

April 18, 2017

Greetings,

We are writing to ask for your support for this year's Heroes of Hollywood Awards Luncheon to be held on **Thursday, June 1, 2017** at the **Taglyan Cultural Complex** in Hollywood.

The Heroes of Hollywood Awards recognizes individuals, businesses, and non-profit organizations that have demonstrated exceptional leadership in the Hollywood community. The event is also one of two major fundraisers for the Hollywood Chamber of Commerce Community Foundation, a 501(c)3 organization dedicated to improving the lives of Hollywood community members. All net proceeds will be awarded in the form of grants to non-profit organizations that provide homeless services, education, healthcare, arts programs, public safety, and other services for the local community.

The annual event is attended by more than 300 dignitaries, community leaders, and special guests offering a premier networking opportunity. Promotion of the event will also provide excellent exposure for your company.

We hope that we can count on your support this year. Please contact Kristine Chong, our Heroes of Hollywood event coordinator, with any questions at 323-469-8311 x19 or e-mail kristine@hollywoodchamber.net.

Warmest regards,

Carole Sarian



2017 Heroes of Hollywood
Committee Event Co-chair

Cindy Braun



2017 Heroes of Hollywood
Committee Event Co-chair



What:

2017 Heroes of Hollywood
Awards Luncheon

When:

Thursday, June 1, 2017
Champagne Reception
11:00 a.m. – 12 Noon
Awards Luncheon
12 Noon – 2:00 p.m.

Where:

Taglyan Cultural Complex
1201 N. Vine St., Hollywood

Heroes of Hollywood

Baydsar Thomasian
Deputy District Director
Office of President Pro Tempore
Kevin de León
Beatrice Girmala
Assistant Chief
Director, Office of Special Operations
Los Angeles Police Department
John Lyons
Owner
Avalon Hollywood
Pink's Hot Dogs

**The Distinguished Service Award
in Memory of Johnny Grant**

Donelle Dadigan
Founder & President
Hollywood Museum

Mary Pickford Award

Nancy O'Dell
Television Host,
Entertainment Journalist
Entertainment Tonight

Emcee:

George Pennacchio
ABC7 Entertainment Reporter

Event Co-chairs:

Carole Sarian
The CrisCom Company
Cindy Braun
Braun Consulting

The Awards Luncheon serves as one of two major fundraisers for the Hollywood Chamber of Commerce Community Foundation, a 501(c)3 organization (Tax ID #954557923) dedicated to improving the lives of Hollywood community members.

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2017 HEROES OF HOLLYWOOD

THE AWARDS... The Heroes of Hollywood Awards honor executives, business owners, leaders and organizations in the Hollywood Community. Recognition is based on outstanding achievement and dedication to excellence within an industry, organization or profession, special accomplishments, and community service, but most specifically going above and beyond their career responsibilities. Our honorees are expected to bring significant attention and record attendance to the luncheon.

The 2017 Heroes of Hollywood are: Baydsar Thomasian, Deputy District Director, Office of President Pro Tempore Kevin de León; Beatrice Girmala, Assistant Chief, Director of the Office of Special Operations for the Los Angeles Police Department; John Lyons, Owner of Avalon Hollywood; Pink's Hot Dogs, Hollywood's most iconic hot dog stand for over 75 years. Founder and President of the Hollywood Museum in the Historic Max Factor Building, Donelle Dadigan, will be honored with The Distinguished Service Award in Memory of Johnny Grant. Entertainment journalist and television host of *Entertainment Tonight*, Nancy O'Dell, will be honored with the 2017 Mary Pickford Award.

THE EVENT... This year's event will be held on **Thursday, June 1, 2017 at 11:00 a.m. at the Taglyan Cultural Complex, at 1201 N. Vine Street in Hollywood.** After a formal Champagne reception, guests will be invited to the ballroom for lunch and awards program. More than 300 business and community leaders attend the event each year.

PUBLICITY... This is the most recognized fundraising event of the year for the Hollywood Chamber of Commerce Community Foundation, and is a significant annual event in Hollywood. From providing information on the Chamber's website, to press releases, programs and invitations, news regarding this event will be widespread. The hosting venue, sponsors of this event, and donors will receive an extensive amount of exposure.

OUR HISTORY... The Heroes of Hollywood Awards recognize exceptional leaders in the Hollywood community who have transformed the lives of others and/or have made a remarkable contribution to the living and working environment. Since 1993, the Hollywood Chamber of Commerce Community Foundation has saluted more than 150 extraordinary leaders in our community through what was previously named the Women of Distinction Awards. Since 2011, the Heroes of Hollywood Awards have honored both male and female leaders, as well as families, businesses and organizations. Heroes of Hollywood serves as one of two major fundraisers for the Hollywood Chamber of Commerce Community Foundation, a 501(c)3 organization which is dedicated to improving the lives of Hollywood community members. All funds raised from this luncheon will be awarded in the form of grants to non-profit organizations that are doing remarkable work in the Hollywood community.



