



August 3, 2009

Dear Friend,

On behalf of Heart of Los Angeles (HOLA), I would like to invite you to celebrate with us at this year's Holiday of the Heart event on Thursday evening, November 12th at the beautiful new Montage Hotel in Beverly Hills, CA. Holiday of the Heart has become a Los Angeles tradition that draws more than 300 HOLA supporters, including some of the city's most engaged and influential leaders.

Each year, HOLA honors outstanding individuals and corporations with the Hero of the Heart and Heart of LA awards for their commitment to improving the lives of children at our annual gala in November. Past honorees have included Tommy Lasorda, Paramount Studio's Rob Friedman, Dreamwork's Mike DeLuca, Lakers Owner Jerry Buss and many others. In 2008, HOLA began a new tradition with the first annual National Impact Award, given to **Jessica Biel** for her dedication to helping children's charities and for volunteering to read with our littlest members. We will announce this year's honorees shortly.

This year, HOLA is celebrating the kick-off to our 20th year, which gives us a unique opportunity to share our message and our exciting plans for the future. At a time when so many music and arts programs are being cut from inner city schools, HOLA, with its partner LA City Recreation and Parks, is preparing to nearly double the number of young people it serves each year. Support of this gala will help keep these outstanding programs strong!

Join us in giving LA's children a chance to succeed! Your support through a table sponsorship, tickets or an ad in the evening's tribute program will change lives. Enclosed, please find the Holiday of the Heart sponsorship information. If you have any questions, please feel free to contact Tony Brown at (213) 389-1148 ext. 235. I hope to see you this year at the beautiful Montage Hotel in Beverly Hills on Thursday, November 12, 2009.

Best Wishes,

A handwritten signature in black ink, appearing to read "Tony M. Brown". The signature is fluid and cursive, with a large initial "T" and "B".

Tony M. Brown
Executive Director

GIVING KIDS A CHANCE

2701 WILSHIRE BOULEVARD SUITE 100, LOS ANGELES, CALIFORNIA 90057 TEL (213) 389 1148 FAX (213) 389 1085 WWW.HEARTOFLA.ORG

Holiday of the Heart

GIVING THANKS, THIS HOLIDAY SEASON

Sponsorship Opportunities



November 12, 2009
The Montage Hotel
Beverly Hills



Platinum Heart Sponsor **\$25,000**
Two Premiere Tables of 10, a full page, premier placement, color ad in the tribute journal, as well as repeated name recognition on display screen throughout the event. Plus, public acknowledgement from the podium. This sponsorship also includes premium seating at the awards dinner.

Diamond Heart Sponsor **\$15,000**
A Preferred-Seating Table of 10, as well as repeated name recognition on display screen throughout the event. Additionally, this sponsorship includes a full page color ad in the tribute journal.

Heart of Gold Sponsor **\$10,000**
Includes one table of 10 and a color full-page ad in the tribute journal. Additionally, sponsor will have high visibility on the display screen at the event.

Silver Heart Sponsor **\$5,000**
Includes one table of 10, a full-page black and white ad in the tribute journal, as well as name highlighted on the display screen at the event.

Heart of LA Sponsor **\$3,500**
Includes one table of 10, a half-page ad in the event program and on the evening's display board recognizing the sponsor.

Angel Sponsor **\$750**
Includes 2 tickets to the event and name listed in both the program and on the evening's display board recognizing support.

Tribute Journal Ads

HOLA Youth Designed Full-Page Color Ad **\$3,000**
Full-page 4 color ad 4 3/4" w x 6 3/4" h.

Premiere Inside Front or Back Cover Ad **\$2,500**
Full-page 4 color ad 4 3/4" w x 6 3/4" h.

Color Full-Page Ad **\$2,000**
Full-page 4 color ad 4 3/4" w x 6 3/4" h.

HOLA Youth Designed Full Page B/W Ad **\$1,500**
Full-page Black and White ad 4 3/4" w x 6 3/4" h.

Full-Page Ad **\$1,000**
Black & White full-page ad 4 3/4" w x 6 3/4" h.

Half-Page Ad **\$500**
Black & White half-page ad 4 3/4" w x 3 3/8" h.

Quarter-Page Ad **\$250**
Black & White quarter-page ad 3 5/8" w x 2 1/2" h.



Ad Requirements: To be provided via email or on CD as Macintosh formatted QuarkXpress Illustrator or Photoshop files with fonts and tiff and eps files attached.

Bleed ads not accepted. Artwork not returned unless requested and proofs not provided prior to publication. Charitable organizations not permitted to accept commercial ads.



