

July 2010

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Dear GLEH Supporter:

Thank you for your consideration of sponsorship for Gay & Lesbian Elder Housing's 9<sup>th</sup> Annual Garden Party fundraiser event to be held on October 3<sup>rd</sup>, 2010.

We hope you will consider a generous sponsorship donation to support and help us to raise much needed funds in support of our low and extremely low-income LGBT elders. With your help we have been successful at addressing the need for affordable housing and providing vital on-site case management, social, recreational, nutritional and emotional support services for a vulnerable, often invisible and aging segment of our community. Please consider partnering with us on this amazing event that will not only help support our seniors, but will also provide you and your business with an opportunity for visibility and outreach to a group of potential consumers who place a similar importance and value on helping those who are most in need.

***GLEH will present its 9<sup>th</sup> Annual Garden Party fundraiser on Sunday, October 3<sup>rd</sup>, 2010 at the historic Petitfils-Boos Estate in Hancock Park - #49 on the National Registry of Historic Places.***

We have provided a list of sponsorship opportunities and the associated benefits provided as a part of your generous sponsorship. We hope you will join us for this very fun and worthwhile event.

***We need your help today to continue to provide affordable housing and life-saving social services to our low-income LGBT and HIV/AIDS residents over the age of 62 in our community.***

Please help Gay & Lesbian Elder Housing and become a Garden Party Sponsor today! Should you have any immediate questions or require additional information, please do not hesitate to contact us directly. Thank you in advance for your consideration.

We could not do what we do...without you!

Sincerely,



**Mark Supper**  
Executive Director  
msupper@gleh.org



**Rafael Cosio**  
Director of Development  
rcosio@gleh.org

## *About GLEH - Gay & Lesbian Elder Housing*

Gay & Lesbian Elder Housing is a non-profit organization whose mission is to improve the life experience of Lesbian, Gay, Bisexual & Transgender (LGBT) seniors by developing affordable housing, providing comprehensive care and ensuring through advocacy and education, a brighter future for the LGBT elder community. Open in 2007, GLEH has 104 affordable housing units and serves low and extremely low-income seniors over the age of 62. Our on-site social services, programs and activities provide immediate access to support, as well as various programs, social activities and nutritional support programs including an on-site food pantry to supplement the basic food needs of our elders.



***Triangle Square - Hollywood***<sup>®</sup>

The nation's first Affordable Housing Project for Low-Income LGBT Seniors.

## *About the 9<sup>th</sup> Annual Garden Party*

Gay & Lesbian Elder Housing's Annual Garden Party Fundraiser is a premiere event which is celebrating its 9<sup>th</sup> year and is the agency's largest annual fundraising event. Community and political leaders, prominent Hollywood celebrities and musical talent make up the over 600 guests who attend this annual fundraising event in support of GLEH.

For the 2nd year in a row, the event will take place at the historic Petitfils-Boos Estate in Hancock Park, and will be attended by Hollywood celebrities, music industry professionals, prominent business, community and political leaders from throughout Los Angeles County, the State of California and the nation. The event is held on a beautiful early Fall Sunday afternoon and is one of the year's not to be missed events. Entertainment is provided by fantastic musical acts that are sure to make this an unforgettable event!



***2010 Attendees***

Lance Bass, Adam Shankman, Dana Devon, Gilles Marini and Leeza Gibbons at the 2009 GLEH Garden Party

## *Garden Party 2010 Honorees*

Recent past honorees include such celebrity heroes, community activists and movie industry pioneers such as Sharon Gless, Leeza Gibbons and documentary film makers Carolyn Coal and Cynthia Childs. This year, we will be honoring two special and very distinguished celebrity heroes who support the low-income elder, housing, LGBT communities.



Emmy + Golden Globe winning actor Sharon Gless accepting the Triangle Square Pioneer Award from Robert Gant at GLEH's 8<sup>th</sup> Annual Garden Party in 2009.

***Funds raised support the provision of affordable housing and social services for vulnerable low-income seniors.***

As an affordable housing and social service provider, GLEH serves low-income seniors aged 62 years of age and older so they can enjoy a safe, permanent and affordable place to live, along with on-site services addressing the unique needs of a LARGELY invisible population of seniors.

100% of the funds raised through your generous sponsorship dollars go to provide DIRECT care, nutritional programs and availability of affordable housing units for low-income seniors who would otherwise have limited options to ensure their safety, health and well-being.

Programs such as an on-site food pantry, physical health and recreation classes, nutritional programs, care management and a buddy program are part of the unique services provided by GLEH.



GLEH Residents participate in Senior Nutritional Programs with Hollywood Farmers Market Staff

***Promote your business, organization and show your support for a growing segment of our community in need.***

GLEH offers a variety of promotional and sponsorship opportunities to allow your business and organization visibility on a variety of levels, while showing your support for those served by GLEH. Enclosed you will find the Sponsorship Benefits Chart that will help you determine the most appropriate sponsorship level for your business, organization or as an individual, couple or family. The publicity generated by last year's Garden Party was record setting and sets the stage for an even greater event this year. Reserve your sponsorship level today to ensure the maximum exposure, visibility, marketing opportunity and promotion of your business, organization or as a generous charitable family or individual effort.



