



Russian-speaking community of the Greater Los Angeles is one of the most diverse and largest communities in the USA, by some counts numbering around 300,000 thousand just in the Los Angeles metro area. This makes it one of the five largest Russian-speaking communities in the United States, and the largest one on the US West Coast.

Community members are engaged in a wide variety of professions, including small business ownership, engineering, performing arts and almost any other profession that comes to mind. Perhaps, not surprisingly, aspiring Russian-American actors are drawn to Hollywood as much as other Americans looking for stardom.

Keeping this community blooming, by creating opportunities for its members to meet, as well as by sustaining and teaching Russian language and culture are institutions such as the Chekhov Theater, the two Russian game show clubs, the many Russian language daycare centers, schools, newspapers and web sites.

Of course, no ethnic community can thrive without a healthy overabundance of its food. The Russian Los Angeles multi-ethnic communities have this angle fully covered, with a variety of Russian grocery stores in West Hollywood (Los Angeles's own version of New York's Brighton Beach), Jewish Delis and many more Russian Restaurants along Fairfax. In addition, areas east of the LA metro, Glendale, Burbank and the San Fernando Valley, just north of the Hollywood Hills, are well peppered with a variety of food establishments serving an over 1 Million member (largest outside of Armenia) Armenian community.

The upcoming 9th Annual Russian Style Festival in West Hollywood is a family oriented community event which designed to share the Russian culture including art, music, food and business with the West Hollywood community (approximately 20% of which is Russian-speaking population) and the Greater Los Angeles metro area.

The 9th Annual Russian Style Festival is sponsored and produced by the City of West Hollywood City Hall and its Russian Advisory Board.

The event will be supported and co-sponsored by variety of businesses and organizations both Russian and non-Russian who are interested in promoting and advertising their services in one of the largest and diverse communities in Los Angeles. The upcoming festival will become a part of the 25th Anniversary celebration of the Cityhood. The City of West Hollywood was founded in 1984 and has taken pride in its Russian speaking community since then.

For more information about your participation in this event, please call at **323-848-6501** (attn: Russian Style Festival), or logon at www.weho.org, www.russianstyle.us or write to:

**West Hollywood City Hall
8300 Santa Monica Boulevard,
Attn: The 9th Annual Style Russian Festival
West Hollywood, CA 90069**

This is your chance to introduce your business to the Russian speaking community!



RUSSIAN-SPEAKING COMMUNITY OF WEST HOLLYWOOD



Why should your company exhibit and/ or participate in The 9th Annual Russian Style Festival in 2010?

1. Promote your business to approximately to 30.000 guests during the celebration of the 25th Anniversary of the City of West Hollywood
2. Increase awareness and importance of your company in the Russian-speaking community and the community at large
3. Collect valuable leads for future sales, retail as well as wholesale
4. Sell your company specialty merchandise for immediate income and promotion

Who's expected at the 9th Annual Russian Style Festival in 2010? Audience profile

1. The Russian-speaking population of Greater Los Angeles, West Hollywood residents and guests of various age groups.
2. Representatives of the U.S. federal, state and local government and celebrities

Advertising at the 9th Annual Russian Style Festival - will bring you the best clients & results!

The 9th Annual Russian Style Festival extensive advertising campaign will involve the most popular print, radio and TV media giving you a great opportunity to promote your company's name (logo) in the Russian as well as non-Russian speaking media.

1. Your company logo can be presented at the Festival
2. Your business can promote its products or services at the 9th Annual Russian Style Festival creating a great potential for your company's growth, increasing awareness and creating the most unique recognition factor - for years to come.
3. Your company name and contact information will be included in all the printed promotional materials distributed among the 9th Annual Russian Style Festival visitors, guests and participants
4. The 9th Annual Russian Style Festival commercials broadcasted on Russian and English-language U.S. TV channels
5. Advertising on various Websites
6. Advertising at the 9th Annual Russian Style Festival venue

We invite you to take part in West Hollywood's 9th Annual Russian Style Festival as a sponsor, business exhibitor, entertainer or a guest. We are confident that your time and efforts will take you to a whole new level of prosperity.

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2010

| ADVERTISING AND SPONSORSHIP OPPORTUNITIES | General Sponsor | Main Sponsor | Event Sponsor | Exhibitor |
|---|-----------------|----------------|----------------|--------------|
| Booth space | ✓ | ✓ | ✓ | ✓ |
| Banner / poster at the event | ✓ | ✓ | ✓ | ✓ |
| Sponsor's banner and link to sponsor's website placed on the Festival official website www.russianstyle.us | ✓ | ✓ | ✓ | |
| VIP table at the RAB awards reception | ✓ | ✓ | ✓ | |
| Banner at the RAB awards gala | ✓ | ✓ | ✓ | |
| Banner at the Gala Concert (on/at the main outside stage area) | ✓ | ✓ | | |
| Company logo placed on all printed materials (Posters, flyers, invitation cards, etc.) | ✓ | ✓ | | |
| Free 1 year membership with the West Hollywood Chamber of Commerce | ✓ | | | |
| Logo placed on all promotional materials (t-shirts, baseball caps, etc.) | ✓ | | | |
| At the entrance point to the event: sponsor's banner(s) | ✓ | | | |
| The hosts of the Gala-Concert and the RAB awards Gala will periodically announce the Sponsor's name. | ✓ | | | |
| Special/personal recognition during the Gala-Concert and RAB awards reception | ✓ | | | |
| | \$15,000 | \$7,000 | \$2,000 | \$700 |