FESTIVAL OF THE HEART
HONORING OUR FRIENDS AT UNITED TALENT AGENCY
Families from all walks of life will join together in play at this year’s Heart of Los Angeles gala. Game makers, artists, athletes, and innovators will provide experiences for guests of all ages that will help to bridge the divides so often formed through differences in neighborhood, access to resources, and identity. Moments of surprise and delight, culinary diversions, classic games, creative adventures, and celebrity encounters will create memories that last a lifetime.

Support for the attendance of under resourced families and kids served by HOLA is included with all paid guest tickets and sponsorships.

**Date:**
Sunday, February 11, 2018

**Time:**
2 PM – 5 PM (early entrance 1 PM)

**Place:**
Smashbox Studios, 8549 Higuera St, Culver City, CA 90232

**Contact:**
Sandie Villanueva, 213.389.1148, ext 249 or svillanueva@heartofla.org

**Guests:**
600+ expected

**Tickets:**
- Kids 12 and under attend free with a ticketed adult – must be registered in advance
- **$500 General Admission Ticket**
- **$1,000 VIP Ticket** – Includes:
  - Reserved seating for adults
  - Early Entrance (1 PM)
  - Access to Premium Experiences

**Sponsorships:**
Starting at $5,000

**Tribute Ads:**
Starting at $2,500
About Heart of Los Angeles (HOLA)

giving under-resourced kids an equal chance to succeed

leading structural change in a neighborhood of promise

with our whole hearts and in partnership with community

92% of elementary students get better grades

98% of high school students graduate

95% of kids demonstrate improved health

97% of college students stay in college

2701 Wilshire Blvd, Suite 100, Los Angeles, CA 90057 | 213.389.1148 | heartofla.org
Past HOLA Sponsors, Host Committee Members, and Award Recipients

Selena Gomez
Mary and Dan James
Jana and Trevor Bezdek
Johnny Carson Foundation
Mary and Dan James
J. Ben Bourgeois and Andrew Rhoda
Paul and Judy Schaeffer
Mandy Moore
Melissa and David Unger
Michael and Diane Ziering

21st Century Fox
AEG
KPMG
Lakers
PMK BNC
RBC Capital Markets
Southwest
Verizon
Ziffren Brittenham LLP
**Diamond Sponsor**

$50,000

- Choice of:
  - Ownership of studio cyclorama for activity (2 available) and 2 VIP Tickets
  - 32 General Admission Tickets
  - 20 VIP Tickets
- Sponsorship of the attendance of 10 HOLA families
- Listing with logo as Diamond Sponsor on all event materials
- Logo on step and repeat
- 3 mentions by speakers from stages during event
- Opportunity to designate representative to serve on Host Committee
- 2 mentions on social media by HOLA leading up to event
- 45-second digital ad on presentation screens throughout venue played multiple times
- VIP Parking and Back Entrance for 3 cars

**Platinum Sponsor**

$25,000

- Choice of:
  - Ownership of private dressing room for activity (3 available) and 2 VIP Tickets
  - Branding of main stage and 2 VIP Tickets
  - 16 General Admission Tickets
  - 12 VIP Tickets
- Sponsorship of the attendance of 5 HOLA families
- Listing with logo as Platinum Sponsor on all event materials
- 2 mention by speakers from stages during event
- Opportunity to designate representative to serve on Host Committee
- 1 mention on social media by HOLA leading up to event
- 30-second digital ad on presentation screens throughout venue played multiple times
- VIP Parking and Back Entrance for 2 cars

**Gold Sponsor**

$15,000

- Choice of:
  - Ownership of 20’x10’ space for activity (6 available) and 2 VIP Tickets
  - Branding of VIP Lounge Stage
  - 15 General Admission Tickets
  - 10 VIP Tickets
- Sponsorship of the attendance of 3 HOLA families
- Listing with logo as Gold Sponsor on all event materials
- 1 mention by speakers from stages during event
- Opportunity to designate representative to serve on Host Committee
- 20-second digital ad on presentation screens throughout venue played multiple times
- VIP Parking and Back Entrance for 1 car
Silver Sponsor
$10,000
• Choice of:
  o Ownership of 10’x10’ space for activity (13 available) and 2 VIP Tickets
  o Branding of VIP Lounge Bar
  o 12 General Admission Tickets
  o 8 VIP Tickets
• Sponsorship of the attendance of 2 HOLA families
• Listing as Silver Sponsor on all event materials
• 10-second digital ad on presentation screens throughout venue played multiple times

