

Children's Defense Fund  
**BEAT THE ODDS®**

# 25<sup>TH</sup> ANNUAL BEAT THE ODDS AWARDS

DEAR LORD  
BE GOOD TO ME  
THE SEA IS SO  
WIDE AND  
MY BOAT IS  
SO SMALL



Children's Defense Fund  
CALIFORNIA

**CHILDREN'S DEFENSE FUND**  
**25TH ANNUAL LOS ANGELES BEAT THE ODDS' AWARDS**

Thursday, December 3, 2015 • The Beverly Wilshire Hotel  
Cocktails 6:30 pm • Dinner 7:15 pm

**DIAMOND SPONSOR \$100,000**

20 Tickets (premier seating), Diamond Ad in visual tribute journal, special mention at event, name listed as Diamond Sponsor in printed materials, acknowledgement in event press release and CDF Annual Report, celebrity presenter seated at table, sponsorship of 6 family or friends of awardees' choice.

**EMERALD SPONSOR \$75,000**

18 Tickets to event (premier seating), Emerald Ad in visual tribute journal, special mention at event, name listed as Emerald Sponsor in printed materials, acknowledgement in event press release and CDF Annual Report, sponsorship of 4 family or friends of awardees' choice.

**PLATINUM SPONSOR \$50,000**

16 Tickets to event (premier seating), Platinum Ad in visual tribute journal, special mention at event, name listed as Platinum Sponsor in printed materials, acknowledgement in event press release and CDF Annual Report, sponsorship of 4 family or friends of awardees' choice.

**GOLD SPONSOR \$25,000**

10 Tickets (most preferred seating), Gold Ad in visual tribute journal, name listed as Gold Sponsor in printed materials, acknowledgement in CDF Annual Report, sponsorship of 2 family or friends of awardees' choice.

**SILVER SPONSOR \$10,000**

10 Tickets (preferred seating), Silver Ad in visual tribute journal, name listed as Silver Sponsor in printed materials, acknowledgement in CDF Annual Report.

**BRONZE SPONSOR \$5,000**

8 Tickets, Full Page Ad in visual tribute journal, name listed as Bronze Sponsor in printed materials, acknowledgement in CDF Annual Report.

**INDIVIDUAL SPONSOR \$1,500**

2 tickets (preferred seating), half page in visual tribute journal, name listed as Individual Sponsor, acknowledgement in CDF Annual Report.

**INDIVIDUAL TICKET \_\_\_\_\_ tickets x \$500**

I would like to place a message in the Visual Tribute Journal—see reverse side for ad specifications.

In lieu of a printed program, the Visual Tribute Journal will be shown at the event and on CDF website.

- Platinum Ad \$10,000     Full Page \$2,000  
 Platinum Ad \$7,500     Half Page \$1,000  
 Gold Ad \$5,000

**DEADLINE FOR VISUAL TRIBUTE JOURNAL IS  
NOVEMBER 20, 2015**

I/We are unable to purchase one of the above, but wish to support the 2015 Beat the Odds' honorees with a contribution of \$\_\_\_\_\_.

NAME/ COMPANY (AS YOU WOULD LIKE TO BE LISTED)

COMPANY/ NAME

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

VISA OR MASTER CARD #

EXP DATE

SIGNATURE

Please make checks payable to **Children's Defense Fund - CA** and  
mail: **c/o 5B Events, 10536 Culver Blvd., Culver City, CA 90232**  
**p (310) 559-9334 x102 • f (310) 559-3129 • harvin@5Bevents.com**

Tax ID #52-0895622 • Tax deductible over Fair Market Value (\$150 per ticket)  
Social Services Permit on file.

## AWARDS JOURNAL SPECIFICATIONS

In lieu of a printed program, the Visual Tribute Journal will be shown at the event and on the CDF website. Levels are distinguished by the amount of time the ads are shown on the screen.

**COLOR:** Diamond, Platinum, Gold and Silver ads are in full color, RGB mode. Full and Half page ads are black and white, grayscale mode.

**SIZE:** Full page 1720 pixels wide by 880 pixels high; Half page 835 pixels wide by 880 pixels high.

**DOCUMENT FORMAT:** 72 dpi jpg or a PDF with original editable document (QuarkXPress, InDesign, Photoshop, Illustrator – Macintosh format preferred) with imported images and fonts in case we need to make corrections. Please note: Artwork sent in Microsoft Word documents may be subject to redesign. Text messages can be typeset for you.

**DELIVERY METHOD:** email to [harvin@5Bevents.com](mailto:harvin@5Bevents.com)

**PLEASE INCLUDE:** Contact name and phone number in case of questions.

**DEADLINE:** Friday, November 20, 2015