

FusionStorm
f o u n d a t i o n



My Ocean Planet • Malibu Lumber Yard
6:30pm - 11:00 PM

Malibu MAGAZINE

PAMA™
POMEGRANATE LIQUEUR



PROJECT KAISEI
CAPTURING THE PLASTIC VORTEX



NATURAL EUROPEAN ARTESIAN WATER
bottled at source St. Jana



HPNOTIQ®

ONEHOPE

FusionStorm
f o u n d a t i o n

kitson

FUSIONSTORM FOUNDATION FACTS & MISSION



About FusionStorm Foundation: Established in November 2009 by FusionStorm's CEO John Varel, FusionStorm Foundation was established to raise funds for causes that affect the planet and impact our daily lives. Our goal is to raise awareness and fund research to solve these complex issues.

FusionStorm Foundation has chosen to work exclusively with Ocean Voyages Institute/Project Kaisei and is committed to raising awareness for its clean ocean initiative and to raise funds to support Project Kaisei's second expedition.

About Project Kaisei: The mission of Project Kaisei (Japanese for "Ocean Planet") is to understand and address the current state of marine debris accumulating in the ocean, undertake efficient and environmentally friendly solutions to clean up the North Pacific Gyre, and to implement land-based programs that will prevent plastics from entering the marine ecosystem in the first place.

On their first expedition in August 2009, two research ships sailed to the North Pacific Gyre and found alarming amounts of plastics in all of their analysis samples. Project Kaisei will set sail on their second expedition in the summer of 2010 to further analyze the extent of the plastic pollution and to begin their clean-up solution: they will collect the plastic trash and bring it back to shore for recycling into useable goods.

The North Pacific Gyre, which has become the poster child for man-made pollution, is the world's largest ecosystem and the world's largest trash dump. Plastics, chemical sludge, and other non-biodegradable debris continue to accumulate at this convergence point so that now, researchers suggest that plastic pollution covers thousands of square miles of open ocean. The problem is that plastic never goes away; it is forever. When exposed to UV rays and heat, plastic breaks down into smaller pieces which threaten our ecosystem and possibly enter our food web when animals accidentally ingest them – with some animals ultimately dying from the exposure.

FusionStorm Foundation is holding an event in Malibu to benefit Ocean Voyages Institute/Project Kaisei and build awareness around this issue. We encourage all who love the ocean and what it brings into our lives to support this cause and contribute.

FusionStorm Foundation celebrates "My Ocean Planet"

Saturday June 5, 2010
6:30 pm – 11:00 pm

Malibu Lumber Yard
3939 Cross Creek Road
Malibu, CA 90265

On June 5, 2010, prominent guests, celebrities, and earth conscious citizens will show their support for the ocean's health by converging on Malibu for FusionStorm Foundation's 1st annual fundraiser "My Ocean Planet." The fundraiser will benefit Ocean Voyages Institute/Project Kaisei and its charge to clean up the North Pacific Gyre, also commonly known as the Great Pacific Garbage Patch.

The event, partnered with Kitson Malibu, will be hosted in the upscale Malibu Lumber Yard, a sustainably designed open-air center that seamlessly incorporates its surrounding views of the Pacific Ocean and the rolling Malibu hills into its streamlined interior space. Guests will be treated to live musical performances, interactive entertainment, a premium open bar, a VIP lounge, a celebrity red carpet, a high-end live auction, and a grand raffle featuring a 10-day dream vacation trip to Galapagos Islands, aboard a luxury yacht.

General Admission Tickets: \$50 each
VIP Tickets: \$150 each

SCHEDULE OF EVENTS:

5:30 pm – 6:30 pm: Private VIP Cocktail Reception
6:30 pm: Red Carpet Arrivals
6:30 pm: Cocktail Reception begins
7:00 pm – 8:00pm: Live Entertainment (Acoustic for background)
8:00 pm: Honoree Reception
8:00 pm – 8:30pm: FusionStorm Speech and Presentation
8:30 pm – 9:00pm: Live Auction and Live Entertainment
11:00 pm: Doors close





SPONSORSHIP ADVANTAGE:

Be a part of this truly special community event. This event will provide a terrific platform for a new era of support and awareness. "My Ocean Planet" will give each of its guests an incredible opportunity to enjoy an amazing evening and support a productive, meaningful cause at the same time. We will create an excellent marketing atmosphere with a captive audience, as well as tremendous media exposure. Sponsors may offer tastes, sounds, sights and feel of their products or services. "My Ocean Planet" sponsors will be able to feature their products through television, radio, print and online media coverage throughout and after the event. In addition, products can be seamlessly integrated into the environment and the evening's activities.

Sponsors and partners will be able to take advantage of a wide variety of unique branding opportunities that will reach an exclusive, philanthropic audience not only at the event, but also through the publicity and online marketing that will precede and follow the evening's engagements.

