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Dear Friends:

RE: YOUR SPONSORSHIP OF THE 6th GREAT WINE FESTIVAL on May 21, 2016

Please join the Legal Aid Society of Orange County (LASOC) for the **6th annual Great Wine Festival on Saturday, May 21, 2016, from 1:00 p.m. to 5:00 p.m. at the Orange County Great Park in Irvine, California**, within the historic Hanger 244. **VIP Advance Admission will take place from 1:00 p.m. to 2:00 p.m., followed by General Admission from 2:00 p.m. to 5:00 p.m.** The Great Wine Festival will feature exceptional wine, beer and spirits, delectable culinary creations from local restaurants, live entertainment, and additional fundraising opportunities.

The Great Wine Festival will raise funds to benefit LASOC, a 501(c)(3) non-profit organization which has served the community since 1958. The mission of LASOC is to provide civil legal services to low-income individuals and seniors and to promote equal access to the justice system. LASOC prioritizes cases in which legal assistance supports the integrity, safety and well-being of the family, preserves the home, maintains family economic stability, sustains the safety, stability, and health of the family including cases involving domestic violence, and cases involving populations with special vulnerabilities who are less capable of representing themselves. LASOC provides a full range of civil legal services to Orange County and Los Angeles County including, but not limited to, domestic violence and family law issues, health, veterans and government benefits, housing and landlord-tenant issues, consumer and foreclosure issues, immigration issues, tax issues, and Small Claims advice.

As a sponsor of the Great Wine Festival, your company will be highlighted in pre-event marketing as well as throughout the event. LASOC offers many levels of sponsorship, each of which is an excellent opportunity for your company to increase its presence in the community while treating clients, employees and friends to a special evening of food, wine, entertainment and networking. With this letter, we have attached information about the Benefits of Sponsorship, a Response Form, and details regarding your tax-deductible donation.

We expect more than **1,000 people** in attendance at the Great Wine Festival, which will feature local restaurants serving fine cuisine and entertainment. The demographics of the audience are excellent – food and wine aficionados, business and community leaders, professionals, law firms, solo practitioners, dignitaries, media, and bloggers throughout Orange County.

Please take some time to review the attached information and consider how you would like to be involved in this unique opportunity. Join us today to become part of LASOC programs.

On behalf of LASOC and the Board of Directors,



Robert J. Cohen
LASOC Executive Director



6th Annual Great Wine Festival Sponsorship RSVP



Sponsorship Opportunities

Presenting	\$20,000
Goliath	\$15,000
Sovereign	\$10,000
Imperial	\$7,500
Double Magnum	\$5,000
Magnum	\$3,500
Standard	\$2,000

Underwriting and in-kind Sponsorships

Wine Glass Sponsor	\$5,000
Party Rentals Sponsor	\$5,000
VIP Reception Sponsor	\$5,000
Printing Sponsor	\$3,000
Gift Bag Sponsor	\$2,000
Ice Sponsor	\$1,000
Water Sponsor	\$1,000
Centerpiece Sponsor	\$1,000
Photography Sponsor	\$1,000
Entertainment Sponsor	\$1,000
Ticket Sponsor	\$750
Golf Cart Sponsor	\$500

Benefitting the
Legal Aid Society of Orange County

Saturday, May 21, 2016
VIP Advance Admission 1:00 p.m. - 2:00 p.m.
General Admission 2:00 p.m. - 5:00 p.m.

Logos due to events@legal-aid.com
by **April 22, 2016**

For the latest updates, go to
GREATWINEFESTIVAL.com

Thank you for your support

Contact Iris Ma at (714) 571-5220 with any questions.