Ad Deadline: October 23rd
Send camera-ready art or digital files to: tbrown@heartofla.org



Sponsorship Response Form

I would like to support the *Holiday of the Heart dinner* on November 12, in the following way:

TABLE SPONSORSHIP

- Platinum Heart Sponsor \$25,000
- Diamond Heart Sponsor \$15,000
- Heart of Gold Sponsor \$10,000
- Silver Heart Sponsor \$5,000
- Heart of LA Sponsor \$3,500

TRIBUTE JOURNAL

- HOLA Youth Designed Full Page Ad (color) \$3,000
- HOLA Youth Designed Full Page Ad (b/w) \$1,500

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- Premiere Inside Front or Back Cover Ad \$2,500
 - Color Full Page Ad \$2,000
 - Full Page B/W Ad \$1,000
 - Half Page Ad \$500
 - Quarter Page Ad \$250

SPONSOR

- Angel Sponsor (2 Tix, plus mention in Journal) \$750
- Donation \$ _____

Company Name/Contact Name

Address

City, State, Zip

Phone # E-Mail Address

Please make checks payable to: Heart of Los Angeles

Please submit to:

2701 Wilshire Boulevard, Ste. 100

Los Angeles, CA 90057

Fax: 213-389-1085 or tbrown@heartofla.org

MasterCard Amex Visa #: _____

Name as it appears on card: _____

Exp. Date: _____ Authorized Signature: _____

Total Amount to charge \$ _____

Please use this card for my auction purchases

Heart of Los Angeles Youth is a non-profit organization under section 501(c)(3) of the Internal Revenue Code Federal Tax ID#: 95-4397418

HOLA's Corporate Support

42nd West
Activision
Advanced Building Group
AEG
ALL Student Loan
Ameritrust Mortgage Company
Bank of America Foundation
Bel Air Presbyterian Church
Best Buy
Beverly Hills Presbyterian Church
Bingham McCutchen LLP
Blue Shield
BNC - Bragman, Nyman, Cafarelli
Buchalter Nemer Fields & Younger
California Bar Foundation
California United Bank
Cannon Designs
Casa Cocina y Cantina
Charles Pankow Builders, Ltd.
Chaya Restaurant Group
Citi Foundation
City of LA, Department of Cultural
Affairs
Clear Channel Radio
Concord Records
Conga Room
Cory Witherill Racing
Creative Artist Agency
Creim Macias Koenig & Frey LLP
Crowe Horwath International
CW Driver
David Dalton & Associates, Inc.
Decorative Carpets, Inc.
Diagnostic Products Corporation
DirecTV
DLA Piper Rudnick Gray Cary US LLP
Dr. Pepper Seven Up, Inc.
Dreamworks
ECG Advisors
Ernst & Young
Fairbank and Vincent
Faith Porter Jewelry
Firestone Winery
Fox Sports en Espanol
Fred Segal
Gibson Dunn & Crutcher LLP
GKM Newport
Hot Topic Foundation
IBM Corporation
Imagine LA
Infinity Broadcast, 94.7
J. Ben Bourgeois Productions, Inc.
JCPenney Afterschool Fund
John Aaroe and Associates
Justice for Athletes
Kennedy Wilson
Kraft Foods
Kurtzman Carson Consultants
L.A. Kingscare Foundation
Latham & Watkins LLP
Leads 360
Liz Claiborne Foundation
Los Angeles Business Journal
Los Angeles Dodgers
Los Angeles Kings
Los Angeles Lakers
Los Angeles Lakers Youth Foundation
Los Angeles Sparks
Los Angeles Times Family Fund
Majestic Realty Foundation
Management 360
Morgan Stanley
Morrison & Foerster LLP
National Basketball Association (NBA)
NBC Universal
Nemecek & Cole
Newmark Merrill Companies
Nic's Restaurant & Martini Lounge
Nike, Inc.
Open Hand Remodeling Co.
Paramount Pictures
RBC Capital Investments
Rustic Canyon Partners
S.D. Malkin Properties
Samy's Camera
Scottish & Newcastle
Silverstar Jaguar & Mercedes Benz
Six Flags California
Sony Pictures
Soulfire Interactive
Southwest Airlines
STAPLES Center Foundation
SuperShuttle & City Cab, Burbank
The Los Angeles Business Journal
The Martin Group
Time Warner Cable, Inc.
Toyota Motor Sales, U.S.A., Inc.
Troy Thrower & Associates
Union Bank of California
United States Soccer Foundation
Universal Studios
Unreal Marketing
US Bancorp Foundation
UTA Foundation
Warner Bros.
Wells Fargo Bank
Whitecap Foundation
Witherall, St. Clair & Associates
WongHolland LLP
Ziffren, Brittenham, Branca Fischer,
Gilbert-Lurie Stiffelman, Cook, Johnson
Lande & Wolf LLP