**Silk Trading Company Bags**  
Examples of Garden Party Gift Bag  
Sponsorship Branding Opportunity

*We hope you will join us in our commitment to continue to provide affordable housing and vital support services to those low-income seniors served by GLEH.*

*Please feel free to contact us with questions, as we are happy to work with you and your budget to customize a sponsorship package that meets your promotional needs while supporting our ongoing fundraising efforts.*



**Sponsor Banners**  
Day of Event Banners list  
Sponsors throughout event

***Please contact Rafael Cosio at (323) 957-7200 or email: [gardenparty@gleh.org](mailto:gardenparty@gleh.org)***

P.S. – Please feel free to visit [www.gleh.org](http://www.gleh.org) where you may see some of the vibrant and festive images of last year's event in our NEWS section under Photo Galleries. You will not want to miss this incredible sponsorship and promotional opportunity. Remember, your support helps some of the most vulnerable low-income seniors in Los Angeles County to enjoy a safe, permanent, affordable place to live with unduplicated support services!

	PRESS, MEDIA & PRINT ADVERTISING	WEBSITE & ELECTRONIC COMMUNICATIONS	DAY OF EVENT VISIBILITY	GIFT BAG BENEFITS	ADDITIONAL BENEFITS
<b>TITLE</b> <b>Premier Sponsor</b> <b>\$25,000 +</b>	<ul style="list-style-type: none"> <li>Acknowledgement in press releases</li> <li>Logo embedded in all print advertisements</li> </ul>	<ul style="list-style-type: none"> <li>Logo on electronic communications (e-blasts)</li> <li>Featured sponsor of week</li> <li>Scrolling logo on event web page</li> <li>Logo with link on electronic communications &amp; web sponsor page</li> </ul>	<ul style="list-style-type: none"> <li>Prominent logo display on step &amp; repeat day of event banner</li> <li>Prominent display on day of event outdoor banner at venue</li> </ul>	<ul style="list-style-type: none"> <li>Prominent logo placed on gift bags for day of event</li> <li>Insert or promo product placement in gift bags</li> </ul>	<ul style="list-style-type: none"> <li>Event stage speaking opportunity at event</li> <li>Event guest lounge naming opportunity</li> <li>Stage mention</li> <li>Logo on Garden Party 2010 letterhead</li> <li><b>25 Event Tickets (\$3,750 value)</b></li> </ul>
<b>PRESENTING</b> <b>Event Sponsor</b> <b>\$15,000 +</b>	<ul style="list-style-type: none"> <li>Acknowledgement in press releases</li> <li>Logo embedded in all print advertisements</li> </ul>	<ul style="list-style-type: none"> <li>Logo on electronic communications (e-blasts)</li> <li>Featured sponsor of the week</li> <li>Scrolling logo on event homepage</li> <li>Logo with link on electronic communications &amp; web sponsor page</li> </ul>	<ul style="list-style-type: none"> <li>Prominent logo display on step &amp; repeat day of event banner</li> <li>Prominent display on day of event outdoor banner at venue</li> </ul>	<ul style="list-style-type: none"> <li>Logo placed on gift bags for day of event</li> <li>Insert or promo product placement in gift bags</li> </ul>	<ul style="list-style-type: none"> <li>Stage Mention</li> <li>Event guest lounge naming opportunity</li> <li>Logo on Garden Party 2010 letterhead</li> <li><b>20 Event Tickets (\$3,000 value)</b></li> </ul>
<b>CORNERSTONE</b> <b>Event Sponsor</b> <b>\$10,000 +</b>	<ul style="list-style-type: none"> <li>Acknowledgement in press releases</li> <li>Logo embedded into select print advertisements</li> </ul>	<ul style="list-style-type: none"> <li>Logo on electronic communications (e-blasts)</li> <li>Featured sponsor of week</li> <li>Scrolling logo on event homepage</li> <li>Logo with link on electronic communications &amp; web sponsor page</li> </ul>	<ul style="list-style-type: none"> <li>Logo placement on step &amp; repeat day of event banner</li> <li>Word mark on day of event outdoor banner at venue</li> </ul>	<ul style="list-style-type: none"> <li>Insert or promo product placement in gift bags</li> </ul>	<ul style="list-style-type: none"> <li>Stage Mention</li> <li>Logo on Garden Party 2010 letterhead</li> <li><b>15 Event Tickets (\$2,250 value)</b></li> </ul>
<b>HUMANITARIAN</b> <b>Sponsor</b> <b>\$5,000 +</b>	<ul style="list-style-type: none"> <li>Logo embedded into select print advertisements</li> </ul>	<ul style="list-style-type: none"> <li>Scrolling logo on event homepage</li> <li>Logo with link on electronic communications &amp; sponsor webpage</li> </ul>	<ul style="list-style-type: none"> <li>Word mark on day of event outdoor banners and upright posters at venue</li> </ul>	<ul style="list-style-type: none"> <li>Print Insert and/or promo product placement in gift bags</li> </ul>	<ul style="list-style-type: none"> <li>Stage Mention</li> <li><b>12 Event Tickets (\$1,800 value)</b></li> </ul>
<b>PARTNER</b> <b>Sponsor</b> <b>\$2,500 +</b>	<ul style="list-style-type: none"> <li>Word mark on select print advertisements</li> </ul>	<ul style="list-style-type: none"> <li>Word mark with logo &amp; link on sponsor page</li> </ul>	<ul style="list-style-type: none"> <li>Word mark on day of event outdoor banners and upright posters at venue</li> </ul>	<ul style="list-style-type: none"> <li>Print insert and/or promo product placement in gift bags</li> </ul>	<ul style="list-style-type: none"> <li><b>10 Event Tickets (\$1,500 value)</b></li> </ul>
<b>SUPPORTING</b> <b>Sponsor</b> <b>\$1,500 +</b>	<ul style="list-style-type: none"> <li>Word mark on select print advertisements</li> </ul>	<ul style="list-style-type: none"> <li>Word mark on sponsor webpage</li> </ul>	<ul style="list-style-type: none"> <li>Word mark on day of event upright posters at venue</li> </ul>	<ul style="list-style-type: none"> <li>Print insert and/or promo product placement in gift bags</li> </ul>	<ul style="list-style-type: none"> <li><b>6 Event Tickets (\$900 value)</b></li> </ul>
<b>DEVELOPER</b> <b>Sponsor</b> <b>\$600 +</b>	<ul style="list-style-type: none"> <li>Word mark on select print advertisement</li> </ul>	<ul style="list-style-type: none"> <li>Word mark on sponsor webpage</li> </ul>	<ul style="list-style-type: none"> <li>Word mark on day of event upright posters at venue</li> </ul>	<ul style="list-style-type: none"> <li>Promo product placement in gift bags</li> </ul>	<ul style="list-style-type: none"> <li><b>4 Event Tickets (\$600 value)</b></li> </ul>

