On March 1, 2014, the University of La Verne community will hold its annual Scholarship Gala ’14 (previously known as the President’s Dinner Gala) to celebrate and honor the Hafif Family Foundation for their generous philanthropic support to the University. Since its inception, the University’s Gala has honored exceptional leaders who have dedicated their lives to making a difference in their communities, and this year is no different. The Hafif Family Foundation, founded by Kay and Herb Hafif, has contributed substantially to support education and community organizations throughout the Inland Empire and the San Gabriel Valley. Through the leadership of their son, Foundation President Greg Hafif ’87, Esq., and of Executive Director Burnis Simon, the Foundation has been recognized twice in the past five years as the number one private foundation in Los Angeles and San Bernardino counties.

For the 2013–2014 award year, the University of La Verne awarded more than $40 million in scholarship and grant funds to dedicated and hard-working students. The generosity of the Hafif Family Foundation and your support of the Scholarship Gala help make the La Verne education a reality for our most deserving students. Sponsorships are available at a variety of levels and will be recognized, from the podium, throughout the evening on the video screens, in the tribute book and/or on the Gala website. Kindly see the Sponsorship Packages listed in this brochure for further details.

Become a Sponsor. Make a Difference. Thank you for your consideration and commitment to the outstanding students at the University of La Verne.

SPONSORSHIP OPPORTUNITIES

Table Packages

**TITLE SPONSOR $100,000**

- Tax deductible portion is $97,000
- Seated with University President
- Priority seating and private honoree reception invitation for two tables (20 tickets)
- Premium position ad (back cover) in Tribute Book
- Special acknowledgement from the podium the night of event
- Recognition in VOICE publication (60,000 circulation)
- Name and logo featured on University’s gala webpage for one year and on virtual signage throughout event

**DIAMOND SPONSOR $50,000**

- Tax deductible portion is $47,000
- Priority seating and private honoree reception invitation for two tables (20 tickets)
- Premium position ad (inside front or inside back) in Tribute Book
- Special acknowledgement from the podium the night of event
- Recognition in VOICE publication (60,000 circulation)
- Name and logo featured on University’s gala webpage for one year and on virtual signage throughout event

Sponsorship options continued on page 2...
## Sponsorship Opportunities

### Table Packages Continued

**Ruby Sponsor $25,000**
- Tax deductible portion is $23,500
- Preferred seating and private honoree reception invitation for one table (10 tickets)
- Full page, Ruby-level, 4 color ad in Tribute Book
- Special acknowledgement from the podium the night of event
- Recognition in VOICE publication (60,000 circulation)
- Name and logo featured on University’s gala webpage for one year and on virtual signage throughout event

**Emerald Sponsor $10,000**
- Tax deductible portion is $8,500
- Priority seating and private honoree reception invitation for one table (10 tickets)
- Full page, Emerald-level, 4 color ad in Tribute Book
- Recognition in VOICE publication (60,000 circulation)
- Name and logo featured on University’s gala webpage for one year and on virtual signage throughout event

**Sapphire Sponsor $5,000**
- Tax deductible portion is $3,500
- Preferred seating and private honoree reception invitation for one table (10 tickets)
- Full page, Sapphire-level, 4 color ad in Tribute Book
- Name and logo featured on University’s gala webpage for one year and on virtual signage throughout event

**Table Sponsor $3,500**
- Tax deductible portion is $2,000
- Seating for one table (10 tickets)
- Table Sponsor listing in Tribute Book
- Name and logo featured on University’s gala webpage for one year and on virtual signage throughout event

**Entertainment Sponsor $5,000**
- This gift is fully tax deductible
- Supports a share of the evening’s entertainment
- Listed in Tribute Book
- Name and logo on University’s gala webpage for one year and featured on virtual signage throughout event

**Memento Sponsor $3,000**
- This gift is fully tax deductible
- Covers the cost of special keepsake given to all guests at gala
- Listed in Tribute Book
- Name and logo on University’s gala webpage for one year and featured on virtual signage throughout event

**Photography Sponsor $1,500**
- This gift is fully tax deductible
- Covers the cost of photography for the Gala, used in promotional materials, media, and donor recognition
- Listed in Tribute Book
- Name and logo on University’s gala webpage for one year and featured on virtual signage throughout event

**Student Sponsor $350**
- This gift is fully tax deductible
- Sponsors a student scholarship recipient to attend the Gala
- Listed in Tribute Book

