

## Family Day



## a FUNdraiser

# T.J. Martell Foundation

## A Sponsorship Opportunity

### About T.J. Martell

It began with a promise from a father to his dying son. Founded in 1975 by music executive Tony Martell and his industry colleagues in memory of his son T.J., a young victim of Leukemia.

The T.J. Martell Foundation has provided over \$240 million in grants to the nation's leading hospitals for innovative research to find the cause and cure for cancer and leukemia. Over \$27 million has been awarded to Childrens Hospital Los Angeles to continue their ground breaking work.

### The Event

Enjoy a Sunday afternoon on the CBS Studios Backlot, home of some of TV's most popular shows!

Honoring  
Rob Prinz & Dr. Bill Sears & their Families

**SUNDAY, MAY 2, 2010**

**12PM - 4PM**

**CBS STUDIOS BACKLOT  
4024 RADFORD AVENUE  
STUDIO CITY, CA 91604**



- Special Guests and Musical Performances
- Amazing Inflatable Rides
- Rock Wall
- Skee Ball &
- Other Carnival Games
- Bouncers
- Face Painting
- Balloon & Caricature Artists
- Video Game Truck
- Barbeque, Popcorn, Pretzels & Ice Cream Stations

### AUDIENCE

Entertainment Industry Executives, Foundation Supporters, Celebrities & their Families.

### Number of Attendees:

600 to 1,000

Adults 60%

Children 40%

### Projected Media Reach:

Print, Radio, Television, Internet, Out of Home, Mobile total an estimated 5 million impressions

### SPONSORSHIP BENEFITS

- Positive brand exposure and interaction
- Corporate goodwill and brand –building
- Partnership with a cause that makes people passionate
- Affiliation with a not-for-profit that reaches a key target audience
- Community involvement that provides a platform for public relations

Visit [www.tjmartellfoundation.org/lafamilyday](http://www.tjmartellfoundation.org/lafamilyday) or call 310 315 0600

Each year cancer kills more children and adolescents than any other disease.

Over the past 25 years, the T.J. Martell Foundation has donated nearly \$27 million to Children's Hospital Los Angeles (CHLA), one of the nation's leading facilities in research for the cause and cure of pediatric cancer and leukemia.

The survival rate for pediatric cancers has increased from 15% to greater than 80% in just over 10 years.

We count on your generosity! Without private donors and corporations like yours to provide the needed funds, these hospitals could not continue their "bench to bedside" research.

## Sponsorship Packages

### **Multi Platinum - \$15,000**

- Ten (10) family admissions (each family admission for four) to event
- Sponsorship of main stage and additional two locations to be selected by sponsors.
- Multi Platinum sponsorship recognition on video monitors
- Recognition from the podium / PA during event
- Opportunity to distribute products/literature to participants and guests
- Website recognition on [www.tjmartellfoundation.org](http://www.tjmartellfoundation.org)
- Featured logo on all printed materials advertising the event
- VIP Access to rock climbing wall ;-)

### **Platinum - \$10,000**

- Eight (8) family admissions (each family admission for four) to event
- Sponsorship of 2 attractions to be selected by sponsors
- Platinum sponsorship recognition on video monitors
- Opportunity to distribute products/literature to participants and guests
- Sponsor inclusion on all press-related activity
- Website recognition on [www.tjmartellfoundation.org](http://www.tjmartellfoundation.org)

### **Gold - \$5,000**

- Four (4) admissions (each family admission for four) to event
- Sponsorship of 2 attractions
- Logo or Listing as "Gold Family Day Sponsor" on video monitors
- Logo on all printed materials for the event

### **Silver - \$2,500**

- Two (2) admissions (each admission is for a family of four) to event
- Sponsorship of 1 attraction
- Listing as "Silver Family Day Sponsor" on video monitors

### **Bronze - \$1,000**

- Admission for a family of four (4) to the event
- Sponsorship banner placement of select ride or activity

## Other Ways to Support

In addition to sponsorship opportunities, we are seeking donations of travel, music and sports memorabilia, instruments, experiences, products or services, which will be auctioned off at Family Day. Without private and corporate donors such as you, the doctors whose work is making steady progress in this fight for pediatric cancer and leukemia could not continue. Money buys and research is what will buy the cure. We hope you can help!

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