



# LIFE ROLLS ON

## F O U N D A T I O N

### Summer 2007 Events Sponsorship Deck (as of 2/6/07)



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# The Foundation

## Mission Statement

Life Rolls On is a non-profit 501(c)3 Foundation that exists to be a grassroots resource that provided hope and is an advocate on behalf of young people whose lives have been affected by spinal cord injury (SCI). ***Life Rolls On*** Instilling in people that life with SCI does indeed roll on.

## Areas of Focus

They Will Surf Again - Outreach program that gets disabled people surfing! (program goal is to expand beyond surfing into other action sports including motocross, wakeboard, snowboarding). To date, Life Rolls On has helped several dozen 'disabled' people experience the freedom and independence of surfing despite their physical handicap. Over 300 able-bodied volunteers have made this possible.

Spinal Cord Injury Research - A portion of funds raised by Life Rolls On go directly towards research aimed at finding a cure to spinal cord injuries and related conditions that arise from such injuries. To date, Life Rolls On has contributed over \$200,000 to research programs around the country.

Motivation and Awareness - Shifting paradigms in the general public, and amongst the disabled, that life with a spinal cord injury, does indeed "Roll On." Includes nationwide motivational speaking tour. To date, over 140,000 youth have seen a live presentation from LRO Founder, Jesse Billauer.

**Your support of our summer programs will help to fulfill the mission of the organization. Thank you in advance for your consideration.**

# The Events

Life Rolls On Foundation invites you to our annual two-day extravaganza at the beautiful **Beverly Hills Hotel** and **Malibu Country Club** to raise funds and awareness for spinal cord injury research, education and related programs. Please join us and numerous stars, Hollywood celebrities, media personalities and community leaders at these special events.

## **4th Annual Night by the Ocean (Sunday, July 22)**

Program: VIP cocktail reception, silent and live auction, gift bags, gourmet dinner, live and video presentations, with entertainment provided by special guest TBA.

Emcees: 2006 Morgan Spurlock and Sal Masekela (2007 TBA)

Co-chairs: TBA

## **9th Annual Golf Tournament (Monday, July 23)**

36 teams of golfers and celebrities hit the Malibu Country Club for an exciting round of golf. Each participant receives food, drink, and a special gift bag.



# A Star-Studded Event

## Some of the stars who have attended:

Incubus (Jose, Brandon, Mike, Ben)

Jason Mraz

Sal Masekela

Minnie Driver

Kate Earl

Amy Smart

Morgan Spurlock

Jeffrey Donovan

Ziggy Marley

Goldie Hawn

Kurt Russell

David Chokachi

Marcus Allen

Angie Everheart

Pierre-Luc Gagnon

Kelly Slater

Rob Machado

and more...

# Silent/Live Auction & Gift Bags

## Silent Auction

- 80-100 'Lots' will be created by combining donated items from sponsors.
- Managed by AuctionPay software to increase efficiency of items
- **Opportunity: Donation of item(s) that can be included in silent auction. Non-cash sponsorship allows company to help raise funds for LRO without having to give monetary contribution.**

## Live Auction

- Hosted by professional live auctioneers Jewels Eubanks and Chris Cotone
- Ten (+/-) unique "experiences" will be auctioned
- 2006 proceeds from Live Auction more than \$82,000 (*\$129,000 combined with Silent and Appeal*)
- **Opportunity: Donation of one-of-a-kind item, or intangible "experience," something that money cannot buy.**

**Sample Silent and Live Auction examples can be found at [www.liferollson.org/auction](http://www.liferollson.org/auction)**

## Gift Bags

- Gift Bags will be given to attendees and volunteers for both events. Great opportunity for brand exposure to a diverse demographic.
- 550 Gift Bags for NBTO event
- 200 Gift Bags for Golf Tournament
- **Opportunity: Depending on the product, items will be put in NBTO or Golf Tournament gift bag. Must be able to contribute specified number of items.**

# US Open of Surfing Booth & Expression Session (\$15,000)

- Sponsor will receive name/logo identification on the presentation check that is presented after the Expression Session. To be presented on main stage of US Open of Surfing
- Sponsor will receive mention in all Press Releases that are sent out that are related to the Expression Session
- Sponsor will receive name/logo identification on the rash guards/heat-jerseys that are worn by the athletes that participate in the Expression Session
- Sponsor will receive a minimum of two (2) mentions/drops on the PA system during the thirty-minute Expression Session, as thanks for being a supporter of Life Rolls On
- Sponsor will have the rights to hang one (1) banner at the LRO booth during the US Open of Surfing, sponsor will have right to product placement in LRO booth (for LRO Volunteers)
- Sponsor will have promotional rights with LRO for up to one (1) year. Promotion must be approved in advance by LRO
- One (1) guest of Sponsor; (Executive, etc.) will receive the opportunity to participate/surf during the Expression Session with Jesse Billauer and world professional surfers. Can be used as reward to sponsor employees or at the discretion of sponsor. This item alone auctioned off in 2006 for \$1500.

