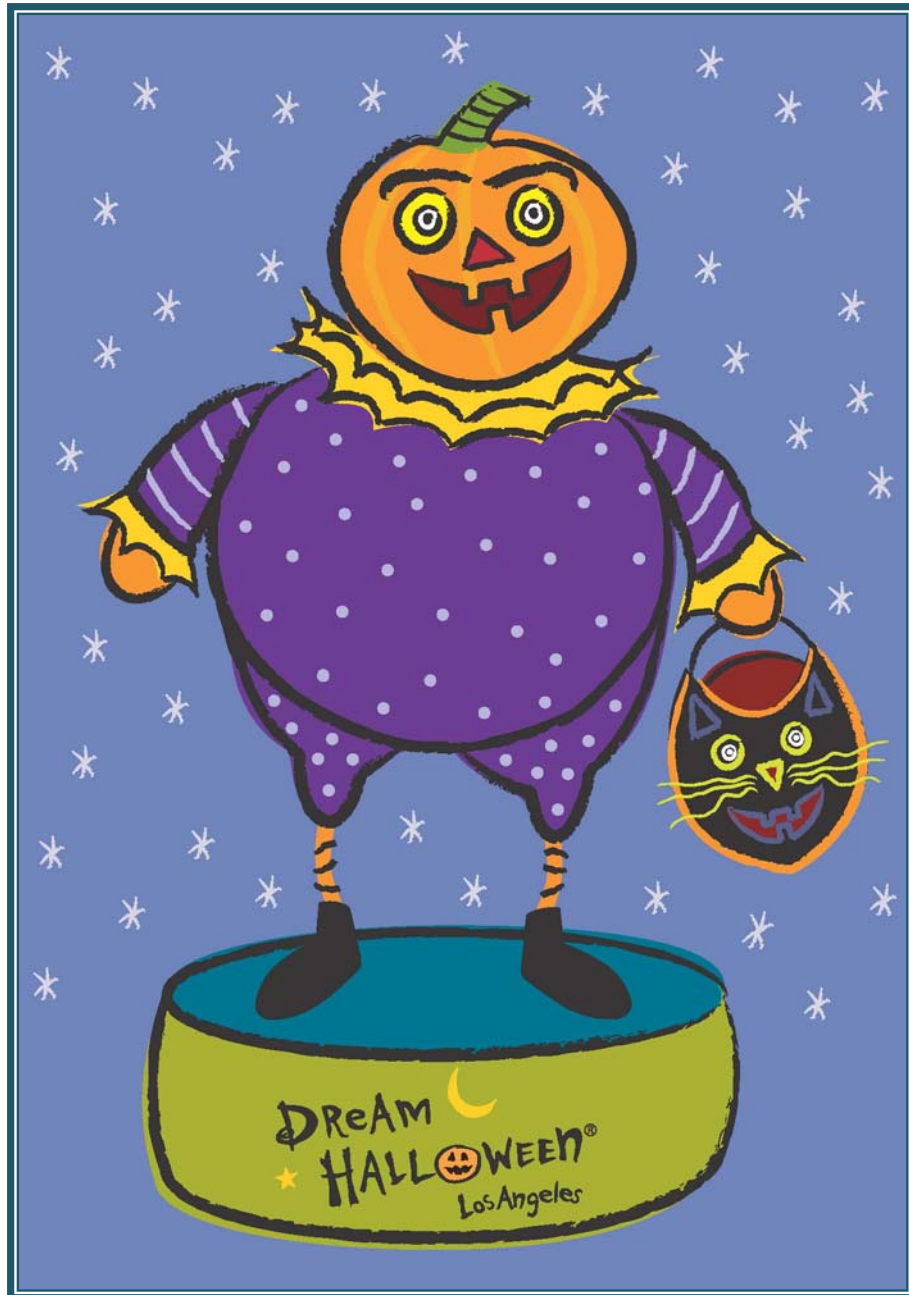


The 18th Annual



Saturday, October 29, 2011

5:00pm – 8:00pm

Barker Hangar – 3021 Airport Avenue, Santa Monica, CA

Benefiting the Children Affected by AIDS Foundation



Founding & Presenting Sponsor



Founding & Presenting Sponsor



June 16, 2011

Dear Friends:

Since 1994, the Children Affected by AIDS Foundation (CAAF) has proudly produced our Dream Halloween® event in Los Angeles. This single event has raised nearly \$16 million dollars for children affected by HIV and AIDS.

In the thirty years since the AIDS pandemic began, more than 30 million people have lost their lives, including more than 615,000 in the United States, and it continues to be the most devastating disease of our time. An estimated 16.6 million children have lost one or both parents to AIDS, but only a fraction of those are getting help. HIV/AIDS is redefining the childhoods of more than three million children who are currently living with AIDS.

