



# Friends of the Family 11th Annual

## Families Matter Benefit and Celebration

### Honoring Lois Rosen, 2007 Dreamweaver Award

Friday, June 1, 2007 6:30 pm • The Beverly Wilshire Hotel

## SPONSORSHIP/AD OPPORTUNITIES

### SPONSORSHIP OPPORTUNITIES

Sponsorships received by March 28, 2007 will be recognized on the invitation

### Legacy Level – \$25,000

A portion of your Legacy Level contribution will support "The Legacy Campaign – Safeguarding Friends of the Family's Future" – a new initiative that will build an endowment to substantially strengthen the institution for the long term. Endowment gifts will be held in perpetuity and invested to earn a steady stream of income to provide ongoing support for the activities of Friends of the Family. Thus, your gift becomes a permanent part of the organization's success and a proud legacy of commitment to the community's fragile children and families.

- Includes all benefits of Event Benefactor Level (Most premier table for 10, Legacy Level Full Page in Tribute Book, Premium recognition at event and in all printed materials, complimentary valet parking for 10, underwrites one year of Calling All Kids Program for 50 children)
- **Plus** permanent Legacy Level recognition on donor wall at Friends of the Family (may be designated as a tribute or memorial gift)

#### EVENT BENEFACTOR — \$20,000

Underwrites one year of Calling All Kids Program for 50 children.

- Most Premier Table for 10
- Benefactor Full Page in Tribute Book
- Premium recognition at event and in all printed materials
- Complimentary Valet Parking for 10

#### EVENT PATRON — \$15,000

Underwrites one year of Calling All Kids Program for 30 children.

- Premier Table for 10
- Patron Full Page in Tribute Book
- Special recognition in all printed materials
- Complimentary Valet Parking for 10

#### DIAMOND SPONSOR — \$10,000

Underwrites one year of FamilyRead Program for 20 families.

- Premium Table for 10
- Diamond Full Page in Tribute Book
- Diamond Sponsor listing in all printed materials

#### PLATINUM SPONSOR — \$5,000

Underwrites one year of parent education services for 10 teen parents.

- Premium Table for 10
- Platinum Full Page in Tribute Book
- Platinum Sponsor listing in all printed materials

#### SILVER SPONSOR — \$2,500

Underwrites one year of trauma recovery program for 5 children.

- Premium Tickets for 2
- Silver Full Page in Tribute Book
- Silver Sponsor listing in all printed materials

#### BRONZE SPONSOR — \$850

Underwrites one year of trauma recovery program for 2 children.

- Preferred Tickets for 2
- Bronze Half Page in Tribute Book
- Bronze Sponsor listing in all printed materials

Individual tickets at \$200 will be available by invitation after April 16, 2007.

### TRIBUTE BOOK ADVERTISING OPPORTUNITIES

\_\_ INSIDE COVERS. . (SOLD OUT) . . \$1,500

\_\_ FULL PAGE. . . . . \$1,000

\_\_ HALF PAGE . . . . . \$ 600

\_\_ QUARTER PAGE. . . . . \$ 350

\_\_ EIGHTH PAGE . . . . . \$ 200

### PLEASE RETURN FORM TO:

Friends of the Family c/o blue room events • 5777 W. Century Blvd. Ste. 1250 • Los Angeles, CA 90045

For questions, please call 310/491-1401, fax 310/491-1405 or email: geneva@blueroomevents.com

Please call for information about making a gift of securities.

Friends of the Family is a non-profit, tax-exempt 501(C)(3) organization EIN #95-2765505 / FMV is estimated at \$95 per ticket.