Great Wine Festival Sponsorship Reservation Form

Mail this Reservation Form with your check payable to
Legal Aid Society of Orange County no later than
April 22, 2016 to:

Attn: Iris Ma
Legal Aid Society of Orange County
2101 North Tustin Ave., Santa Ana, CA 92705

Ph: (714) 571-5220 Fax: (714) 571-5270
LASOC Tax ID#: 95-1994337

Contact Name	
Company Sponsor	
Address	
City, State, Zip	
Phone	
Fax	
Email	

Payment Method

- Enclosed is my check for \$_____
- Please charge \$_____ to my:
- Visa American Express Mastercard Discover

Card Number	
Exp. Date	
Name on Card (Print)	
CVV:	
Authorized Signature	

Sponsorship or Underwriting Level	
Sponsorship or Underwriting Amount (\$)	
I would like to support LASOC with a cash donation (\$)	
TOTAL AMOUNT (\$)	

FOR INTERNAL USE ONLY

Date Rec'd: _____ Check Number: _____
Date: _____ Amt: _____ Initials: _____
Date Delivered to Accounting: _____
Referred by: _____

6th Annual Great Wine Festival

Fact Sheet



We invite you and your company to be part of the growing success of the Great Wine Festival, a signature annual event in Orange County. As a sponsor of the Great Wine Festival, your organization will be highlighted in pre-event marketing and throughout the event.

When:

- Event Date: Saturday, May 21, 2016
- VIP Advance Admission: 1:00 p.m. – 2:00 p.m. | General Admission: 2:00 p.m. – 5:00 p.m.
- Potential Marketing Opportunities: From beginning date of agreement to Event Date

Where:

- The Orange County Great Park, Hangar 244, Irvine, California

What:

- Sponsorship, donor and volunteer opportunities with LASOC
- Wine tasting from notable vineyards in California and beyond
- Culinary sampling from Orange County's finest restaurants
- Music and Entertainment
- Networking

Who:

- Food, wine, spirits, and beer aficionados
- Dignitaries, elected officials, and their representatives
- Business and community leaders in Orange County and surrounding cities
- Professionals & the legal community in Orange County, California
- Major law firms, medium-sized firms, solo practitioners, and staff
- Various media & lifestyle bloggers
- Household income – avg. \$150,000+
- Age – 30 yr.+

Why/What's in it for you:

- Support access to justice and the provision of free legal services to the community
- Opportunity to market your service/s or product/s to an audience with mid- to upper level incomes
- Admission to the Great Wine Festival for your clients, associates, friends and family (for Event Sponsors)
- Promotion in pre-event marketing collateral, press releases, website, and promos
- Advertising in event program book
- Recognition at the event
- On-site signage and table space (for wine/beer/spirits donors)
- On-site signage (for food donors)
- Tax Deductible donation to LASOC, Tax ID#: 95-1994337

How/Ideas for promotion:

- Product Samplings
- Database development (sign-ups for e-mails)
- Promotions and coupons for future use
- Incentives

Join us today.

To discuss how you can become a sponsor, donor or volunteer, call Iris Ma at (714) 571-5220.

6th Annual Great Wine Festival

Benefits of Sponsorship (1 of 2)



Presenting Sponsor - \$20,000 – ONE EXCLUSIVE OPPORTUNITY ONLY

100 VIP tickets

- First Right of Refusal to present the 2017 Great Wine Festival
- Presenting Sponsor name/logo etched on all official event wine glasses (1,000+)
- Featured logo with link and recognition on Great Wine Festival website
- Featured on LASOC website with link as the Presenting Sponsor
- Banner recognition as Presenting Sponsor at event
- Name/logo listed on pre-event marketing collateral
- Name/logo mentioned and linked in all e-mail and social media campaigns
- Name/logo listed in all ticketing promotions
- Recognition on e-blasts and e-Newsletters
- Inclusion of name/logo and status as Presenting Sponsor listed in press releases
- Featured on electronic Save the Date (Distribution; 6,000)
- Featured on invitations (Distribution: 5,000)
- Featured on event signage
- Featured as Presenting Sponsor in event program

