



**THE LEEZA GIBBONS MEMORY FOUNDATION  
and CITY OF HOPE**

*Sunday, March 7, 2010*

W Hollywood  
Hotel & Residences

# A Red Carpet Affair

2nd Annual “Party with a Purpose” will benefit the Leeza Gibbons Memory Foundation & City of Hope at 2010 Gala

Live event features an exclusive Oscar viewing dinner and after-party held at the brand new W Hollywood Hotel and Residences.

Honoring celebrities and their “everyday” heroes who are making a difference in the world.

Last year’s guests included Jessica Biel, Forest Whitaker, Hilary Duff, Tony Hawk, Paris Hilton and included performances by Michael Buble, Olivia Newton-John and David Foster.



# Gala Beneficiaries

- o **The Leeza Gibbons Memory Foundation** educates, empowers and energizes caregivers and loved ones affected by memory disorders.
  - Founded by Leeza Gibbons, the Memory Foundation is dedicated to supporting the day-to-day needs of caregivers and the diagnosed, and is committed to a realistic, coordinated national strategy for finding a cure.
  - "Leeza's Place," the Foundation's signature program integrates educational approaches, connective social activities, emotional support, and intergenerational programming.



# Gala Beneficiaries

- **City of Hope** is a leading research, treatment and education institution dedicated to the prevention, treatment and cure of cancer, diabetes and HIV/AIDS.
  - Ranked among America's best hospitals by *US News & World Report*.
  - Four of the world's leading cancer drugs, as well as synthetic insulin, were made possible by City of Hope research.
  - A pioneer in bone marrow transplantation, and now maintains one of the largest and most successful programs of its kind in the world.
  - Currently the only institution in the world to conduct clinical trials using genetically engineered T cells to fight glioma, a lethal form of brain cancer.



# Dare2Care At a Glance

**The W Hotel, Hollywood**

**March 7, 2010**

## **Red Carpet**

- o Star-studded red carpet arrivals area where national and international press outlets kick off the evening in style at the W Hotel.

## **Dinner and Viewing Party**

- o VIPs treated to the ultimate Oscar dinner and viewing party.

## **Honoree Ceremony**

- o VIP guests escorted to next area as additional guests check in to be a part of our honorees ceremony in the grand Residences Area.

## **After Party**

- o After the ceremony, all guests enter the Great Room which has been transformed into the ultimate party and celebration with celeb DJs spinning grooves that move. Estimated attendance: 500.



# 2009 Media Exposure

“We made history with our first ever *Night to Make a Difference* on Oscar® night.”

- o Our live show was seen in 71 countries.
- o The evening was streamed live by media partners Glam Media, ExtraTV.com and Jessica Biel's Make the Difference Network.
- o Our very first event garnered over 110 million impressions:
  - TV: 7,427,000+
  - Radio: 26,300,00+
  - Online: 66,200,000+
  - Print: 10,982,000+
- o More than 25 outlets covered the red carpet arrivals:
  - Extra, Inside Edition, KABC, KTLA, Channel M, MySpace, E! Online, Fox News Online, Hollyscoop, In Style, People Magazine, US Weekly, In Touch Weekly, NY Daily News, Star Magazine, OK Weekly, LA Confidential, Life & Style, BizBash, WireImage, Getty Images, and more.



# 2009 Media Exposure

## Pre-Event

- o Extra (more than 3,500,000 viewers)
- o KTLA Morning News (more than 300,000 viewers)
- o KABC 4PM News, with Entertainment Correspondent, George Pennacchio (more than 270,000 viewers)

## During-Event

- o KTLA "Oscar Fashions and After Parties" (more than 315,000 viewers)
- o KABC Newscast, 9pm-11pm "Academy Awards: The Winners" (more than 242,000 viewers; newscast was syndicated to ABC affiliates around the country, as well as internationally)
- o TV Guide, Pre-Red Carpet Special (more than 2,800,000 viewers)

## Post-Event

- o Extra (more than 3,500,000 viewers)



# 2010 Promo Opportunities

## PR

- o Brand partners will be incorporated into the overall Communications & Media Relations strategic plan, with mentions interwoven into action plans leading up to the event, onsite and post-event.
- o Tentative kick-off press event to announce the participation of confirmed-to-date sponsors, honorees, and participants.

## TV

- o Our brand partners will receive integration in added value media received; minimum spots will be negotiated as part of the tune-in campaigns globally via internet, TV and on-air interviews live from the Gala.

