



C4K
CRUISE 4 KIDS

Presents

BUNNY BALL

A Black-Tie Celebration

SATURDAY, APRIL 20TH, 2024

MARKETING DECK



Presents



WHAT IS THE BUNNY BALL?

Cruise 4 Kids is hosting their 7th annual Bunny Ball on Saturday, April 20th, 2024, to raise money and collect Bunnies for sick and underprivileged children. The Bunny Ball is a high-energy, black-tie, spring themed celebration held at the Town & Country San Diego Resort which brings together San Diego's finest for this *un"fur"gettable* charity event.

With over 1,500+ attendees, each guest brings a new stuffed bunny to donate to build a large collection called the Bunny Pit. Guests are treated to a paparazzi experience to take photos with their bunnies on the green grass carpet. The night of festivities includes 3 DJs, VIP area with bottle service, dancing, fashion show, raffles, silent auctions, magicians, bunny mascots, photo booths, and candy buffet along with live performances throughout the night. The bunnies are later donated to multiple children's and youth organizations servicing sick and underprivileged children.

**COLLECTING 1,500+ NEW STUFFED
BUNNIES FOR CHILDREN**

TheBunnyBall.com

SPONSORSHIP PACKAGES



EXCLUSIVE TITLE (1) \$20,000

- Marketed as “Company Name” presents The Bunny Ball on all marketing material including website/ invitations/ film/ media/ signage
- Complimentary Room at Town & Country San Diego on 4/20/2024
- (80) General Admission Tickets
- 2 VIP Tables for 20 Guests with Nameplates + 4 Comp Bottles + Appetizers & Dessert Platters
- Business/Personal profile with write up on Sponsor Page of TheBunnyBall.com
- Logo on printed 1,000 Golden Tickets given to Hosts, Sponsors, Influencers, and Special Guests
- Spotlight introduction on stage and opportunity to speak for 2 minutes
- Logo on 2 Step & Repeats (10’x20’) and optional vendor booth
- Headliner banner on every page on TheBunnyBall.com
- Logo Gobo Light on Ballroom Wall



PLATINUM \$10,000

- Marketed as Platinum Sponsor on all marketing material including invitations/ website/ film/ media/ signage
- (30) General Admission Tickets
- 1 VIP Table for 10 Guests with Nameplates + 2 Comp Bottles + Appetizers & Dessert Platters
- Company logo and link on Sponsor Page of TheBunnyBall.com
- Logo on 2 Step & Repeats (10’x20’) and optional vendor booth

SPONSORSHIP PACKAGES - CONTINUED



GOLD \$5,000

- Marketed as Gold Sponsor on all marketing material including website/ film/ media/ signage
- (15) General Admission Tickets + 4 VIP Tickets
- Company logo and link on Sponsor Page of TheBunnyBall.com
- Logo on 2 Step & Repeats (10'x20') and optional vendor booth



SILVER \$2,000

- Marketed as Silver Sponsor on all marketing material including website/ film/ media/ signage
- (10) General Admission + 2 VIP Tickets
- Company logo and link on Sponsor Page of TheTeddyBall.com
- Logo on 2 Step & Repeats (10'x20')



BRONZE \$1,000

- Marketed as Bronze Sponsor on all marketing material including website/ social media
- (6) General Admission
- Company logo and link on Sponsor Page of TheTeddyBall.com
- Logo on 2 Step & Repeats (10'x20')



SILENT AUCTION ITEMS

Donate an item, service, or experience to be auctioned or raffled the day of the event. Each donation will have table space for promo material and illustrate what is being donated.

