

# 2014 PRO-ATHLETE & CELEBRITY SERVICES EXPO



May 26 – 27, 2014  
Grand Hyatt Hotel  
San Francisco, California



## Monday, May 26th

### FRANCHISE EXHIBIT

Grand Hyatt Hotel, San Francisco: 4:00 – 7:00 pm

### DINNER BUFFET & COCKTAIL MEET & GREET

Grand Hyatt Hotel, San Francisco: 7:00 – 9:00 pm

### VIP AFTER PARTY

Grand Hyatt Hotel: 11:00 pm – 2:00 am

## Tuesday, May 27th

### VENDOR PRESENTATION & BRUNCH BUFFET

Grand Hyatt Hotel, San Francisco: 11:30 am – 2:00 pm

### UNION SQUARE "STORE SHUT DOWN" FOR CELEBRITY SHOPPING

Location: Nike Town, GUCCI, Louis Vuitton, Tiffany's

### VIP CLOSING PARTY

Location: Private Venue 11:00pm-2:00am

\* All participants must have I.D. security badge for entry to every event

\*\* All athlete-celebrity attendees must have I.D. security badge in order to receive SWAG GIFT BAGS – NO EXEPTIONS!

# Expo Title Sponsor | \$20,000

- Event Naming Rights: "PRO ATHLETE & CELEBRITY FRANCHISE-INVESTOR SHOW" presented in part by *(your Company name here)*
- Unlimited access to network and cultivate personal business relationships with PACS elite pool of pro-athletes and celebrity clients, investors and performers.
- Logo | Name | Image showcased at VIP entrance and Premier Step & Repeat Wall.
- 10 VIP badges to Expo + 5 VIP access badges to all private parties. *(\$50,000 value)*
- Dedicated 10' x 10' exhibit station for day-long presentation and ability to introduce your franchise, business and/or investment opportunities.
- Product inclusion in VIP Gift Bags handed to all Pro-Athletes, Performing Artists, Sponsors and Celebrity Investor Attendees. *(Approx. 300+ bags)*
- Your Company Name + Logo highlighted in all print, online, and video marketing campaigns plus mentions in all media interviews. *(print & interactive)*
- Speaking opportunity scheduled in front of entire investor-attendee audience.
- Video Slideshow Loop to broadcast repeatedly throughout the day with this year's Title & Business Sponsors' NAME / LOGO / PRODUCTS / TAG LINE
- Sponsors may negotiate a percentage of total payment with (pre-approved) in-kind product donations or gift certificates.



# Expo Business Sponsor | \$6,500

- Your Company logo featured on all print, online and event materials just following the presenting title sponsors' logos.
- Company logo on red carpet step and repeat banner.
- Table for presentation in 8' x 8' exhibition space for event day.
- Speaking opportunity in front of all investor-athlete attendees.
- Internet presence on PACS Facebook site as well as mention in all press releases submitted to all online outlets/blogs/marketing/social media sites.  
<https://www.facebook.com/PACStoday>
- Inclusion in VIP Gift Bag given to all celebrity athletes in attendance.  
*(Approx. 300+ bags)*
- Product placement and endorsement discussions on presentation day.
- Access to event parties, cocktail meet & greet and break-out events.

**\*\* EARLY PRE-REGISTRATION FEE FOR BUSINESS SPONSORSHIPS IS \$5,000 IF REGISTERED ON OR BEFORE MARCH 15, 2014**



## Expo Event Sponsor | \$5,000

- Onsite Marketing and Company logo on Red Carpet Marquette
- Opportunity to Include Corporate Product in Artist & Athlete Gift Bags
- Special Recognition at Event and access to Event Parties

## Swag Sponsorship | \$2,500

- Onsite marketing and promotional material display
- Ability to include corporate product in Artists & Pro-Athlete SWAG Bags



**\*\* EARLY PRE-REGISTRATION FOR  
BUSINESS + SWAG LEVEL  
SPONSORSHIPS QUALIFY FOR 5%  
DISCOUNT IF REGISTERED BY  
MARCH 15, 2014**



Pro-Athletes Celebrity Services is an organization built on the strength and expertise of its founder and Global Advisor, Missy Echeverria and her talented team to provide the highest level of VIP services and guidance for professional athletes and celebrities from all industries.

It is here at our annual expo that we seek to educate our clients on the advantages of creating diverse revenue options for their financial and personal growth as they approach "Life After League." We establish a discreet environment where select sponsors may network and cultivate working relationships with our pro-athletes and celebrity investors, helping everyone to benefit from the powerful combination of profound marketing influence with suitable investment opportunity.

P.A.C.S. is a 30+ year seasoned company that strives to continually educate and mentor players throughout their careers on how to successfully navigate "Life after League." Our goal is to impart the necessary entrepreneurial skills and international marketing facilities to enable our athletes to safeguard their livelihood and achieve their dreams off the field.

We offer 24-7 access to our hand picked advisors and affiliates to address every possible financial, intellectual and emotional demands of the pro-athlete or celebrity at any point in their career and well into retirement. The personal and life coaching skills we provide ensures that this transition will be a smooth and winning one.

P.A.C.S. Business Expo Deck outlines the various opportunities available for you to become involved in this significant process. Come experience and enjoy the VIP services we have to offer and become one with the Stars!



## VIDEO LINKS TO P.A.C.S. 2012 & 2013 EVENTS:

[HTTP://WWW.YOUTUBE.COM/WATCH?V=KEYC5U8GKLO&SNS=FB](http://www.youtube.com/watch?v=KEYC5U8GKLO&SNS=FB)  
[HTTP://WWW.YOUTUBE.COM/WATCH?V=ELQYLN0MJAU](http://www.youtube.com/watch?v=ELQYLN0MJAU)



FOR ADDITIONAL SPONSORSHIP OR EVENT INFORMATION PLEASE CONTACT:

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