

DESERT PUBLICATIONS, INC.

Sponsorship Agreement

Fashion Week

Food & Wine

This sponsorship agreement is made between Desert Publications, Inc., d/b/a *Palm Springs Life* and the City of Palm Desert, California, (Parties) for the exclusive purpose of defining the obligations of both parties in fulfilling the sponsorship of Fashion Week El Paseo and Palm Desert Food & Wine.

DPI WILL PROVIDE:

NAMING

- Palm Desert will be integrated into the event logo for Food & Wine. This is the most prominent branding position. Event name; Palm Desert Food & Wine.
- El Paseo will be integrated into the event logo for Fashion Week. Event name; Fashion Week El Paseo.
- Palm Desert name and logo be listed in the list of sponsors for Fashion Week El Paseo and Palm Desert Food & Wine.

PR/MARKETING

- City of Palm Desert name include in all Public Relations efforts.
- City of Palm Desert name/logo on print ads to start running now through March 2024. These ads are to run in *Palm Springs Life*, *The Guide*, and other publication titles produced by *Palm Springs Life*
- City of Palm Desert name/logo on email marketing promotions going to event databases and *Palm Springs Life's* email opt in (100,000 opt ins)
- City of Palm Desert name/logo on digital marketing promotions on palmspringslife.com and other media partners.
- City of Palm Desert name included on billboard campaigns targeted to the Southern California Drive Markets of San Diego, Los Angeles, and Orange County.
- City of Palm Desert will be mentioned, and name/logo shown on approximately 1,600 television spots.
- City of Palm Desert will be mentioned on approximately 1,200 radio spots
- Sponsor tagged on social media coverage posted on event social media pages and *Palm Springs Life*.
- Sponsor logo and link on event websites through 2024 event.

- City of Palm Desert included in all talent PR/Marketing kits. Kits will instruct designers, models, celebrity chefs and other programming partners to mention, tag and promote the City of Palm Desert.
- Mayor letter in the Fashion Week program that is bound into 20,000 copies of March *Palm Springs Life* and an overrun of 10,000 copies distributed at Fashion Week El Paseo and at Palm Desert Food and Wine, visitors' centers, El Paseo merchants, and high traffic locations throughout the Coachella Valley.
- Full Page Display ad in the Food & Wine program that is bound into 20,000 copies of March *Palm Springs Life* and an overrun of 10,000 copies distributed at Fashion Week El Paseo and at Palm Desert Food and Wine, visitors' centers, El Paseo merchants, and high traffic locations throughout the Coachella Valley.

ON-SITE

- City of Palm Desert welcome sign at the entrance Fashion Week El Paseo and Palm Desert Food & Wine. Sign to be produced and installed by *Palm Springs Life*.
- City of Palm Desert logo in premium position on the step and repeat of Fashion Week El Paseo and Palm Desert Food & Wine.
- City of Palm Desert logo on the sponsor signs at the entrance to the events.
- City of Palm Desert 30 second video to play before every Fashion Show and Food & Wine events hosted in large tents.
- City of Palm Desert logo displayed on all video screens every day of Fashion Week El Paseo and Palm Desert Food & Wine.
- City of Palm Desert logo on all Fashion Week El Paseo and Palm Desert Food & Wine event programs distributed to all attendees.
- City of Palm Desert logo and name on the Schedule of Events brochures.

HOSPITALITY

- Ten (10) second row seats to Fashion Week El Paseo for each runway show with access to VIP lounge. Names must be provided for each show.
- Eight (8) reserved seats to Fashion Week El Paseo for each runway show.
- Four (4) reserved tickets to the James Beard Luncheon.
- Ten (10) tickets to Saturday Grand Tasting with access to VIP lounge.
- Ten (10) tickets to Sunday Grand Tasting with access to VIP lounge.

POST EVENT AND MORE

- City of Palm Desert recognized in a “Thank you to our sponsors” page for Fashion Week EL Paseo and Palm Desert Food & Wine in a select issue of *Palm Springs Life*.
- City of Palm Desert will be recognized on social life coverage of event on palmspringslife.com.
- A complete recap of the event will be provided to you approximately 60 days after the event.

FEE

We require a sponsorship fee of three hundred thousand dollars (\$300,000). Payment is due on or before January 1, 2024, 2025, and 2026.