I am/we are unable to participate in this event but would like to support Friends of the Family with a contribution of \$ \_\_\_\_\_

Individual or Company Name (as you would like to be listed) \_\_\_\_\_

Individual or Company Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

\_\_ Check enclosed for \$ \_\_\_\_\_ (payable to Friends of the Family) \_\_ Charge my \_\_ Visa \_\_ MasterCard \_\_ AmEx in the amount of \$ \_\_\_\_\_

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

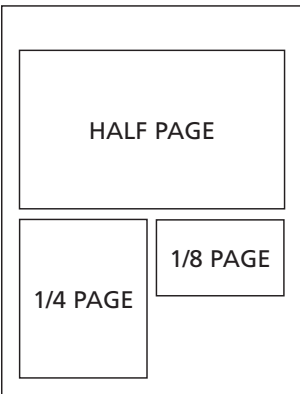
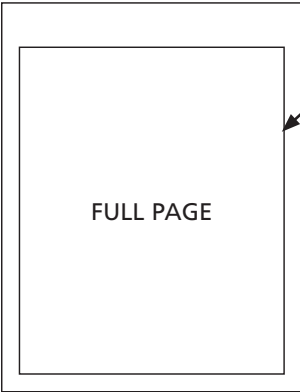
Name as it appears on the Credit Card \_\_\_\_\_ Signature \_\_\_\_\_

Ad specifications for all sponsorships and ads on the back of this form.



**Friends of the Family**  
 11th Annual  
 Families Matter  
 Benefit and Celebration

# AD SPECIFICATIONS FORM



Trim size of book is 8.5" x 11"

## AD DIMENSIONS (Live Area)

Size of Page	Type	Width	X	Height	Artwork Format
Legacy Level	Full Page	7.5"		9.25"	4-Color Process
Event Benefactor	Full Page	7.5"		9.25"	4-Color Process
Event Patron	Full Page	7.5"		9.25"	4-Color Process
Diamond Sponsor	Full Page	7.5"		9.25"	BW (for Diamond Blue)
Platinum Sponsor	Full Page	7.5"		9.25"	BW (for Platinum)
Silver Sponsor	Full Page	7.5"		9.25"	BW (for Silver)
Bronze Sponsor	Half Page	7.5"		4.5"	BW (for Bronze)
Full Page:		7.5"		9.25"	BW
Half Page:		7.5"		4.5"	BW
Quarter Page:		3.625"		4.5"	BW
Eighth Page:		3.625"		2.175"	BW

(BW = Black & White Camera Ready Artwork)

**DEADLINE FOR AD COPY IS MAY 14, 2007**

Send all ad messages  
and/or art to:

**Friends of the Family**  
 c/o blue room events  
 5777 W. Century Blvd. Ste. 1250  
 Los Angeles, CA 90045  
 Email: geneva@blueroomevents.com  
 Phone: 310/491-1401  
 Fax: 310/491-1405

FOR SPONSORSHIPS/ADS, PLEASE ENCLOSE EITHER A MESSAGE FOR US TO TYPESET OR YOUR AD PER FOLLOWING SPECIFICATIONS:

### AD SPECIFICATIONS:

- \*PREFERRED METHOD: Electronic Art** may be sent via email or on CD (Macintosh Format)  
 Preferred Software Applications: InDesign (most preferred), QuarkXPress (4.0 or earlier)  
 - please note QuarkXPress 5.0 or later WILL NOT BE ACCEPTED, Adobe Illustrator, and Photoshop. (We do not accept Freehand documents.) Hi-Resolution PDFs are acceptable.  
**Please note: Microsoft Word Documents are not considered camera-ready art.**
- Camera Ready Artwork** (Stat, Velox or Clean Laser Print - min. 1200 dpi)

### CHECKLIST when sending electronic art. Please be sure to include the following:

- Electronic document:  InDesign  QuarkXPress 4.0 or earlier  Photoshop  Illustrator
- Fonts outlined or included (both screen AND printer)
- Images used (please supply only hi-res images, minimum 300 dpi at 100% of your ad size)
- PDF (or laser output) to show how you would like ad to appear
- List the disc (or file) contents: (1) file to image, (2) fonts used, and (3) images used
- Contact name and phone number in case of questions