As the head of UNICEF stated earlier this month, "These children have already experienced the tragedy of losing a parent or a loved one to AIDS - only to be subjected to stigma, discrimination and exclusion from school and social services. To help these children reach their full potential, we urgently need to invest in programs that fight poverty and stigma, and address the special needs of HIV-affected families."

With this in mind, we ask that you take a look at the sponsorship opportunities for our 18th Annual Dream Halloween Los Angeles and help us to fund the critical programs that assist vulnerable children affected by HIV/AIDS. Every day, an estimated 7,000 new cases of people infected with the AIDS virus are reported, and 1,000 of those cases are children. With your help, CAAF can help improve the lives of those children whose lives are forever affected by HIV/AIDS.

Please join us for an amazing evening and help us continue to provide for the needs of children so they can have happy and healthy lives filled with hope.

Sincerely,

Joe Cristina
Founder & Board Chair



www.caaf.org

Making a difference in the lives of children affected by AIDS



Executive Producer

Joe Cristina

Event Host

Jamie Lee Curtis

Honorary Event Vice-Chair

Doris Roberts

Executive Advisory Board

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Matthew C. Bousquette

Ellen L. Brothers

John Wm. (Jack) Butler, Jr.

Jamie Lee Curtis

John Demsey

Kevin Farr

Neil Friedman

James Gandolfini

Marcy Gandolfini

Melina Kanakaredes

Tim Kilpin

Bob Mackie

Marlee Matlin

Doris Roberts

Jerry Storch

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Partner, Vaughn Cohen

Norm Wogan

Temple Home



When: Saturday, October 29, 2011 (5:00pm – 8:00pm)

Where: Barker Hangar – 3021 Airport Avenue
Santa Monica, CA

What: Los Angeles' Premiere Halloween Event for Families! Featuring a fantasy-come-true "Trick-or-Treat Lane" with fabulous costume characters, amazing treats for kids, arts & crafts activities, face painting, sponsor reception, gourmet food from Los Angeles' finest restaurants, stage shows, live and silent auctions, celebrity sightings and other fabulous surprises!

Celebrities make an entrance, as Dream Halloween begins on the Red Carpet.



Who: More than 2,000 guests and corporate sponsors including 1,000 children and celebrities.



*Arts
and
Crafts
for
All*



Why: To raise vital funds for the day-to-day needs of children infected with HIV & affected by HIV/AIDS.



Jaime Lee Curtis: "To prevail over AIDS, I believe we must all join together and reach out to those in need – especially children. That's why I support the Children Affected by AIDS Foundation."

DREAM HALLOWEEN[®] Los Angeles

Photo Opportunities with Barbie



Face Painting by Artists from MAC Cosmetics



Stage Entertainment, Celebrities on Stage, and One-of-a-Kind Mattel Celebrity Doll



Silent Auction and Food & Beverages, thanks to our In-kind Donors



None of this would be possible without the support of our amazing group of Volunteers



SPONSORSHIP OPPORTUNITIES

Premiere Sponsor - \$75,000

- 22 Adult Sponsor and 22 Children Tickets
- 11 Valet Parking Passes
- Sponsor admission for 22 deserving children
- Invitation to enjoy event activities during private Sponsor hour beginning at 4:00 pm & access to special Sponsor section all night

- Large logo recognition within the venue. Logo on/in all printed materials
- Platinum level: 30-second slide in the Electronic Tribute Journal
- Logo to be listed on CAAF website with link back to company

Angel Sponsor - \$50,000

- 16 Adult Sponsor and 16 Children Tickets
- 8 Valet Parking Passes
- Sponsor admission for 16 deserving children
- Invitation to enjoy event activities during private Sponsor hour beginning at 4:00 pm & access to special Sponsor section all night

- Large logo recognition within the venue. Logo on/in all printed materials
- Platinum Level: 30-second slide in the Electronic Tribute Journal
- Logo to be listed on CAAF website with link back to company

Benefactor Sponsor - \$25,000

- 12 Adult Sponsor and 12 Children Tickets
- 6 Valet Parking Passes
- Sponsor admission for 12 deserving children
- Invitation to enjoy event activities during private Sponsor hour beginning at 4:00 pm & access to special Sponsor section all night

- Medium logo recognition within the venue. Logo on/in all printed materials
- Platinum Level: 30-second slide in the Electronic Tribute Journal
- Logo to be listed on CAAF website with link back to company

Hero Sponsor - \$15,000

- 10 Adult Sponsor and 10 Children Tickets/5 Valet Parking Passes
- Sponsor admission for 10 deserving children
- Invitation to enjoy event activities during private Sponsor hour beginning at 4:00 pm & access to special Sponsor section all night

- Medium logo recognition within the venue. Logo on/in all printed materials
- Platinum Level: 30-second slide in the Electronic Tribute Journal
- Logo to be listed on CAAF website with link back to company

