

The 12th Annual  
Los Angeles Police Department Hollenbeck PAL

# Awards Gala



**TO PROTECT, SERVE & HEAL**



## **SPONSORSHIP OPPORTUNITIES**

Awards Gala - May 17, 2018

Taglyan Cultural Complex

# Honoring Everyday Heroes

## Leadership Award

### **USC Suzanne Dworak-Peck School of Social Work**

*Award Recipient: Dean Marilyn Flynn*

**USC Suzanne Dworak-Peck**  
School of Social Work

## Humanitarian Award

### **Elizabeth & William Shatner** *Hollywood Charity Horse Show*



## Image Award

### **Fausto Zapata** *Co-Founder, Mezcal El Silencio*



## **GALA HONORARY COMMITTEE CHAIRS**

Michael Roth, AEG Worldwide

Robert Philiposian, Sheppard Mullin Richter & Hampton LLP

## **EVENT DESCRIPTION**

The Hollenbeck PAL Awards Gala is an annual fundraising event that supports all of HPAL's programs while recognizing some of Los Angeles' most influential individuals, businesses, and institutions whose selfless dedication inspire and or directly contribute to improving the quality of life of children and families in the communities of Los Angeles.

## **DATE, TIME AND LOCATION**

Thursday, May 17, 2018

6:00 PM - Cocktail Reception / Silent Auction

7:30 PM - Dinner, Awards Program, Live Auction

TAGLYAN COMPLEX

1201 Vine Street, Los Angeles, CA 90038

## **ATTENDANCE**

Our 500 guests include business, entertainment, community, and corporate leaders, police officers and command staff, civic officials, and PAL families and friends.

## **INDIVIDUAL TICKETS \$250**

- Cocktail reception, dinner and awards program

## **OTHER OPPORTUNITIES**

Sponsorships, program advertising, silent/live auction donations, In-kind donations

## **CONTACT**

Lorraine Garcia (323) 224-0152, lorraine@lapdpal.org

Edwin Rodriguez (323) 224-0153, edwin@lapdpal.org

## **ABOUT HOLLENBECK PAL**

The Hollenbeck Police Activities League (HPAL) was founded in 1992 in Boyle Heights, through the efforts of the Hollenbeck Police and community residents to implement after-school activities for high-risk youth in response to the increase in juvenile crime. After several years of operating through a fiscal sponsor, in 2003 HPAL acquired its own 501(c)(3) non-profit status, and is now governed by a 14-member board of directors.

## **MISSION**

HPAL's mission is to nurture young people to become responsible, productive and law-abiding citizens by offering character-building, educational, sports, and life-enhancing programs.

## **VISION**

Our ultimate goal is a community without crime, where children have equal access to opportunity and where peace officers help drive the community's vitality.

## **CLIENTS SERVED**

Annually, HPAL serves 1,300 youth, ages 4-18, and nearly 300 parents.

## **PROGRAM AREAS**

- **Delinquency Prevention, Intervention and Diversion**
- **Education and Leadership**
- **Sports and Recreation**
- **Fitness and Healthy Lifestyles**
- **Financial Literacy**

# 2018 LAPD Hollenbeck PAL Awards Gala Sponsorship Opportunities

We invite you to participate as a sponsoring partner. Your sponsorship will help provide the needed resources to continue our work and continue "Changing Lives."

I/we would like to support Hollenbeck PAL by making the following commitment:

## TITLE SPONSOR - \$25,000

(SPONSOR LIFE-CHANGING OPPORTUNITIES FOR 100 KIDS)

Company name/logo incorporated in event title

(The "Company Name" 2018 Hollenbeck PAL Awards)