NEW LOCATION

500 HOTEL CIRCLE N
SAN DIEGO, CA

26,000+ SQFT BALLROOM
ROOM RATE SPECIALS
RECENTLY RENOVATED



ENTERTAINMENT



BUNNY PIT



RED CARPET



SILENT AUCTION



PERFORMERS



FASHION SHOW



BUNNIES



ACTIVATIONS



INTERVIEWS



CANDY BAR

EVENT MARKETING



PRINT MEDIA



LOCAL TELEVISION



INFLUENCER FLYERS



EVENT MARKETING



SOCIAL MEDIA



VIRAL MARKETING

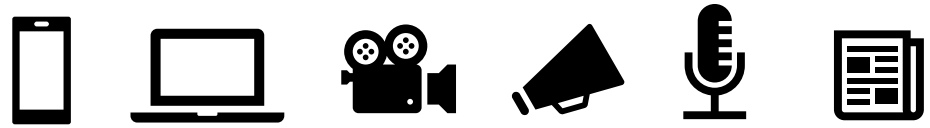
POST. TAG. SHARE. #BUNNYBALL

MARKETING THE BUNNY BALL

C4K's promotion and marketing campaigns have successfully branded itself as one of San Diego's most sought-after charity fundraisers. This event is a great start to San Diego's spring & summer tourism season. With our marketing campaigns, we will deliver brand identity, sponsor ID, entertainment schedule, and location.

C4K will brand the look and feel of this charity event across multiple media outlets such as magazines, newspapers, flyers, television, radio broadcasts, blogs, and social media.

Through this marketing campaign we plan to help sponsors gain extensive name and brand recognition as supporters for this unique fundraiser.



- **Special Guest Flyers** – Custom flyers created for influencers who promote event on social media
- **TV Appearances:** 2+ live segments on local TV stations (Fox5, KUSI, NBC)
- **Magazine Reviews:** Discover Magazine, San Diego Magazine, FINE Magazine, La Jolla/Del Mar Lifestyle, Reader
- **Press Releases/Radio Interviews/Promo Videos**
- **Event Calendar Sites:** Listed in over 20 event sites
- **Paid Facebook Marketing**
- **Promo Codes** given to multiple socialites/organizations for discounted tickets to attend
- **Each Host given tickets** to invite top clients/colleagues/prospects
- **5K printed flyers** passed out at local events
- **10 Bunny Ball branded pedicabs** in Gaslamp San Diego
- **Media Partners:** Delicious Buzz, Speed Society, Just My Ticket, SpinGo, VIP Outdoor Media



WHO ATTENDS C4K EVENTS



Personal

AGE:

24-34 35%

35-45 43%

46-55 16%

56-65 6%

- 63% are married
- 55% have post-graduate or professional degrees
- 73% are business owners or professionals
- 35% own two or more homes
- 63% own two or more vehicles
- 75% maintain investment accounts



Income

- Average household income is over \$100,000
- Average net worth is the excess of \$1,000,000
- 45% have household income ranging from \$150,000-\$500,000
- 12% have household income over \$500,000

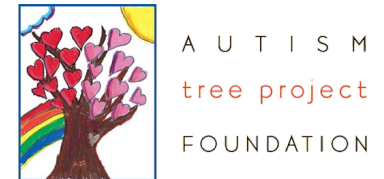


Lifestyle

- 55% travel more than 21 days out of the year
- 31% have a watch/jewelry collection
- 26% collect fine art
- 37% dine out +3 times per week



SUPPORTING GREAT ORGANIZATIONS



HELPING OTHERS





Driven to make a difference...

C4K “**Cruise 4 Kids**” is a 501(c)3 non-profit organization that started as a sports & exotic car rally fundraiser in 2011 as a benefit for the Boys & Girls Clubs of San Dieguito. With the immense success of our rally, we created The Teddy Ball, a black-tie charity event in 2013 and The Bunny Ball in spring 2015. In September of 2014, C4K received its 501(c)3 status and is on the path to grow its outreach through its unique events, fundraisers, and branding.

C4K’s mission is to raise awareness and money through our charity events to support and fund other kids and youth organizations on a local, state, federal, and global level.

We have three large fundraisers benefitting different organizations. These events are 1) The Bunny Ball , 2) C4K Exotic Car Show, and 3) The Teddy Ball.

C4K seeks individuals and organizations to help support our efforts through sponsorship, donations, and volunteering. We want be instrumental in helping our community by raising money for these youth programs, creating awareness, and educating people on how they can make a difference.



CONTACTS



C4K
CRUISE 4 KIDS

Driven to make a difference...

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**Thank you for your
interest & support!!**

TheBunnyBall.com