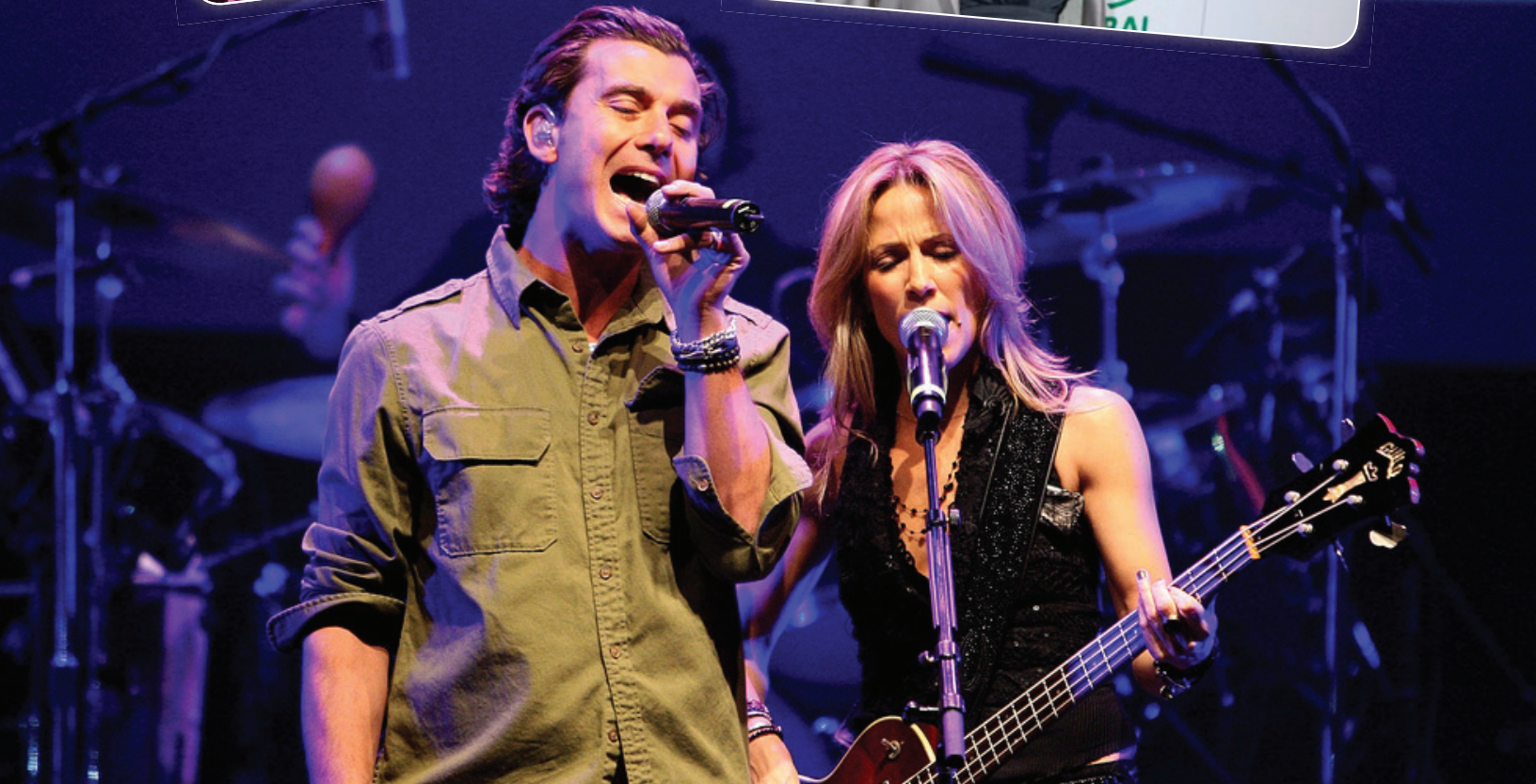




GLOBAL  
GREEN  
USA

# GLOBAL GREEN USA'S® ANNUAL PRE-OSCAR® PARTY

WEDNESDAY, FEBRUARY 22, 2012



## SPONSORSHIP OPPORTUNITIES

Benefitting Global Green USA and its ground-breaking effort to combat global warming by greening America's schools, cities and affordable housing.



## Event Overview

Global Green's Annual Pre-Oscar® Party is THE green event of Oscar Week. 1,500 guests including celebrities, eco-luminaries and entertainment press from around the world come to hear the latest green messages from some of Hollywood's biggest stars. The evening culminates with stellar music performances by headline performing talent.

Global Green invites you to join us for this exciting event through one of our customizable sponsorship packages.

## Who

Attendees to the Pre-Oscar® party include Hollywood's elite activists, actors and musicians, industry executives, political and business leaders and leading environmentalists. Over three-dozen celebrities walked the red carpet in 2011! Past celebrity attendees and musical performers include:

## Past Celebrity Attendees

- Leonardo DiCaprio
- Penelope Cruz
- Salma Hayek
- Kate Bosworth
- Orlando Bloom
- Adrian Grenier
- Neil Patrick Harris
- Oliver Stone
- James Cameron
- Norman Lear

## Music Performances

- Maroon 5
- Scott Weiland
- Perry Farrell
- Damien Rice
- Michael Franti
- Gavin Rossdale
- Sheryl Crow
- Swell Season

## Press Coverage

The Global Green Pre-Oscar event attracts over 100 credentialed media who line our 100 foot green carpet generating media coverage to a global audience.

