



March 22, 2010

Dear Friend,

This fall, the Barona Band of Mission Indians proudly hosts the 40th Annual Barona Powwow.

As you know, Powwows are an important cultural event for our Native American community. Coming together with old friends - and making new ones - through song, dance, and contests of skill has always been an important custom. This year's Barona Powwow will be held at the Barona Indian Reservation in Lakeside, California, from Friday, September 3 - Sunday, September 5, 2010.

As in previous years, we expect 10,000 people to experience the richness of our tribal heritage. Visitors to the Powwow will enjoy delicious Indian tacos and other traditional dishes, and admire our beautiful Native American arts and crafts. Dance exhibitions and competitions will celebrate important cultural rituals through dances such as the Fancy Shawl Dance and the Grass Dance.

We are asking for your assistance to make this cherished and vital tradition a success through a number of different advertising and sponsorship opportunities. Please take a moment to review the attached sponsorship packet, and let us know how you might be able to help.

For general information about the Barona Powwow, please call Laurie Whitecloud at the Barona Tribal Office at (619) 443-6612, ext. 271. **To participate as a sponsor or purchase advertising in the event program, please contact Kelly Baker at Barona Resort & Casino, at (619) 328-3240.**

We appreciate your support in our efforts to maintain and preserve our culture.

Sincerely,

A handwritten signature in cursive script that reads "Beth Glasco".

Beth Glasco
Council Member
Barona Band of Mission Indians



EVENT PROGRAM AD RATES

SIZE	COST	NON-BLEED SIZE	BLEED SIZE
FULL PAGE	\$1,000	7.5" x 10"	8.75" x 11.25"
½ PAGE	\$500	7.5" x 5"	N/A
¼ PAGE	\$350	3.75" x 5"	N/A
⅛ PAGE	\$250	2.5" x 3.75"	N/A

**RATES ARE FOR FULL COLOR ADS –
ADD \$150 FOR BARONA TO PRODUCE THE AD.**

MATERIALS DUE: FRIDAY, JULY 16, 2010

ART DELIVERY ADDRESS:

KELLY BAKER
 BARONA RESORT & CASINO
 1932 WILDCAT CANYON ROAD, LAKESIDE, CA 92040
 (619) 328-3240
 KEBAKER@BARONA.COM

TRIM SIZE: 8½" x 11"

MECHANICAL SPECIFICATIONS:

- **MATERIALS:** DIGITAL FILES PREFERRED; 4C FILM POSITIVE (RRED); 150 LINE SCREEN
- **ACCEPTABLE FILE FORMATS:** TIFF/IT-P1 FILES; ADOBE ACROBAT PDF; POSTSCRIPT (4C COMPOSITE); MACINTOSH-FORMATTED QUARKXPRESS FILES (COLLECT FOR OUTPUT SHOULD INCLUDE ALL HI-RES IMAGES PROPERLY LINKED, SAVED AS CMYK, AND ALL POSTSCRIPT FONT FILES REQUIRED; TRUETYPE FONTS ARE NOT ACCEPTED; PANTONE COLORS OR DUOTONE IMAGES ARE NOT ACCEPTED).
- **PROOFS:** A PROOF MUST ACCOMPANY THE FILE.
- **NOTE:** IF YOU DO NOT USE A FILE FORMAT LISTED ABOVE, PLEASE CALL KELLY BAKER AT (619) 328-3240 FOR MORE INFORMATION.

THANK YOU FOR YOUR SUPPORT!



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	\$5,000 LEVEL	\$2,500 LEVEL	\$1,500 LEVEL
PROGRAM AD	FULL PAGE	HALF PAGE	QUARTER PAGE
EVENT PROGRAM RECOGNITION	LOGO	LOGO	NAME
PA MENTION	X	X	X
SIGNAGE RECOGNITION AT EVENT	X	X	X
LOGO ON WEBSITE	X	X	
SPONSOR GIFT	X		
SPONSOR BOOTH OPPORTUNITY	X		

SPONSORSHIP LEVEL

PLEASE CHECK LEVEL OF PARTICIPATION

- \$5,000
- \$2,500
- \$1,500

PROGRAM ADVERTISEMENT

PLEASE CHECK ONE

- FULL PAGE - \$1,000
- ½ PAGE - \$500
- ¼ PAGE - \$350
- ⅛ PAGE - \$250

CONTACT INFORMATION

COMPANY _____
 NAME _____
 PHONE _____ FAX _____ E-MAIL _____
 ADDRESS _____

PLEASE MAKE CHECKS PAYABLE TO AND REMIT TO:

BARONA POWWOW
 C/O BARONA TRIBAL OFFICE
 1095 BARONA ROAD
 LAKESIDE, CA 92040

OR

BARONA POWWOW
 C/O COMMUNITY RELATIONS
 1932 WILDCAT CANYON ROAD
 LAKESIDE, CA 92040

DUE DATE: JULY 16, 2010