OUR EVENT TEAM

Josh Krasnegor
VP of Marketing/FusionStorm

Steven Yamin
Conscience Entertainment Group
Director of Public Relations

Mary Crowley
Co-Founder / Project Kaisei

Jennifer Webb
Event Committee

Lori Lee
Kitson Malibu

Chris Shaffer
Project Kaisei

Su-yin Kok
Conscience Entertainment Group
Director of Events

John Varel
CEO FusionStorm / Founder

Kevin Schrage
Executive Director

Lenora Carey
Project Kaisei

Timothy G. Skillman
Grant Thornton, LLP
Event Committee

Laurie Glick
Event Committee

Debra Arkoff
Event Committee

Brande LaVelle
Event Committee



SPONSORSHIP OPPORTUNITIES:



EXCLUSIVITY

Company shall receive exclusive marketing and promotional event rights (please inquire).

MY OCEAN PLANET SPONSORSHIP: \$50,000

- Prominent Corporate Logo placement or Name Recognition on Press Wall
- Company logo in event printed materials
- Credit and acknowledgment as Title Sponsor within the evening's reception
- Invitation for twenty (20) to the private VIP cocktail hour with VIP guests, Celebrities, Board Members and affiliates
- Celebrity wall arrival pictures with Celebrities & VIP Guests
- Logo on tickets (if printed, when applicable)
- Listed in all Press Releases, News Releases and Media Alerts
- Logo Placement on Event Tables
- Logo with link on FusionStorm Foundation's website
- Twenty (20) VIP tickets
- Reserved VIP Table at Event
- Disk with event photos
- Twenty (20) VIP Gift Bags

PROJECT KASISEI SPONSORSHIP: \$25,000

- Corporate Logo placement or Name Recognition on Press Wall
- Company logo in event printed materials
- Credit and acknowledgment within the evening's reception
- Invitation for ten (10) to the private VIP cocktail hour with VIP guests, Celebrities, Board Members and affiliates
- Celebrity wall arrival pictures with Celebrities & VIP Guests
- Logo on tickets (if printed, when applicable)
- Listed in all Press Releases, News Releases and Media Alerts
- Logo Placement on Event Tables
- Logo with link on FusionStorm Foundation's website
- Ten (10) VIP tickets
- Reserved VIP Table at Event
- Disk with Event photos
- Ten (10) VIP Gift Bags

FUSIONSTORM SPONSORSHIP: \$10,000

- Corporate Logo placement or Name Recognition on Press Wall
- Company logo in event printed materials
- Credit and acknowledgment within the evening's reception
- Invitation for eight (8) to the private VIP cocktail hour with VIP guests, Celebrities, Board Members and affiliates
- Celebrity wall arrival pictures with Celebrities & VIP Guests
- Logo Placement on Event Tables
- Logo with link on FusionStorm Foundation's website
- Eight (8) VIP tickets
- Disk with Event photos
- Eight (8) VIP Gift Bags

NORTH PACIFIC GYRE SPONSORSHIP: \$5,000

- Corporate Logo placement or Name Recognition on Press Wall
- Company logo in event printed materials
- Invitation for four (4) to the private VIP cocktail hour with VIP guests, Celebrities, Board Members and affiliates
- Celebrity wall arrival pictures with Celebrities & VIP Guests
- Logo Placement on Event Tables
- Logo with link on FusionStorm Foundation's website
- Four (4) VIP tickets
- Disk with Event photos

GOING GREEN SPONSORSHIP: \$2,500

- Company logo in event writing materials
- Invitation for four (4) to the private VIP cocktail hour with VIP guests, Celebrities, Board Members and affiliates
- Celebrity wall arrival pictures with Celebrities & VIP Guests
- Logo Placement on Event Tables
- Logo with link on FusionStorm Foundation's website
- Four (4) VIP tickets

For Additional FusionStorm Foundation information, please contact:

Kevin Schrage
FusionStorm Foundation
Executive Director
(858) 688-5032 Tel
kschrage@fusionstorm.com

For Sponsorship opportunities, please contact:

Steven Yamin
Conscience Entertainment Group
(310) 413-3339 Cell
(310) 861-8002 Fax
steven@conscience-entertainment.com

SPONSORSHIP FORM

FUSIONSTORM FOUNDATION
"MY OCEAN PLANET"
Saturday June 5, 2010
Malibu Lumber Yard

DATE: _____

NAME/TITLE: _____

COMPANY: _____

COMPANY ADDRESS: _____

PHONE: _____ FAX: _____

E-MAIL: _____

SPONSORSHIP PACKAGE: (Please make check payable to FusionStorm Foundation)

- My Ocean Planet: \$50,000
- Project Kaisei: \$25,000
- FusionStorm: \$10,000
- North Pacific Gyre: \$ 5,000
- Going Green: \$ 2,500
- Donation: \$ _____

Donor Signature: _____ Date: _____

Title: _____

Foundation Signature: _____ Date: _____

By signing this form, I acknowledge that I am an individual sponsor or am duly authorized by my company to enter into a binding sponsorship agreement with FusionStorm Foundation, at the level indicated above.

Please complete this form and return to:
FusionStorm Foundation, c/o Kevin Schrage
700 West E Street, Suite #503, San Diego, CA 92101
Phone (858) 688-5032/ Fax (858) 408-3422

Thank you for your donation in support of FusionStorm Foundation. FusionStorm Foundation is a 501© (3) tax-exempt organization, federal tax ID# 20-1165459. Your generous donation is tax deductible as applicable by the law. No goods or services were exchanged for this contribution.