### TOP MEDIA ATTENDEES

- Good Morning America
- CNN
- Fox
- CNBC
- Discovery
- Entertainment Tonight
- Access Hollywood
- Extra
- E!
- People Magazine
- Associate Press
- Los Angeles Times
- Yahoo!
- New York Times

## Past Corporate Partners

Global Green has held the company of elite brands at past, including:

- Audi A3
- Chevy Volt
- IWC
- Toyota Prius
- Liebherr Appliances
- TCP (Compact Fluorescent Lighting)
- Tesla Motors
- Participant Productions
- Tetra Pak
- W Hollywood Hotel and Residences
- Cree
- Physicians Formula
- Desert Essence
- 360 Vodka
- New Belgium Brewing Company
- Light Group, Las Vegas





## Sponsorship Levels

### TITLE SPONSOR / \$250,000 / ONE SLOT AVAILABLE

- Naming rights: Global Green USA's Annual Pre-Oscar Party Presented by SPONSOR
- 10X10 Customizable Sponsor Area
- Category Exclusivity
- Prominent Exterior and Interior Signage
- Inclusion in all event press communications
- Integration into Global Green's Social Media Campaign through Title Sponsor Mention in Live Event Tweets, photos of product integration distributed live via social media, pre-event social media promotion and wrap report of social media success metrics (Frequency of social media dependent on sponsorship level)
- On stage mention during the event
- Inclusion in VIP Gift Bag
- 25 VIP Tickets (Value of \$25,000) and 50 General Admission Tickets (Value of \$12,500)

### GOLD SPONSOR / \$150,000 / TWO SLOTS AVAILABLE

- Naming rights of designated area: (options include VIP Area and Arrivals Lounge)
- 10X10 Customizable Sponsor Area
- Category Exclusivity
- Prominent Interior Signage
- Inclusion in event press release
- Integration into Global Green's Social Media Campaign through Brand Name Mention in Live Event Tweets, photos of product integration distributed live via social media, pre-event social media promotion and wrap report of social media success metrics (Frequency of social media dependent on sponsorship level)
- Inclusion in VIP Gift Bag
- 20 VIP Tickets (Value of \$20,000) and 40 General Admission Tickets (Value of \$10,000)

### SILVER SPONSOR / \$100,000 / THREE SLOTS AVAILABLE

- Naming rights of designated element (options include: Program Webcast, Performance and Social Media Donation Site)
- 5X5 Customizable Sponsor Area
- Category Exclusivity
- Interior Signage
- Inclusion in event press release
- Integration into Global Green's Social Media Campaign through Brand Name Mention in Live Event Tweets, photos of product integration distributed live via social media, pre-event social media promotion and wrap report of social media success metrics (Frequency of social media dependent on sponsorship level)
- Inclusion in VIP Gift Bag
- 10 VIP Tickets (Value of \$10,000) and 30 General Admission Tickets (Value of \$7,500)



#### BRONZE SPONSOR / \$50,000 / THREE SLOTS AVAILABLE

- Product Category Exclusivity
- Interior Signage
- Large product display in sponsor area
- Inclusion in VIP Gift Bag
- Inclusion in event press release
- 8 VIP Tickets (Value of \$8,000 and 15 general tickets (Value of \$3,750)
- Press and social media integration

#### PRODUCT INTEGRATION SPONSOR

- Customizable Product Integration sponsorships are available starting at \$10,000
- Category Exclusivity
- Brand integration, press, social media integration and ticket opportunities dependent on sponsorship level



## About Global Green USA®

Global Green USA is the U.S. Affiliate of Green Cross International, the international environmental movement founded by Mikhail Gorbachev in 1993. Global Green's mission is to foster a global value shift by addressing the three greatest challenges facing humanity: climate change, weapons of mass destruction, and providing clean water. Over the past decade, Global Green has become the recognized leader in promoting green building of affordable housing and public schools in America, and has also helped lead the way toward a green rebuilding of New Orleans after the devastation of Hurricane Katrina. For more about Global Green USA, please visit us on the web at [www.globalgreen.org](http://www.globalgreen.org).

## Contact

All inquiries about corporate sponsorship of Global Green's 9th Annual Pre-Oscar Party should be made to:

**Ruben Aronin, Director of Communications.**

Tel: 310.581.2700 x161 / Email: [raronin@globalgreen.org](mailto:raronin@globalgreen.org)

**Nina Storm, Events Manager.**

Tel 310.581.2700 x159 / Email: [nstorm@globalgreen.org](mailto:nstorm@globalgreen.org)



“ It's the night that reminds us that we have to remember every day for the rest of the year that we have a responsibility towards the earth ”

- Salma Hayek



[www.globalgreen.org](http://www.globalgreen.org)