### Other

**Cocktail Reception Sponsor $10,000**
- This gift is fully tax deductible
- Covers the cost of hors d’oeuvres and drinks at the pre-gala cocktail reception
- Prominently listed in Tribute Book
- Name and logo on University’s gala webpage for one year and featured on virtual signage throughout event

**Dessert Reception Sponsor $10,000**
- This gift is fully tax deductible
- Covers the cost of desserts and drinks at the post-gala dessert reception
- Prominently listed in Tribute Book
- Name and logo on University’s gala webpage for one year and featured on virtual signage throughout event

**Floral Sponsor $8,000**
- This gift is fully tax deductible
- Covers the cost of decorations and centerpieces for the Gala
- Listed in Tribute Book
- Name and logo on University’s gala webpage for one year and featured on virtual signage throughout event

**Wine Sponsor $5,000**
- This gift is fully tax deductible
- Covers wine costs for the main dinner as well as pre and post gala receptions
- Listed in Tribute Book
- Name and logo on University’s gala webpage for one year and featured on virtual signage throughout event
**ARTWORK SPECIFICATIONS**

Please send your 300 dpi (high resolution) logo or image in JPEG format to Mark Vidal at mvidal@laverne.edu.

<table>
<thead>
<tr>
<th>Artwork Specifications</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page, 4 Color Ad</td>
<td>$1,250</td>
</tr>
<tr>
<td>Full Page, Black and White Ad</td>
<td>$625</td>
</tr>
<tr>
<td>Half Page, 4 Color Ad</td>
<td>$1,250</td>
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<tr>
<td>Half Page, Black and White Ad</td>
<td>$625</td>
</tr>
<tr>
<td>Quarter Page, 4 Color Ad</td>
<td>$500</td>
</tr>
<tr>
<td>Quarter Page, Black and White Ad</td>
<td>$500</td>
</tr>
</tbody>
</table>

**GALA RESPONSE Form**

**PLEASE NOTE:**

We request that all sponsorships be confirmed by February 7.

If you have any questions regarding your ad, please contact Mark Vidal at (909) 448-4646 or via email at mvidal@laverne.edu.

Please fill out this form and mail with payment to:

University of La Verne Scholarship Gala
University Advancement
1950 Third Street
La Verne, CA 91750

Name: ___________________________ Class Year: ______

Guest Name: ___________________________ Class Year: ______

Company: ________________________________

Address: ________________________________

Phone: ________________________________

Email: ________________________________

Please seat me with: ________________________________

**SPONSOR SELECTION**

Please Check All That Apply

- **TITLE** $100,000
  - Tax deductible portion is $97,000
- **DIAMOND** $50,000
  - Tax deductible portion is $47,000
- **RUBY** $25,000
  - Tax deductible portion is $23,500
- **EMERALD** $10,000
  - Tax deductible portion is $8,500
- **SAPPHIRE** $5,000
  - Tax deductible portion is $3,500
- **TABLE SPONSOR** $3,500
  - Tax deductible portion is $2,000
- **COCKTAIL RECEPTION** $10,000
  - This gift is fully tax deductible
- **DESSERT RECEPTION** $10,000
  - This gift is fully tax deductible
- **FLORAL SPONSOR** $8,000
  - This gift is fully tax deductible
- **WINE SPONSOR** $5,000
  - This gift is fully tax deductible
- **ENTERTAINMENT SPONSOR** $5,000
  - This gift is fully tax deductible
- **MEMORIAL SPONSOR** $3,000
  - This gift is fully tax deductible

University of La Verne is a nonprofit organization. Your donation, except dinner costs of $150 per ticket, is tax deductible as a charitable contribution. University of La Verne’s tax identification number is 95-1644026.

For further information please contact Jeff Rouss at (909) 448-4695 or jrouss@laverne.edu or visit [www.laverne.edu/gala14](http://www.laverne.edu/gala14).

**PAYMENT INFORMATION**

- **Check**
  - (Please make checks payable to University of La Verne, and mark “Gala” in the memo section)

- **Credit card:**
  - AMEX
  - Visa
  - Master Card
  - Discover

Card Number: ________________________________

Expiration Date: ________________________________

Name on Card: ________________________________

Authorized Signature: ________________________________

All proceeds go to University of La Verne scholarships. Thank you for your support.