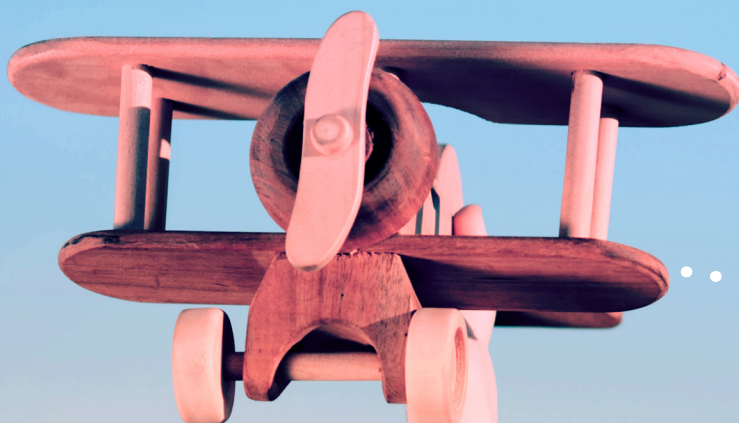


# Dream On

PRESENTED BY KEVIN PRIOR  
AND ICW GROUP EMPLOYEES

2015 Concert Gala  
Sponsorship Opportunities



A CHARITABLE  
BENEFIT FOR



PROMISES2KIDS

# Save the Date

## 2015 CONCERT GALA

Become a sponsor of Dream On and help turn foster children's fears into hope. This amazing event draws philanthropic community and business leaders dedicated to making a difference for foster children.

### SAVE THE DATE FOR JUNE 8, 2015

**LOCATION:** La Jolla estate home of Joan Waitt

**TIME:** 5:00-6:30pm VIP Reception  
6:00pm Reception, Dinner,  
Live Auction & Concert

**TICKETS:** VIP Table: \$6,000  
VIP Tickets: \$600  
  
General Admission Table: \$4,500  
General Admission Tickets: \$450

#### RECENT MEDIA FOR THIS EVENT INCLUDED

Ranch & Coast Magazine, Giving Back Magazine,  
San Diego Business Journal, U-T San Diego, La Jolla Light,  
La Jolla Village News, CBS 8

#### ARTIST TO BE ANNOUNCED IN APRIL 2015

Most recent artists have included: Kenny Loggins,  
REO Speedwagon, Creedance Clearwater Revisited,  
and The Doobie Brothers



**PROMISES2KIDS**

*Creating a brighter future for foster children.®*

*Be a  
Dream Maker*

RESERVE YOUR  
SPONSORSHIP TODAY AT  
[Promises2Kids.org](http://Promises2Kids.org)  
or  
858-278-4400



Creating a brighter future  
for foster children.®

9400 Ruffin Court, Suite A  
San Diego, CA 92123  
858-278-4400

[Promises2Kids.org](http://Promises2Kids.org)



## About Promises2Kids

For over 30 years, Promises2Kids has been creating a brighter future for children who are in foster care. Last year we accomplished the following:

- Provided support to 1,000 abused & neglected children who were cared for by the Polinsky Children's Center.
- Reunited 360 brothers and sisters through Camp Connect who are separated and living in foster care.
- Assisted 75 current and former foster youth in reaching their dreams of education through Guardian Scholars.

By participating in **Dream On** you will help us continue to support San Diego's foster youth.

### Did you know

**4 children** die every day in the US as a result of child abuse or neglect.

**12 children** enter out-of-home placement each day in San Diego County due to abuse or neglect.

**Only 50%** of foster youth graduate high school.

**Less than 10%** of foster youth enroll in college, and of those, only 3% graduate.

PROMISES2KIDS

Help  
dreams  
take  
flight



## Presenting Sponsor

- SOLD OUT -

KEVIN PRIOR AND ICW  
GROUP EMPLOYEES

### VIP Reception June 8, 2015

VIP Reception Sponsor

\$20,000

EXCLUSIVE OPPORTUNITY

#### VIP Reception Sponsor of 1-hour at the Concert Gala

- VIP table for 10 with prime seating and signage at concert gala
- Tableside concierge service, champagne, and VIP gift bag
- Invitation to VIP Reception for all table guests
- Opportunity for meet and greet photos with band at VIP Reception
- Signage at entrance and exit of VIP Reception
- Logo featured on the Step and Repeat banner
- Opportunity to bring company banner to display at VIP reception
- Logo included on the invitations, Save the Date and other print materials
- Recognized in the event program as VIP Reception Sponsor
- Included on the main event signage as a major sponsor
- Recognized on Promises2Kids' event page of website
- Listed in the scrolling slide show of sponsor logos at the event
- Included in press release to all of San Diego's major publications and news media
- Email announcements, Facebook & Twitter recognition (firsthand readership 5,000)
- 6 invitations to the Sponsor Party in May 2015
- Additional Name/Logo Recognition
- Recognized in the Promises2Kids Spring & Fall newsletter editions (firsthand readership 5,000)
- Logo included in our concert gala Ads in Giving Back Magazine and Ranch & Coast Magazine in April or May 2015
- Logo included in our full page San Diego Business Journal ad; recognition of Promises2Kids' 2015 Partners