# Ticket & Sponsorship Form

## Contact Information

FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_  
 TITLE: \_\_\_\_\_ COMPANY: \_\_\_\_\_  
 STREET ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 EMAIL ADDRESS: \_\_\_\_\_ ☐ Please add my name to the GLEH email list  
 HOME PHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_ WORK PHONE: \_\_\_\_\_

## Purchase Individual Tickets

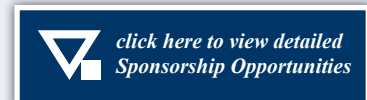
*Please check one*

- ☐ EARLY BIRD TICKETS - \$125 THRU AUGUST 31 - NUMBER OF TICKETS \_\_\_\_\_ X \$125 = \_\_\_\_\_  
☐ INDIVIDUAL TICKETS - \$150 AFTER AUGUST 31 - NUMBER OF TICKETS \_\_\_\_\_ X \$150 = \_\_\_\_\_

## Sponsor The 9<sup>th</sup> Annual Garden Party

*Please check one*

- ☐ TITLE PREMIER SPONSOR - \$25,000 + (INCL. 25 EVENT TICKETS)  
☐ PRESENTING EVENT SPONSOR - \$15,000 + (INCL. 20 EVENT TICKETS)  
☐ CORNERSTONE EVENT SPONSOR - \$10,000 + (INCL. 15 EVENT TICKETS)  
☐ HUMANITARIAN EVENT SPONSOR - \$5,000 + (INCL. 12 EVENT TICKETS)  
☐ FINANCIER EVENT SPONSOR - \$2,500 + (INCL. 10 EVENT TICKETS)  
☐ SUPPORTING EVENT SPONSOR - \$1,500 + (INCL. 6 EVENT TICKETS)  
☐ DEVELOPER EVENT SPONSOR - \$600 + (INCL. 4 EVENT TICKETS)



## Billing Information - please check one

- ☐ ENCLOSED IS A CHECK MADE PAYABLE TO **GAY & LESBIAN ELDER HOUSING** FOR \$ \_\_\_\_\_  
☐ PLEASE CHARGE MY/OUR: ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER IN THE AMOUNT OF \$ \_\_\_\_\_

NAME AS IT APPEARS ON CREDIT CARD: \_\_\_\_\_  
 BILLING STREET ADDRESS: \_\_\_\_\_  
 BILLING CITY: \_\_\_\_\_ BILLING STATE: \_\_\_\_\_ BILLING ZIP: \_\_\_\_\_  
 CREDIT CARD NUMBER: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

YOU MAY FAX THIS FORM TO (323) 957-3313 | EMAIL IT TO: GARDENPARTY@GLEH.ORG  
 MAIL IT TO: GAY & LESBIAN ELDER HOUSING, 1602 NORTH IVAR AVENUE, SUITE A, HOLLYWOOD, CA 90028  
 FOR ADDITIONAL INFORMATION, PLEASE CALL: (323) 957-7200