- Year-long recognition as title sponsor
- Prominent company logo on HPAL website
- VIP passes for HPAL's annual comedy event (6 guests)
- Sponsor for a specific HPAL Program
- Prominent logo placement on promotional video
- Exclusive logo placement on all marketing materials
- Title Sponsor recognition in pre-event press release
- Prominent logo placement on marketing materials
- Meet the Honorees Private Reception
- Speaking Opportunity at Gala
- Sponsor 15-second video played at Gala
- Premier Gala Seating: 2 tables (20 guests)
- LAPD Brass at table
- Prominent color ad placement inside-center-spread
- Title Sponsor company name in program book
- Prominent logo placement on Step-N-Repeat
- Prominent on-site logo signage placement
- Complimentary Valet Parking (10 passes)
- Product Placement
- Prominent placement on post-event video
- Invitation to Sponsor Appreciation Reception

## PRESENTING SPONSOR - \$20,000

(SPONSOR LIFE-CHANGING OPPORTUNITIES FOR 80 KIDS)

Company name/logo incorporated after event title

(presented by *Company Name*)

- Year-long recognition as Presenting sponsor
- Prominent company logo on HPAL website
- VIP passes for HPAL's annual comedy event (4 guests)
- Sponsor for a specific HPAL Program
- Prominent logo placement on promotional video
- Exclusive logo placement on all marketing materials
- Title Sponsor recognition in pre-event press release
- Prominent logo placement on marketing materials
- Meet the Honorees Private Reception
- Premier Gala Seating: 2 tables (20 guests)
- LAPD Brass at table
- Full-page color ad inside-cover
- Title Sponsor company name in program book
- Preferred logo placement on Step-N-Repeat
- Prominent on-site logo signage placement
- Complimentary Valet Parking (6 passes)
- Product Placement
- Prominent placement on post-event video
- Invitation to Sponsor Appreciation Reception

## CHAMPION SPONSOR - \$15,000

(SPONSOR LIFE-CHANGING OPPORTUNITIES FOR 60 KIDS)

- Company logo on HPAL website
- VIP passes for HPAL's annual comedy event (4 guests)
- Prominent logo placement on all marketing materials
- Name recognition in pre-event press release
- Prominent logo placement on marketing materials
- Meet the Honorees Private Reception
- Premier Gala Seating: One table (10 guests)
- Full-page color ad back-inside cover
- Sponsor company name/logo in program book
- Preferred logo placement on Step-N-Repeat
- Prominent on-site logo signage placement
- Complimentary Valet Parking (5 passes)
- Product Placement
- Prominent placement on post-event video
- Invitation to Sponsor Appreciation Reception

## INSPIRATION SPONSOR - \$10,000

(SPONSOR LIFE-CHANGING OPPORTUNITIES FOR 40 KIDS)

- Company logo on HPAL website
- VIP passes for HPAL's annual comedy event (2 guests)
- Meet the Honorees Private Reception
- Preferred Gala Seating: One table (10 guests)
- Full-page color ad
- Sponsor company name/logo in program book
- Preferred logo placement on Step-N-Repeat
- Prominent on-site logo signage placement
- Complimentary Valet Parking (2 passes)
- Product Placement
- Prominent placement on post-event video

## SUPPORTER SPONSOR \$5,000

(SPONSOR LIFE-CHANGING OPPORTUNITIES FOR 20 KIDS)

- One table of 10 seats w/ signage
- Name recognition in program book
- Half-page color ad in program book
- Recognition in HPAL social media pages

## TRIBUTE JOURNAL ADVERTISING OPPORTUNITIES

- Inside Spread, color – 17"W x 11"H \$3,200  
Includes four (4) tickets to Awards Gala (\$600 value)
- Full-page, color ad – 8.5"W x 11"H \$1,700  
Includes two (2) tickets to Awards Gala (\$300 value)
- Full-page, BW ad - 8.5"W x 11"H \$1,200  
Includes one (1) ticket to Awards Gala (\$150 value)
- Half-page, color ad – 8.5"W x 5.5"H \$ 950
- Half-page, BW ad – 8.5"W x 5.5"H \$ 700
- Quarter-page BW - 3.5"W x 5"H \$ 500

-No bleed, PDF or JPG format, minimum 300dpi resolution  
-Ads can include logo, message, and/or promotions.

