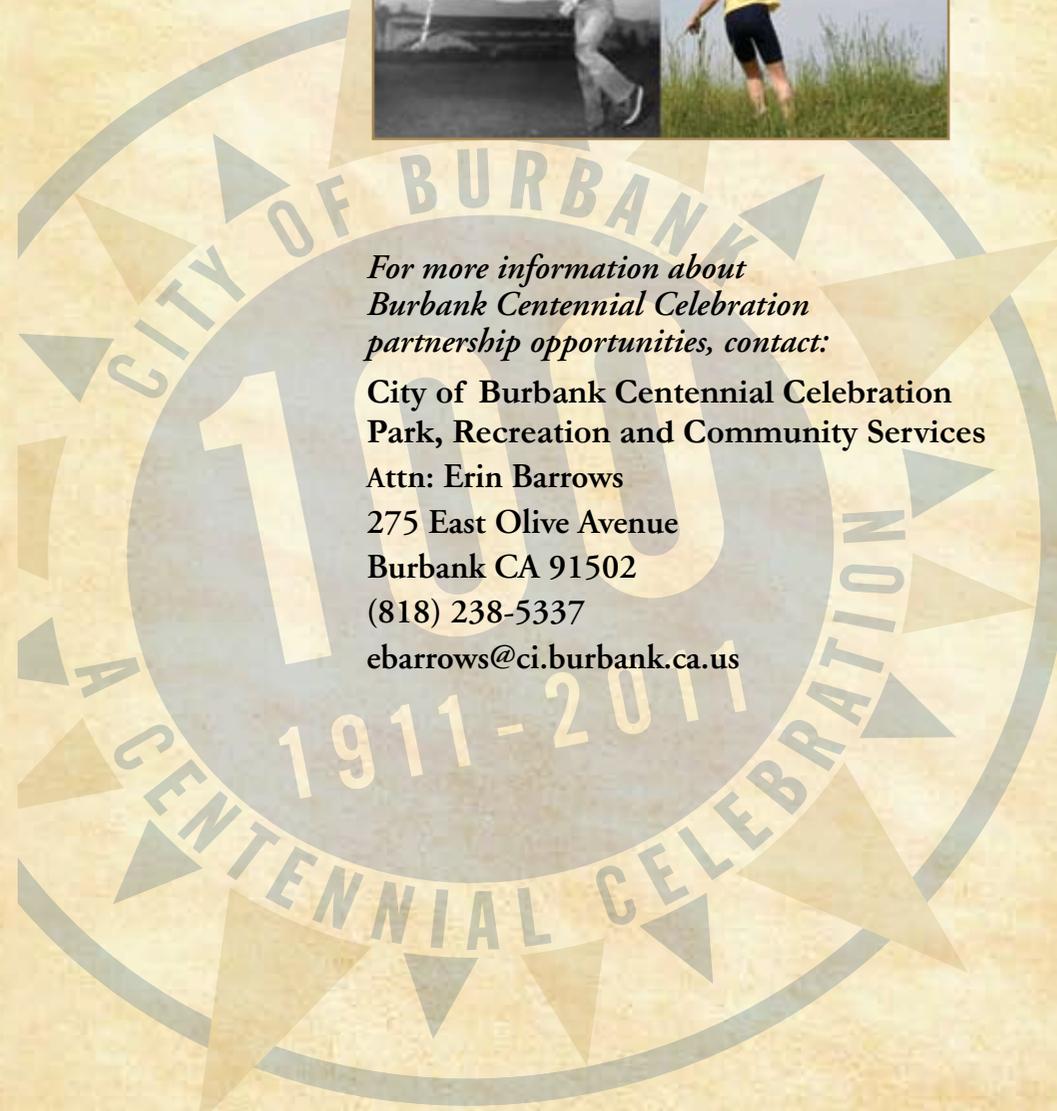
*For more information about
Burbank Centennial Celebration
partnership opportunities, contact:*

**City of Burbank Centennial Celebration
Park, Recreation and Community Services
Attn: Erin Barrows
275 East Olive Avenue
Burbank CA 91502
(818) 238-5337
ebarrows@ci.burbank.ca.us**

CITY OF *Burbank*



*Centennial Celebration
Partnership opportunities
to participate in the celebration
of Burbank's rich past, present,
and future.*



CENTENNIAL SPONSORSHIP PROGRAM

\$20,000

AS AN ELITE SPONSOR YOU RECEIVE:

- All benefits of \$10,000 Sponsor

Additionally

- Title Fireworks Sponsor for the July 8th Party of the Century.
- Organization name and/or logo on a promotional item that will be distributed at various Centennial events.