## Radio

- o Partner will receive integration in a minimum of :20 – :30 second promotional radio spots to be broadcast as part of tune-in campaigns in four major markets.



# Sponsorship Levels

## Presenting

### Branding

- o Name integration into event title
- o Rights to use "Dare2Care" in sponsor marketing efforts

### Media and Publicity

- o Recognition in select media (radio and TV), where available
- o PSAs to be created with Leeza and your brand (print, radio)
- o Dedicated sponsor PR action plans

### Marketing

- o Logo in all marketing materials (e.g., all printed materials, Web site, step and repeat)

### On-Site

- o 20 VIP tickets to viewing dinner and 20 standard after party tickets
- o Accommodations at the W hotel (4 rooms for 2 nights)
- o Exclusive hospitality suite during event
- o Select signage
- o Top-tier recognition in special event issue of the esteemed *Celebrity Society* magazine
- o PA "thank you" acknowledgement



# Sponsorship Levels

## Platinum

### Branding

- o Rights to use "Dare2Care" in sponsor marketing efforts

### Media and Publicity

- o Recognition in select media (radio and TV), where available
- o PSAs to be created with Leeza and your brand (print, radio or TV)
- o Dedicated sponsor PR action plans

### Marketing

- o Logo in select marketing materials (e.g., invitations, Web site, step and repeat)

### On-Site

- o 10 VIP tickets to viewing dinner and 20 standard after party tickets
- o Accommodations at the W hotel (3 rooms for 2 nights)
- o Exclusive hospitality suite during event
- o Select signage
- o Tiered-recognition in special event issue of the esteemed *Celebrity Society* magazine
- o PA "thank you" acknowledgement



# Sponsorship Levels

## Diamond

### Branding

- o Rights to use "Dare2Care" in sponsor marketing efforts

### Media and Publicity

- o Recognition in select media (radio and TV), where available
- o PSAs to be created with Leeza and your brand (print, radio or TV)
- o Dedicated sponsor PR action plans

### Marketing

- o Logo in select marketing materials (e.g., invitations, Web site)

### On-Site

- o 10 VIP tickets to viewing dinner and 10 after party tickets
- o Accommodations at the W hotel (2 rooms for 2 nights)
- o Exclusive hospitality suite during event
- o Select signage
- o Tiered recognition in special event issue of the esteemed *Celebrity Society* magazine



# Sponsorship Levels

## Gold

### Media and Publicity

- o Dedicated sponsor PR action plans

### Marketing

- o Logo on event web site

### On-Site

- o 5 VIP tickets to viewing dinner and 5 standard after party tickets
- o Select signage
- o Tiered recognition in special event issue of the esteemed *Celebrity Society* magazine



# Sponsorship Levels

## Silver

### On-Site

- o 4 VIP tickets to viewing dinner and 4 standard after party tickets
- o Select signage or brand in event sponsor release
- o Tiered recognition in special event issue of the esteemed *Celebrity Society* magazine



# Custom Concepts

In addition, unique platform extensions can be tailored specifically for your brand. Initial thought starters include:

- Sponsorship of a hospitality suite (i.e., Beauty Bar Suite, etc.)
- Naming rights to celebrity honoree awards
- Naming rights to the performance section (after party)
- Dare2Wear (celebrate memorable Oscar fashion)
- Title sponsor of Leeza's place at the W



# Custom Concepts

## Wall of Hope

- A place to leave inspirational messages of hope, encouragement and thanks
- Will launch as a virtual wall on [dare2carenow.org](http://dare2carenow.org)
  - Individuals will be encouraged to post messages in a variety of formats ranging from audio, video, artwork, poems, etc., as well make an online donation
- Potential for a life-sized Wall of Hope to be constructed featuring a variety of dedications from the virtual wall
  - Possible concept extensions include a multi-city tour, press event, etc.
- Unveiling a 3-D life-sized portion of the virtual wall at event as a kick-off for a national call-to-action



# Campaign Timeline

Sponsor Confirmation

December 2010

Major Press Launch

January 15, 2010

Official Kick-Off Press Event

February 1, 2010

Welcoming Press Breakfast in Hollywood

March 6, 2010

Leeza Gibbons Dare2Care 2010 Gala

March 7, 2010





## SPONSORSHIPS

Presenting \$250,000

Platinum \$150,000

Diamond \$100,000

Gold \$50,000

Silver \$25,000



*dare2care gala is produced by:*

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