# They Will Surf Again (\$12,000)

- Sponsor will receive the rights to hang two (2) banners at all TWSA events scheduled for 2007-08\*
- Sponsor will receive mention in all Press Releases that are sent out for TWSA related events
- Sponsor will receive logo placement in all e-mail blasts that are sent out for TWSA related events
- Sponsor will have right to support TWSA events with product contributions/product placement

\* Event Schedule TBA

# Both US Open of Surfing & TWSA (\$22,000)

- Sponsor will have rights to all items listed on previous page for US Open of Surfing sponsorship
- Slot
- Sponsor will have rights to all items listed on previous page for TWSA Program sponsorship
- Sponsor will receive name and logo identification as being the presenting sponsor of TWSA on the TWSA homepage of the Life Rolls On website, [www.liferollson.org/twsa](http://www.liferollson.org/twsa)
- Sponsor will have right to provide product at both US Open of Surfing (for Life Rolls On volunteers) and all TWSA events to support event participants
- Four seats at Night by the Ocean (NBTO) including four tickets to the VIP Cocktail Reception & four Premium NBTO Gift Bags
- Sponsor will have the rights to place product/coupons in 550 NBTO Gift Bags and 2000 Golf Tournament gift bags
- One one-half page advertisement in the Night by the Ocean event program.
- One foursome (4 Entries) for Golf Tournament; along with one hole sponsorship; including four premium golf tournament gift bags, lunches and dinners.
- Product placement at Golf Tournament; including activation tent where samples can be distributed to all (150) participants
- Total Sponsorship Combined Value: \$35,000 +

# Umbrella Sponsorship (\$50,000)

- Branding as the Umbrella Sponsor of the Night by the Ocean & Golf Tournament
- Company logo on all event invitations, website, PR materials, advertisements, printed materials and signage.
- One year exclusivity for brand against companies in same space.
- On-site product visibility/sampling at both events
- 4 VIP tables (40 seats) at Night by the Ocean
- 40 tickets to the VIP Cocktail Reception including photo shoot with celebrity athletes
- 40 Premium NBTO Gift Bags
- 2 full-page advertisements (inside front cover and back cover location) in the Night by the Ocean event program.
- Logo identification on sleeve of golf tournament polo shirt and golf tournament t-shirt.
- Recognition in the live video presentation at the Night by the Ocean gala
- Opportunity to have company specific Live Auction item
- Four foursomes (16 Entries) for Golf Tournament; along with two hole sponsorships, signage on every hole and at reception area.
- 16 premium golf tournament gift bags, lunches and dinners.
- Additional specifics can be discussed with Life Rolls On representative (includes personal appearances and speaking engagements by LRO Founder Jesse Billauer)

# Presenting/Diamond Package (\$25,000)

- Branding as the Diamond Presenting Sponsor of Night by the Ocean and Golf Tournament
- Company logo on all event invitations, advertisements, printed materials and signage relating to the sponsored event
- On-site product visibility/sampling at the sponsored event
- 3 tables (30 seats) with preferred seating at the Night by the Ocean Dinner; 30 NBTO Gift Bags
- 30 tickets to the VIP Cocktail Reception including photo shoot with celebrity athletes
- 1 full-page advertisement in the Night by the Ocean dinner program
- Three foursomes (12 entries) at the Golf Tournament; 12 premium golf gift bags, lunches and dinners.
- 1 Hole sponsorship at Golf Tournament; signage at all 18 holes. Company logo on golf t-shirt.
- Additional specifics can be discussed with Life Rolls On representative (includes personal appearances and speaking engagements by LRO Founder Jesse Billauer)



# More Dual Event Sponsorships

## **PLATINUM PACKAGE - \$10,000**

- Two tables (20 seats) with preferred seating at the Night by the Ocean & 20 premium NBTO Gift Bags
- An athlete or celebrity at your table (if desired)
- 20 tickets to the VIP cocktail reception
- 1 full-page ad in the event program; Table signage with your logo
- Three foursomes (12 entries) at the Golf Tournament; 12 premium golf gift bags, lunches and dinners.
- 1 Hole sponsorship at Golf Tournament; signage at all 18 holes. Company logo on Golf T-Shirt.
- Additional specifics can be discussed with Life Rolls On representative (includes personal appearances and speaking engagements by LRO Founder Jesse Billauer)

## **GOLD PACKAGE - \$6,000**

- 1 table (10 seats) with preferred seating at the Night by the Ocean dinner & Ten premium NBTO Gift Bags
- An athlete or celebrity at your table (if desired)
- 10 tickets to the VIP cocktail reception
- 1 half-page ad in the event program; Table signage with your logo
- Two Foursomes (8 Entries) for Golf Tournament; Eight premium golf Gift Bags; Company logo on Golf T-Shirt
- Additional specifics can be discussed with Life Rolls On representative (includes personal appearances and speaking engagements by LRO Founder Jesse Billauer)



# Dual Event Sponsorships

## **SILVER PACKAGE - \$4,000**

- 1 table (10 seats) with preferred seating at the Night by the Ocean dinner; Ten premium NBTO Gift Bags
- 1 Foursome (4 Entries) for Golf Tournament; Four premium golf Gift Bags
- 1 half-page ad in the event program
- Company Name listed on Golf T-Shirt

## **BRONZE PACKAGE - \$2,500**

- Four seats with preferred seating at the Night by the Ocean dinner; Four premium NBTO gift bags
- 1 Foursome (4 Entries) for Golf Tournament; Four premium golf Gift Bags
- 1 quarter-page ad in the event program

## **GENERAL ADMISSION TABLE PACKAGE (10 Entries) - \$2,500**

## **COUPLES PACKAGE (2 Entries) - \$500**

## **INDIVIDUAL TICKET - \$250**



# Golf Event Sponsorships

## **GOLF FOURSOME - \$1,200**

- One foursome (4 entries) for Golf Tournament
- Premium gift bag for each golfer and team photo
- Complimentary participation in on-course contests
- Lunch and Dinner for all participants

## **INDIVIDUAL GOLFER - \$350**

- One entry for Golf Tournament
- Premium Gift Bag; Lunch and Dinner

## **HOLE SPONSORSHIP - \$1,000**

- Your company's logo on a tee sign and name recognition on [www.liferollson.org](http://www.liferollson.org)
- Opportunity to display products or information at your hole (in your own pop-up tent if desired)
- Two Invitations to event reception



