

MONDAY
Oct 24
Twenty **SIXTEEN**

GUTS[®]

CREATIVES CARVING WISHES

A friendly pumpkin carving competition uniting creatives with a cause.

Presented by 454 Creative and AIGA Orange County benefiting Make-A-Wish[®] Orange County and the Inland Empire.

Help us raise awareness and support for Make-A-Wish[®] Orange County and the Inland Empire.

GUTS is an AIGA Orange County Design-for-Good initiative. The primary goal of GUTS is to unify the creative community in support of a worthy and meaningful charity, Make-A-Wish[®] — an organization that grants the wishes of children with life-threatening medical conditions. Since 1983, Make-A-Wish[®] Orange County and the Inland Empire has granted more than 5,600 wishes to medically-eligible children living in Orange, San Bernardino and Riverside counties. Each year there are 700 kids who medically qualify for wishes but only 300 are granted due to awareness and budget. Help us build awareness for the program and raise funds to assist Make-A-Wish[®] in granting an additional 20 wishes during their next fiscal year.

The event is free and open to the public. It is a wonderful opportunity for your company to illustrate its commitment to meaningful causes and expand its presence within Orange County's local design community and general population. Through this event and our combined social media reach of over 40,000 people, your company's exposure will reach many of Southern California's designers, businesses and influencers.

Help us make this an amazing event — one that will continue to promote and advocate design and creativity. The night will be fun and creative with plenty of opportunities for sponsors to be recognized.

Read more about partnership levels on the next page.

WHERE

OC MiX and SOCO Collection
Farmers Market
3313 Hyland Avenue
Costa Mesa 92626
shoptheocmix.com

WHEN

October 24, 2016
5-8 p.m.

Team check in: 4:30 p.m.

Carving begins: 5 p.m.

Silent Auction: 6:45 p.m.

KEY DATES

Team Registration Deadline

September 24

Sponsorship Deadline

October 7

WHY

To help Make-A-Wish[®] pursue its mission to grant each medically eligible child his or her most heartfelt wish. A granted wish provides hope and happiness that builds strength and empowers a child to fight harder against their illnesses.

OCGUTS.COM

Partnership Levels

DIAMOND SPONSOR: \$10,000

- ▶ Freeway billboard signage
- ▶ On-site event signage
- ▶ Thank you on social media
(40,000 member audience)
- ▶ Email blast and press materials
- ▶ Logo on OCGUTS.COM with link
- ▶ Logo (alongside GUTS) on photo opp backdrop
- ▶ Materials at event table

CAR SPONSOR: \$7,000

- ▶ On-site car display
- ▶ Thank you on social media
(40,000 member audience)
- ▶ Email blast and press materials
- ▶ Logo on OCGUTS.COM with link
- ▶ Materials at event table

GOLD SPONSOR: \$5,000

- ▶ On-site event signage
- ▶ Thank you on social media
(40,000 member audience)
- ▶ Email blast and press materials
- ▶ Logo on OCGUTS.COM with link
- ▶ Materials at event table

SILVER AWARD PARTNER: \$1,000

- ▶ On-site event signage
 - ▶ Thank you on social media
(40,000 member audience)
 - ▶ Email blast and press materials
 - ▶ Logo on OCGUTS.COM with link
 - ▶ Materials at event table
- ▶ **MEDIA SPONSOR: VARIES**
Publication support category.
- ▶ Press Mention with donation amount
 - ▶ Logo and company bio on OCGUTS.COM
(dependent upon value provided)
 - ▶ Thank you on social media
(40,000 member audience)
 - ▶ Email blast and press materials
 - ▶ Materials at event table

IN-KIND PARTNER:

Raffle goods for swag bag items. Prizes for children welcome.

- ▶ Logo on OCGUTS.COM website with link

INTERESTED? WANT TO LEARN MORE?

CONTACT PAUL BRENENDEN
PAUL@OCGUTS.COM



Nominee, 5
acute lymphoblastic leukemia
I wish to be a veterinarian

BENEFITING