# Sponsorship Reply Form

We wish to participate at the following level:

## Event Sponsor

- Title Sponsor \$ 25,000
- Presenting Sponsor \$ 20,000
- Champion Sponsor \$ 15,000
- Inspiration Sponsor \$ 10,000
- Supporter Sponsor \$ 5,000
- Individual Tickets \$ 250 x \_\_\_\_\_ = \$ \_\_\_\_\_



**WE NEED YOU**

## Program Advertisement (\* deadline May 1, 2018)

- Inside Spread, color \$3,200
- Full-page, color ad \$1,700
- Full-page, BW ad \$1,200
- Half-page, color ad \$ 950
- Half-page, BW ad \$ 700
- Quarter-page color \$ 500

### \*Ad Specifications:

Inside Spread: 17" x 11" ---- Full-page size: 8.5" x 11" ---- Half-page size: 8.5" x 5.5" ---- Quarter-Page: 3.5" x 5"  
*No bleed, PDF or JPG format, minimum 300 dpi resolution*

Submit via email to [gala2018@lapdpal.org](mailto:gala2018@lapdpal.org) by May 1, 2018

Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (day) \_\_\_\_\_ (eve) \_\_\_\_\_

E-Mail \_\_\_\_\_

Enclosed is my check payable to Hollenbeck PAL for the amount of: \$ \_\_\_\_\_

Enclosed is my credit card order for the amount of: \$ \_\_\_\_\_

Circle one: VISA/Master Card/American Express# \_\_\_\_\_

EXP. \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return form and check (payable to Hollenbeck PAL) to:  
Hollenbeck PAL c/o 2018 PAL Awards, 126 N. St. Louis Street, Los Angeles, CA 90033  
Fed. Tax ID#: 01-0780689



# HOLLENBECK PAL

“Building the Bond between Cops and Kids”

## DID YOU KNOW?

<b>\$250</b>	vs.	<b>\$240,000</b>
annual cost for one youth in an HPAL program		annual cost to incarcerate one youth

When you sponsor 100 kids that saves the community **\$24,000,000 million** and gives a child a future.

**VOLUNTEERS:** HPAL has over 82 volunteers providing more than 6,000 service hours annually.

**POLICE OFFICERS:** Three full-time police officers assist with our HPAL Programs.

**EDUCATION:** 61.3% of the population have less than a high school education. Only 9.4% have a high school education.

**POVERTY RATE:** In Boyle Heights 30.5% of the population lives below poverty.

## WHY WE ARE HERE?


The Hollenbeck Police Activities League (HPAL) is devoted to helping youth through a unique relationship between LAPD officers and the participants. HPAL provides parents the necessary tools and support to motivate their children to stay in school, stay healthy, and stay safe while children are provided with life-changing skills in a safe environment. In addition, we offer critical mental health services through a formal partnership with the USC Suzanne Dworak-Peck School of Social Work.

Heal Community Relations Build Tomorrow's Leaders End Juvenile Delinquency Strengthen Families


## OUR SIGNATURE PAL PROGRAMS



**Get It Straight**  
Juvenile Delinquency Prevention

**Sports 4 Kids**  
Sports & Recreation




**Life Camera Action!**  
Life-Skills & Leadership




**Fit 4 Kids**  
Nutrition & Fitness Education




**Financial Literacy**  
Budgeting & Managing Finances



FOR MORE INFORMATION PLEASE VISIT  
[www.lapdhollenbeckpal.org](http://www.lapdhollenbeckpal.org)



# LAPD Hollenbeck PAL PAST SPONSORS & SUPPORTERS Join us!

*Evelyn Lasiter*

**WELLS  
FARGO**

**ESPN**



**FOREVER 21**



**ring** VIDEO DOORBELL



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COMCAST  
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**THE COMMERCE**  
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Way*

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**FARSHAD & JENY  
MELAMED**