Heart Sponsor
$5,000
• Choice of:
  o Ownership of 6’ table/small space for activity in reception area (4 available)
  o 6 General Admission Tickets
  o 4 VIP Tickets
• Sponsorship of the attendance of 1 HOLA family
• Listing as Heart Sponsor on all event materials
• 5-second digital ad on presentation screens throughout venue played multiple times
**Individual Tickets**

Kids 12 and under attend free with a ticketed adult
- must be registered in advance

**$500**
General Admission Ticket

**$1,000**
VIP Ticket – Includes:
- Reserved seating for adults
- Early Entrance (1 PM)
- Access to Premium Experiences
- Support for the attendance of under resourced families and kids served by HOLA is included with all paid guest tickets and sponsorships.

**Digital Tribute Journal Ads**

- $7,500 – 45-second ad
- $5,000 – 30-second ad
- $2,500 – 15-second ad

Ads will play multiple times during the event on screens throughout the venue, and the digital journal will be available online following the event. Flash drives with the digital journal can also be made available upon request.
**Sponsorships**

- **$50,000 – Diamond (select one):**
  - Ownership of studio cyclorama for activity (2 available) and 2 VIP Tickets
  - 32 General Admission Tickets
  - 20 VIP Tickets
- **$25,000 – Platinum (select one):**
  - Ownership of private dressing room for activity (3 available) and 2 VIP Tickets
  - Branding of main stage and 2 VIP Tickets
  - 16 General Admission Tickets
  - 12 VIP Tickets
- **$15,000 – Gold (select one):**
  - Ownership of 20’x10’ space for activity (6 available) and 2 VIP Tickets
  - Branding of VIP Lounge Stage
  - 15 General Admission Tickets
  - 10 VIP Tickets
- **$10,000 – Silver (select one):**
  - Ownership of 10’x10’ space for activity (13 available) and 2 VIP Tickets
  - Branding of VIP Lounge Bar
  - 12 General Admission Tickets
  - 8 VIP Tickets
- **$5,000 – Heart (select one):**
  - Ownership of 6’ table/small space for activity in reception area (4 available)
  - 6 General Admission Tickets
  - 4 VIP Tickets

**Individual Tickets**

- General Admission Tickets ($500 each)
  - (QTY.) _____________________________
- VIP Tickets ($1,000 each)
  - (QTY.) _____________________________

**Digital Tribute Journal Ads**

- $7,500 – 45-second ad
- $5,000 – 30-second ad
- $2,500 – 15-second ad

**Sending My Best**

Unfortunately, I am not available to attend Festival of the Heart, but I wish to support HOLA’s important work with this contribution:

$______________________________________

**In Honor Of**

- This gift is in honor of United Talent Agency
- This gift is in honor of: ________________________________
  - (name)

Continued on next page
Supporter Information

Name (as it should appear in event materials) ______________________
____________________________________________________________________________________________________

Contact Name (if different from above) ____________________________
____________________________________________________________________________________________________

Company (if different from above) _________________________________
____________________________________________________________________________________________________

Address _______________________________________________________
____________________________________________________________________________________________________

City, State, Zip _________________________________________________
____________________________________________________________________________________________________

Email _________________________________________________________
____________________________________________________________________________________________________

Phone _________________________________________________________
____________________________________________________________________________________________________

Payment

☐ I have enclosed a check payable to Heart of Los Angeles (HOLA)

☐ Please send me an invoice and W-9 form

☐ Please charge $_________________________ to my:

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Cardholder Name: ______________________________________________
____________________________________________________________________________________________________

Card Number: __________________________________________________
____________________________________________________________________________________________________

Expiration Date: ________________ Security Code: __________________

Billing Address: _________________________________________________
____________________________________________________________________________________________________

Billing City, State, Zip: ___________________________________________

Cardholder Signature: ___________________________________________
____________________________________________________________________________________________________

Please return this form to:

Heart of Los Angeles (HOLA)
2701 Wilshire Blvd, Suite 100
Los Angeles, CA 90057

Or email to Sandie Villanueva at svillanueva@heartofla.org

Heart of Los Angeles is a registered 501(c)3 charity. Federal Tax ID: 95-4397418
Contact: Sandie Villanueva, 213.389.1148, ext 249
or svillanueva@heartofla.org