



Cocktails, Dinner, Dancing



Mardi Gras

Masquerade Ball

February 16, 2019 • 6pm

at JW Marriott
Desert Springs

(Mardi Gras or Cocktail Attire Requested)

Building an Educated Workforce for the Valley

Mardi Gras Masquerade Ball

Sponsored by the Cal State San Bernardino Palm Desert Campus
in cooperation with the Greater Palm Springs Convention & Visitors Bureau
and the JW Marriott Desert Springs Resort & Spa

*To Benefit the Hospitality Management Program and Students
at the Palm Desert Campus*

The Need

With its four-year graduation rates exceeding the California State University average, the Cal State San Bernardino Palm Desert Campus plays a vital role in educating and training the region's growing population, offering various bachelor's and master's degrees, a doctorate in educational leadership, and teacher credentials and certificates. However, one of the largest industries in the area has been missing: hospitality.

The Coachella Valley is home to numerous hotels, timeshares, restaurants, golf courses, and major attractions and events — a six billion dollar industry. But there is a noticeable shortage of students in the area who are trained in hospitality management, forcing local companies to recruit managerial talent from outside the area at great expense.

To remedy this issue, the Palm Desert Campus has introduced a new hospitality management program, which will offer a bachelor's degree in business with an emphasis in hospitality. Because of the size of national and international companies in the hospitality industry, these companies can offer paid internships, jobs and, most importantly, a career path for these PDC hospitality students.

The Mardi Gras Masquerade Ball will provide scholarships to prospective hospitality students in order to attract the best candidates and help underwrite this valuable program.

The Event

The Mardi Gras Masquerade Ball will be held at the JW Marriott Desert Springs Resort & Spa on February 16, 2019. Amid Mardi Gras décor, the event will feature New Orleans-style food and signature beverages. The Zippers, a fantastic eight-piece LA rock/show band, will take the stage along with Carnivale performers. There will be a massive silent auction of special items provided by many contributors from the hospitality industry, as well as a raffle offering significant travel opportunities. We have a major marketing effort planned to spread the word to all media, and expect to attract adults of all ages. The ballroom can hold 1,000 people. Ticket prices are \$150 per person.

How You Can Help

Current Sponsors

*Greater Palm Springs Convention & Visitors Bureau
JW Marriott and The Desert Sun*

The Offerings for Additional Sponsors:

Presenting Sponsors *\$25,000*

- ✦ Presenting Sponsors will have their name and logo attached to all advertising and promotional materials as “XYZ Presents The Mardi Gras Masquerade Ball ...”
- ✦ Banner and announcement during the event honoring the sponsor.
- ✦ Ability to address the attendees for a three-minute salute during the band’s break.
- ✦ 20 event tickets with reserved preferred seating.
- ✦ Option to be the Presenting Sponsor in future years for this event.

French Quarter Sponsors *\$15,000*

- ✦ French Quarter Sponsors will have their logo attached to all advertising and promotional materials in print, on the web and in any broadcast.
- ✦ Name and logo on colored doubloons (Mardi Gras coins) put on tables.
- ✦ 10 event tickets with reserved preferred seating.
- ✦ Option to be the French Quarter Sponsor in future years for this event.

Bourbon Street Sponsors *\$10,000*

- ✦ Bourbon Street Sponsors will have their logo attached to all advertising and promotional materials in print, on the web and in any broadcast.
- ✦ Name and logo as a sponsor on the “bead booth” where everyone will go to get beads.
- ✦ 6 event tickets

Royal Street Sponsors *\$5,000*

- ✦ Royal Street Sponsors will have their logo attached to all advertising and promotional materials in print, on the web and in any broadcast.
- ✦ Name and logo as a sponsor acknowledged on signs above the silent auction tables.
- ✦ 4 event tickets

Canal Street Sponsors *\$2,500*

- ✦ Name and logo as a sponsor in the program given to every attendee.
- ✦ 4 event tickets

St. Charles Street Sponsors *\$1,500*

- ✦ Name and logo as a sponsor in the program given to every attendee.
- ✦ 2 event tickets

Sponsor Reservation Form

Please acknowledge sponsorship as:

✿ Presenting Sponsors	\$25,000
✿ French Quarter Sponsors	\$15,000
✿ Bourbon Street Sponsors	\$10,000
✿ Royal Street Sponsors	\$5,000
✿ Canal Street Sponsors	\$2,500
✿ St. Charles Street Sponsors	\$1,500

Contact information:

Name

Address

City, State and Zip

Phone

Email

Payment information:

Please make Check payable and mail to:

CSUSB Philanthropic Foundation
37500 Cook Street
Palm Desert, CA 92211

Credit Card Information:

Card Number (Visa, Discover, MasterCard, American Express)

Expiration Date

\$

Print Name as it appears on credit card

Amount to be charged

Signature

Billing Information (if different than Contact Information):

Name

Address

City, State and Zip

A portion of your sponsorship may be tax-deductible as allowed by law.

In Partnership With:



For More Information:

(760) 341-2883 ext: 78140

www.DesertMardiGras.com