## Platinum Sponsor

\$20,000

- VIP table for 10 with prime seating and signage at concert gala
- Tableside concierge service, champagne, and VIP gift bag
- Invitation to VIP Reception for all table guests
- 8 Invitations to the Sponsor Party in May
- Special Recognition from the stage at the event as a Platinum Sponsor
- Inclusion in the scrolling slide show of sponsor logos
- Special invitation to Guardian Scholars Awards Reception
- Name and/or logo recognition as a Platinum Sponsor on all collateral materials including:
  - Event Program
  - Recognized on Promises2Kids' event page of website
  - Prominent full page color ad included in event program
  - Listed as a sponsor in all print advertisements promoting the event
  - Included in press release to all of San Diego's major publications and news media
- Logo included on Welcome Signage
- Email announcements, Facebook & Twitter recognition (firsthand readership 5,000)
- Additional Name/Logo Recognition
  - Recognized in the Promises2Kids Spring & Fall newsletter editions (firsthand readership 5,000)
  - Logo included in our full page San Diego Business Journal ad; recognition of Promises2Kids' 2015 Partners

## Sponsor Party

May 2015

### Presenting Sponsor

\$15,000

EXCLUSIVE OPPORTUNITY

### Opportunity to host the 2-hour Sponsor Party held in May 2015

- Food and beverages hosted by sponsor
- 8 Invitations to the Sponsor Party in May
- VIP Signage at entrance and exit of Sponsor Party
- Logo and name featured on the Sponsor Party invitations (print and electronic)
- Benefits at the June 8, 2015 Concert:
  - VIP table for 10 with prime seating and signage at concert gala
  - Tableside concierge service, champagne, and VIP gift bag
  - VIP Reception Invitation to all table guests
- Recognized in the event program as Presenting Sponsor of the Sponsor Party
- Major sponsor on main event signage
- Opportunity for meet and greet photos with band at VIP Reception
- Included in the scrolling slide show of sponsor logos at the event
- Recognized on Promises2Kids' event page of website
- Included in press release to San Diego's major publications and news media
- Email announcements, Facebook & Twitter recognition (firsthand readership 5,000)
- Additional Name/Logo Recognition
  - Recognized in the Promises2Kids Spring & Fall newsletter editions (firsthand readership 5,000)
  - Logo included in our full page San Diego Business Journal ad; recognition of Promises2Kids' 2015 Partners

## Gold Sponsor

\$10,000

- VIP table for 10 with prime seating and signage at concert gala
- Tableside concierge service, champagne, and VIP gift bag
- Invitation to VIP Reception for all table guests
- Included on the Signage at VIP Party
- Invitation for four to Sponsor Party in May
- Included in scrolling sponsor logos slide show
- Name and/or logo recognition as a Gold Sponsor on collateral materials including:
  - Event Program
  - Recognized on Promises2Kids event page of website
  - Email announcements (firsthand readership 5,000)
  - Prominent full page color ad in program
  - Listed as Gold Sponsor in all print advertisements promoting the event including invitation and Save the Date
  - Recognized in the Promises2Kids Fall newsletter edition featuring article on Concert (firsthand readership 5,000)
- Logo included in our full page San Diego Business Journal ad; recognition of Promises2Kids' 2015 Partners

## VIP Table Sponsor

\$6,000

- VIP table for 10 with prime seating and signage at concert gala
- Tableside concierge service, champagne, and VIP gift bag
- Invitation to VIP Reception for all table guests
- Included in the VIP Table Sponsor page of the scrolling slide show of sponsor logo
- Recognized on Promises2Kids' event page of website
- 1/4 page color advertisement in the event program
- Listed as VIP table sponsor in event program

## Table Sponsor

\$4,500

- Table for 10 for General Admission at the concert gala
- Listed as table sponsor in the event program

## Bronze Sponsor

\$2,500

- 4 General Admission tickets to the event
- Listed in event program as a Bronze Sponsor

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## Beverage Sponsor

- Sponsor of beverages served at the bar (or wine on the tables) throughout the evening.
- Sponsor signage located at bar areas
- Recognized on the event website and in the event program.
- 2 General Admission tickets to event