



# *2019 Bids for Kids*

DINNER • AUCTION • DANCING

## SPONSOR INFORMATION PACKET

October 17, 2019  
Taglayan Cultural Complex



## 2019 HONOREES

 DELTA

 AEROMEXICO

*June Diane Raphael  
& Paul Scheer*

## WHAT IS BRESEE?

The **P F Bresee Foundation** (Bresee) is a 501(c)(3) not-for-profit organization serving low-income residents of Central Los Angeles. Bresee provides comprehensive family support services, after-school educational programming for local middle and high school youth, and gang prevention services to improve overall neighborhood safety and wellbeing. **Show your commitment to the local community by engaging attendees at Bresee's 37th annual Bids for Kids Dinner Gala & Auction!**

## MISSION

*Bresee battles poverty by empowering youth and families in Los Angeles with the skills, resources, and relationships necessary to thrive.*

## WHAT IS BIDS FOR KIDS?

Each year, Bresee hosts a formal Gala event to raise funds to support programs for low-income residents of Central Los Angeles, in particular raising scholarship funds to allow disadvantaged youth to access a college education. Beyond raising money, the annual Gala brings Bresee's community of youth, families, staff, and community supporters together to celebrate the success stories of Bresee's clients.

### 2019 BIDS FOR KIDS GALA

**DATE:** Thursday, October 17

**TIME:** 6 – 9PM

**LOCATION:** Taglyan Cultural Complex

## WHO WILL ATTEND THIS EVENT?

At this year's Gala, Bresee will honor comedy and entertainment couple June Diane Raphael and Paul Scheer for their support of the Bresee mission, as well as Delta/Aeromexico, one of the founding partners of LAFC YLP.

Bresee will host over 400 young and mid-career professionals with deep appreciation for brands that support causes in which they believe. An average guest is 35 years old, married, has two kids, and makes \$100,000+ per year. Attendees work in industries including law, banking, medicine and others.

Bresee's annual gala also represents an excellent networking opportunity for your company's employees to meet professionals across Los Angeles.



*This year's honorees, June Diane Raphael & Paul Scheer.*



*Bresee will honor Delta/Aeromexico for its commitment to the Bresee mission.*

## EMCEE



**Kimberly Caldwell-Harvey**  
TV Host/Actress/Recording Artist

Kim serves as a correspondent for NBC's California Live, a regular on the Steve Harvey Show, and was a finalist on American Idol, Season 2. She is wife to LAFC defender Jordan Harvey and mom to almost 4-year old daughter, Harlow.

## SPONSORSHIP MENU

As a sponsor of Bresee's annual Gala event, companies gain exclusive access to Bresee's network of guests to promote products and services, while also gaining the opportunity to demonstrate corporate social responsibility to the local community.

PRESENTER	LEADER	ADVOCATE	SUPPORTER	CONTRIBUTOR
<ul style="list-style-type: none"> <li>Three (3) tables to seat twenty-seven (27) guests at the Gala event with VIP seating</li> <li>Ten (10) students' college scholarships in your name</li> <li>Full-page ad inside program booklet</li> <li>Your logo featured in program slideshow, on front of program booklet, and on program signage, with highest priority placement and size</li> <li>Speaking opportunity during program</li> </ul>	<ul style="list-style-type: none"> <li>Two (2) tables to seat eighteen (18) guests at the Gala event with VIP seating</li> <li>Four (4) students' college scholarships in your name</li> <li>Full-page ad inside program booklet</li> <li>Your logo featured in program slideshow, on front of program booklet, and on program signage</li> </ul>	<ul style="list-style-type: none"> <li>Two (2) tables to seat eighteen (18) guests at the Gala event with preferred seating</li> <li>One (1) student's college scholarship in your name</li> <li>Full-page ad inside program booklet</li> <li>Your logo featured in program slideshow, in program booklet, and on program signage</li> </ul>	<ul style="list-style-type: none"> <li>One (1) table to seat nine (9) guests at the Gala event</li> <li>Half-page ad inside program booklet</li> <li>Your logo featured in program slideshow and in program booklet</li> </ul>	<ul style="list-style-type: none"> <li>One (1) table to seat nine (9) guests at the Gala event</li> <li>Quarter-page ad inside program booklet</li> <li>Your logo featured in program slideshow and in program booklet</li> </ul>
\$50,000	\$25,000	\$10,000	\$5,000	\$3,000

Sponsors purchasing tables will host 1 member of the Bresee community at each table, which may include a Bresee student, parent, staff member, or other community stakeholder. **Individual ticket \$300**

## OTHER SPONSORSHIP OPPORTUNITIES (\$3,000 EACH)



### VALET SPONSOR

Guests will enjoy ease in parking with your logo displayed prominently at the valet stand.



### DINNER WINE SPONSOR

Guests will enjoy wine with dinner, as your logo is displayed on-screen as dinner begins.



### COCKTAIL HOUR SPONSOR

Guests will be greeted with a sample of your product during cocktail hour with your logo displayed in cocktail area.