Patron Sponsor - \$10,000

- 8 Adult Sponsor and 8 Children Tickets/4 Valet Parking Passes
- Sponsor admission for 8 deserving children
- Invitation to enjoy event activities during private Sponsor hour beginning at 4:00 pm & access to special Sponsor section all night

- Small logo recognition within the venue. Logo on/in all printed materials
- Platinum Level: 30-second slide in the Electronic Tribute Journal
- Name to be listed on CAAF website

Friend Sponsor - \$5,000

- 4 Adult Sponsor and 4 Children Tickets
- 2 Valet Parking Passes
- Sponsor admission for 4 deserving children

- Sponsor name recognition within the venue. Platinum Level: 30-second slide in the Electronic Tribute Journal
- Name to be listed on CAAF website

Family Sponsor - \$2,500

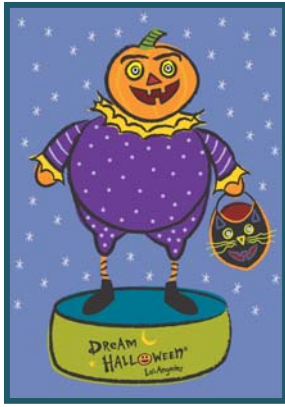
- 2 Adult Sponsor and 2 Children Tickets
- 1 Valet Parking Passes
- Sponsor admission for 2 deserving children

- Sponsor name recognition within the venue. Gold Level: 10-second slide in the Electronic Tribute Journal
- Name to be listed on CAAF website

Ribbon of Dreams Sponsor - \$1,000

- 2 Adult Sponsor Tickets
- Sponsor admission for 2 deserving children

- Silver Level: 10-second slide in the Electronic Tribute Journal
- Name to be listed on CAAF website



Dream Halloween® Los Angeles

Saturday, October 29, 2011

5:00 pm -8:00pm

Sponsorship Levels

<input type="checkbox"/> Premiere Sponsor*	\$75,000
<input type="checkbox"/> Angel Sponsor*	\$50,000
<input type="checkbox"/> Benefactor Sponsor*	\$25,000
<input type="checkbox"/> Hero Sponsor*	\$15,000
<input type="checkbox"/> Patron Sponsor*	\$10,000
<input type="checkbox"/> Friend Sponsor	\$ 5,000
<input type="checkbox"/> Family Sponsor	\$ 2,500
<input type="checkbox"/> Ribbon of Dreams	\$ 1,000

* Patron Level and above, please submit logo by September 2, 2011.

Individual Tickets (Specify number of tickets)

<input type="checkbox"/> Individual Children's Ticket- (Under 13 years old)	\$ 250
<input type="checkbox"/> Individual Adult Ticket	\$ 300
<input type="checkbox"/> I am /We are unable to attend, but wish to contribute	\$

Electronic Tribute Journal

<input type="checkbox"/> Platinum: 30-second slide hold, logo or plain text	\$ 2,500
<input type="checkbox"/> Gold: 10-second slide hold, logo or plain text	\$ 1,000
<input type="checkbox"/> Silver: 10-second slide hold, plain text	\$ 500
<input type="checkbox"/> Bronze: 5-second slide hold, plain text	\$ 250
<input type="checkbox"/> Listing: 10-second slide hold, group listing acknowledgement	\$ 100

Enclosed is my/our tax deductible check in the amount of \$

(Please make your check payable to: Children Affected by AIDS Foundation - Tax ID: 95-4448687)

Please Bill My: Visa Mastercard AMEX Discover

Account Number: _____ Exp. _____ CCV# _____

Signature: _____

Name on Card: _____ Title: _____

Company Name (if applicable) _____

Address: _____

City: _____ ST: _____ ZIP: _____

Phone: _____ Email: _____

Please visit us at www.caaf.org or call (310) 310-258-0850



SPONSORSHIP LEVELS-SUBMISSION OF LOGO FOR PROPER RECOGNITION

Sponsorship Patron level and above will receive recognition in all event printed materials. Please submit **logo for printed materials by September 2, 2011** to meet the deadline for the event invitation.

All sponsorship levels will receive on-screen ad placement and listing during each cycle of the video loop at the Dream Halloween Los Angeles event and on the Children Affected by AIDS Foundation's website tribute journal, for two weeks following the event.

Please submit logo for proper recognition, depending on the level of sponsorship.

JOURNAL SPECIFICATIONS

The deadline for journal entries is **Monday, October 10, 2011**

Suggested content is logo or name listing only.

Logos may be supplied in the following formats: High-res JPEG file 1024 x 768 or EPS file

If submitting name and listing only, please be sure to note exact spelling and do not abbreviate any items you wish to have spelled out (i.e., Co. or Company).

Please send logos on disk or via email to:

Lauran Huff

Levy, Pazanti & Associates

9911 W. Pico Blvd., #510, Los Angeles, CA 90035

Phone: 310-201-5033 or Email: Lauran@LPAevents.com