\$10,000

AS A PREMIERE SPONSOR YOU RECEIVE:

- Organization name and logo on Centennial Celebration web page with a link to your organization's web site.
- Organization name and logo on newspaper advertisements as well as on The Burbank Channel (local cable station).
- Organization name and logo on promotional materials including Centennial posters (1,000) and brochures (5,000).
- Organization name and logo on 10,000 flyers for each Centennial Milestone Event (3).
- Organization name on 60,000 Burbank Water & Power utility insert newsletters.
- Organization name and logo included in advertisements at local movie theaters.
- An opportunity to promote your organization, product, and/or services at the Centennial Milestone Events (3) as well as two additional Centennial events.
- VIP Participation in the July 8, 2011 Party of the Century.
- Organization name on a commemorative paver/plaque that will be placed at a special and unique location in Burbank.
- Organization name and logo on a special insert that will be placed in the commemorative Burbank Centennial Book.
- Organization name and logo on Centennial Volunteer T-shirts.
- 6 Sponsor Street Banners for display in high volume traffic areas within the City of Burbank.
- Emcee recognition as an official sponsor at all Centennial Milestone events (3).

\$5,000

AS AN ANNIVERSARY SPONSOR YOU RECEIVE:

- Organization name and logo on Centennial Celebration web page with a link to your organization's web site.
- Organization name and logo on newspaper advertisements as well as on The Burbank Channel (local cable station).
- Organization name and logo on promotional materials including Centennial posters (1,000) and brochures (5,000).
- Organization name on 60,000 Burbank Water & Power utility insert newsletters.
- An opportunity to promote your organization, product, and/or services at two Centennial Milestone events.
- Organization name on a commemorative paver/plaque that will be placed at a special and unique location in Burbank.
- Organization name and logo on a special insert that will be placed in the commemorative Burbank Centennial Book.
- Organization name and logo on Centennial Volunteer T-shirts.
- 4 Sponsor Street Banners for display in high volume traffic areas within the City of Burbank.
- Emcee recognition as an official sponsor at all Centennial Milestone events (3).

\$2,500

AS A MILESTONE SPONSOR YOU RECEIVE:

- Organization name and logo on Centennial Celebration web page with a link to your organization's web site.
- Organization name and logo on newspaper advertisements as well as on The Burbank Channel (local cable station).
- Organization name and logo on promotional materials including Centennial posters (1,000) and brochures (5,000).
- Organization name on 60,000 Burbank Water & Power utility insert newsletters.
- Organization name on a commemorative paver/plaque that will be placed at a special and unique location in Burbank.
- Organization name and logo on a special insert that will be placed in the commemorative Burbank Centennial Book.
- Organization name and logo on Centennial Volunteer T-shirts.
- 2 Sponsor Street Banners for display in high volume traffic areas within the City of Burbank.
- Emcee recognition as an official sponsor at all Centennial Milestone events (3).

In-Kind Donations and Media Partners

- Sponsorship benefits for in-kind donations and media partners will be based upon a 2-to-1 ratio compared with the standard cash sponsorship fees.

CENTENNIAL CELEBRATION EVENTS

The City of Burbank's Centennial Celebration will consist of 100 plus events throughout 2011 that will *Honor the Past, Celebrate the Present, and Anticipate the Future*. Event sponsorships are available for companies/organizations that would like to be a part of a specific event. For a complete list of the 100 Ways to Celebrate, please visit www.burbankusa.com.

Milestone Events

2011 Centennial Bash

BURBANK TOURNAMENT OF ROSES FLOAT SEND OFF

December 31, 2010

Party of the Century

July 8, 2011

Let's Move Burbank!

October 1, 2011