## ADVERTISING AT BIDS FOR KIDS

Separate from event sponsorship, companies have the opportunity to purchase advertising space in the event program book, which all event guests will receive.

FULL-PAGE AD	HALF-PAGE AD	QUARTER-PAGE AD
4.5" wide x 7.5" high <b>\$1,500</b>	4.5" wide x 3.5" high <b>\$1,000</b>	2" wide x 3.5" high <b>\$750</b>

\*Ads must be in digital format, CMYK color and 300 dpi resolution and must be submitted prior to the print deadline of **September 13th, 2019**.

\*Sponsorship packages continue to be available for purchase through October 1st, 2019, although logos will not appear in printed marketing materials that must be produced in advance.

To sponsor online visit: [bit.ly/bresee gala2019](http://bit.ly/bresee gala2019)

## CONTACT US TODAY

To become a sponsor or advertiser at Bresee's 37th annual Bids for Kids Dinner Gala & Auction, please contact **Dervla McDonnell**, Senior Development Manager, via email [dmcdonnell@bresee.org](mailto:dmcdonnell@bresee.org) or phone (213) 387-2822 ext. 164 with the following information:

- Name of Company
- Desired Sponsor Level and/or Advertising Selection
- High-Resolution Logo File
- Contact Person's Name, Title, Email Address and Phone Number



*Proceeds from the Gala go towards funding programs for all Bresee students.*

## BRESEE BOARD MEMBERS AND AFFILIATIONS

- **Craig Beatty** – Board President  
Principal,  
KPMG
- **Tim Martin** – Board Vice President  
Owner,  
Justwrks
- **Heidi Feng** – Board Treasurer  
Managing Director,  
PricewaterhouseCoopers
- **Robert Longnecker** – Board Secretary  
Partner,  
Ides Capital Management LP
- **Eddie Bader**  
Principal,  
Companybuilt
- **Jennifer Brown**  
Audio & Video Integration Consultant,  
AVI-SPL
- **Ashley Fontanetta**  
Vice President, Philanthropic Services,  
Whittier Trust
- **Lilianna Granda**  
Accounting Manager,  
Festival Management
- **Linda Kim**  
VP, Senior Fraud Operations Manager  
Bank of America
- **Michael Lee**  
Portfolio Manager and Founder,  
Hypotenuse Capital Management, LLC
- **Rich Orosco**  
Executive Vice President,  
Brand & Community,  
Los Angeles Football Club
- **Marco Orozco**  
General Manager,  
Best Buy
- **Ramon Pack III**  
Chief Compliance Officer,  
First Republic Bank
- **Maki Villacarrillo**  
Vice President, Relationship Manager,  
U.S. Bank



# 2019 Bids for Kids

DINNER • AUCTION • DANCING

## SPONSORSHIP PLEDGE FORM

**October 17, 2019**  
**6pm-9pm**  
**Taglyan Cultural Complex**

All proceeds from the Gala support programs and services for 3,000+ low-income children and families in Central Los Angeles.

### SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> <b>PRESENTER</b> \$50,000	<input type="checkbox"/> <b>LEADER</b> \$25,000	<input type="checkbox"/> <b>ADVOCATE</b> \$10,000	<input type="checkbox"/> <b>SUPPORTER</b> \$5,000	<input type="checkbox"/> <b>CONTRIBUTOR</b> \$3,000
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### OTHER SPONSORSHIP OPPORTUNITIES (\$3,000 EACH)

<input type="checkbox"/> <b>VALET SPONSOR</b> Guests will enjoy ease in parking with your logo displayed prominently at the valet stand.	<input type="checkbox"/> <b>DINNER WINE SPONSOR</b> Guests will enjoy wine with dinner, as your logo is displayed on-screen as dinner begins.	<input type="checkbox"/> <b>COCKTAIL HOUR SPONSOR</b> Guests will be greeted with a sample of your product during cocktail hour with your logo displayed in cocktail area.
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### ADVERTISING OPPORTUNITIES

<input type="checkbox"/> <b>FULL-PAGE AD</b> 4.5" wide x 7.5" high \$1,500	<input type="checkbox"/> <b>HALF-PAGE AD</b> 4.5" wide x 3.5" high \$1,000	<input type="checkbox"/> <b>QUARTER-PAGE AD</b> 2" wide x 3.5" high \$750
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☐ **INDIVIDUAL TICKET \$300** QUANTITY

Name (Primary contact)

Address

City State Zip

Contact Name (Please print)

Email

Telephone

Deadline to submit Sponsorship Form to  
Dervla McDonnell (dmcdonnell@bresee.org)  
is 10/01/2019.

**PAY ONLINE:** [bit.ly/bresee gala2019](http://bit.ly/bresee gala2019)

#### PAY BY CHECK

Payable to *P.F. Bresee Foundation*.

#### PAY BY CREDIT CARD

☐ AMERICAN EXPRESS ☐ DISCOVER  
MASTER CARD VISA

Name on credit card

Card Number

Exp Date

Security Code

Signature