Goliath Sponsor - \$15,000

75 VIP tickets

- Name/logo listed on pre-event marketing collateral
- Name/logo mentioned in all e-mail and social media campaigns
- Name/logo listed in all ticketing promotions
- Banner recognition & event signage at event
- Inclusion of name/logo and status as Goliath Sponsor listed in press releases
- Logo, link, and recognition of sponsorship on GWF website
- Featured on LASOC website with link as event sponsor
- Featured as sponsor on electronic Save the Date (Distribution: 6,000)
- Featured as sponsor on invitations (Distribution: 5,000)
- Listed as Goliath Sponsor in event program

Sovereign Sponsor - \$10,000

50 VIP Tickets

- Name/logo listed on pre-event marketing collateral, e-mail & social media campaigns
- Name/logo listed in all ticketing promotions
- Banner recognition & event signage at event
- Inclusion of name/logo and status as Sovereign Sponsor listed in press releases
- Logo, link and recognition of sponsorship on Great Wine Festival website
- Featured on LASOC website with link as event sponsor
- Featured as sponsor on electronic Save the Date (Distribution: 6,000)
- Featured as sponsor on invitations (Distribution: 5,000)
- Listed as a Sovereign sponsor in event program

6th Annual Great Wine Festival

Benefits of Sponsorship (2 of 2)



Imperial Sponsor - \$7,500

35 VIP Tickets

- Name/logo listed on pre-event marketing collateral, e-mail, and social media campaigns
- Inclusion of company name and status as Imperial Sponsor in Press Releases
- Logo, link, and recognition of sponsorship on both on Great Wine Festival and LASOC websites
- Banner recognition & event signage at the event
- Listed as sponsor on electronic Save the Date (Distribution: 6,000)
- Listed as sponsor on invitations (Distribution: 5,000)
- Name listed as an Imperial Sponsor in event program

Double Magnum Sponsor - \$5,000

25 VIP Tickets

- Name/logo listed on pre-event marketing collateral, e-mail, and social media campaigns
- Logo, link and recognition of sponsorship on both Great Wine Festival and LASOC websites
- Listed as sponsor on electronic Save the Date (Distribution: 6,000)
- Listed as sponsor on invitations (Distribution: 5,000)
- Name listed as Double Magnum Sponsor in the event program
- Banner recognition at the event

Magnum Sponsor - \$3,500

15 VIP Tickets

- Name/logo listed on pre-event marketing collateral, e-mail & social media campaigns
- Logo, link, and recognition of sponsorship on Great Wine Festival website
- Listed as sponsor on electronic Save the Date (Distribution: 6,000)
- Listed as sponsor on invitations (Distribution: 5,000)
- Name listed as Magnum Sponsor in event program

Standard Sponsor - \$2,000

10 VIP Tickets

- Name listed as a Sponsor in event program
- Logo, link, and recognition of sponsorship on Great Wine Festival website

Great Wine Festival

Underwriting Opportunities



Wine Glass Sponsor

\$5,000

Recognition in event program
Recognition on wine glass

Party Rentals Sponsor (Tables, chairs & tenting)

\$5,000

Logo on signage at event
Recognition in event program

VIP Reception Sponsor

\$5,000

VIP area named after you
50 VIP tickets for your distribution
Recognition in event program

Printing Sponsor

\$3,000

Logo on signage at event
Recognition in event program

Gift Bag Sponsor

\$2,000

Recognition with the gift bag
Recognition in event program

Ice Sponsor

\$1,000

Recognition at each high top table
Recognition in event program

Water Sponsor

\$1,000

Recognition at each high top table
Recognition in event program

Centerpiece Sponsor

\$1,000

Recognition at each high top table
Recognition in event program

Photography Sponsor

\$1,000

Recognition at each high top table
Recognition in event program

Entertainment Sponsor

\$1,000

Logo on signage at event
Recognition in event program

Ticket Sponsor

\$750

5 tickets for LEAP participants, clients or non-profit employees (please specify)
Recognition at each high top table

Golf Cart Sponsor (For loading & unloading)

\$500

Recognition in event program