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Famous Hollywood Dental Care



SPONSORSHIP INFORMATION

(The Hollywood Chamber Community Foundation is a 501(c)3 charitable organization. Tax ID # 954557923)

Presenting Sponsorship: \$10,000

- Two Premier tables of 10
- Company logo/sponsorship recognition on event-related signage
- Company name on all electronic promotions, press releases and website
- Full-page ad in the tribute book
- Welcome letter in tribute book and premiere placement of full-page ad
- Verbal recognition during event
- Company name in title of event
- Brief speaking part in luncheon program

Platinum Sponsorship: \$5,000

- Priority table of 10, including signage at table
- Company logo/sponsorship recognition on event-related signage
- Company name on all electronic promotions, press releases and website
- Full-page ad in the tribute book
- Verbal recognition during event

Gold Sponsorship: \$2,500

- Preferred table of 10, including signage at table
- Sponsorship recognition on event-related signage and tribute book
- Company name on all electronic promotions, press releases and website
- ½ page ad in the tribute book

Silver Sponsorship: \$1,500

- Reserved table of 10, including signage at table
- Sponsorship recognition on event-related signage
- ¼ page ad in the tribute book



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SPONSORSHIP CONFIRMATION

The Hollywood Chamber Community Foundation is a 501(c)3 organization, Tax ID #954557923.

- Please reserve the following sponsorship level, which includes related ad space, and company logo on event invitation:

DEADLINE: Friday, April 21, 2017 for company logo to be featured on over 1,200 printed invitations.

- Presenting Sponsor: \$10,000
- Platinum Sponsor: \$5,000
- Gold Sponsor: \$2,500
- Silver Sponsor: \$1,500
- Table of 10: \$900
- Individual Ticket: \$100

- Although I am unable to sponsor, I'd like to purchase an ad in the Commemorative Program Book:

DEADLINE: Friday, May 12, 2017 for Company Ad to be featured in the event Commemorative Program Book.

- Full page: \$1,000 (5" w x 8" h)
- ½ page: \$750 (5" w x 3.925" h)
- ¼ page: \$500 (5" w x 1.9" h)

Name _____

Company _____

Address _____ City _____ Zip _____

Phone _____ Email _____

Please process this charge to a credit card: Visa MasterCard AMEX

Cardholder Name _____

Billing Address _____

Card Number _____ Exp. Date _____

Security Code (on back of card) _____ Amt to charge \$ _____

Signature _____

Please fax this form to Attn: Hollywood Chamber Community Foundation at (323) 469-2805

- Check is enclosed for \$**____ payable to *Hollywood Chamber Community Foundation*

Mail to Attn: Heroes of Hollywood, 6255 Sunset Blvd, Suite 150., Hollywood, CA 90028

For more information, contact Kristine Chong at (323) 469-8311 x19 or e-mail: kristine@hollywoodchamber.net

Thank you for supporting the Hollywood Chamber Community Foundation!

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A Sempra Energy utility



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ARTWORK SPECIFICATIONS:

LOGO FORMAT:

All logos must be in black and white or grayscale. Logos must be saved as either .EPS or .TIFF files only (no other format will be accepted). Make sure all files are 300 dpi and high resolution. All logo artwork must be flattened or outlined (do not send live files with fonts).

ADS/IMAGES FORMAT:

All images must be in black and white or grayscale. Images must be saved as either .PDF or .TIFF files only (no other format will be accepted). Make sure all files are 300 dpi and high resolution. All images must be flattened (do not send live files with fonts). There are no bleeds.

Full page: 5" w x 8" h
Half page: 5" w x 3.925" h
Quarter page: 5" w x 1.9" h

CONTENT:

Include a quote about honorees and/or Hollywood community.

SEND YOUR AD FILE VIA EMAIL (PREFERRED):

Email: info@hollywoodchamber.net

File Name: Please name files after your company as in YourCompanyName.pdf

Subject line: "Company Name" HOH Ad or "Company Name" HOH Logo

For large files, please send via Dropbox to marlene@hollywoodchamber.net

FOR MAILING, PLEASE RETURN THIS FORM WITH ARTWORK CD TO:

Attn: Heroes of Hollywood
Hollywood Chamber Community Foundation
6255 Sunset Blvd., Suite 150
Hollywood, CA 90028



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The way up.



A Sempra Energy utility



Los Angeles Medical Center

