



6TH ANNUAL LOS ANGELES VARIETY SHOW

October 14, 2017

to benefit the Alzheimer's Association

A sponsorship opportunity

Overview:

In 2012, Seth Rogen and Lauren Miller Rogen created Hilarity for Charity® (HFC) as a resource for the millennial generation, to help bridge the gap in understanding the landscape of Alzheimer's disease. Since its inception HFC has raised more than **\$7 million** to address this rapidly growing health crisis to help families struggling with Alzheimer's care, increase support groups nationwide and fund cutting-edge research as part of the Alzheimer's Association, the leading voluntary health organization in Alzheimer's care, support and research.

Who:

Through evenings filled with food trucks, music and comedy, the flagship Los Angeles Variety Show brings together over 1,000 of the most prominent entertainment industry leaders and celebrities. Previous themes include: Concert in the Park, House Party, Prom, James Franco's Bar Mitzvah and Halloween. Performances and appearances by Snoop Dogg, James Corden, Courtney Love, Miley Cyrus, Bruno Mars, HAIM, The Backstreet Boys, Bell Biv DeVoe, Paul Rudd, Aziz Ansari, Judd Apatow, Samuel L. Jackson, Kevin Hart, Mindy Kaling, Sarah Silverman, "Weird Al" Yankovic, and more have helped make the event a huge success, garnering more than 425 million media impressions and raising critical funds to propel HFC's mission forward.

Why:

- Alzheimer's disease is the nation's sixth-leading cause of death and one of the costliest chronic diseases to our society.
- It is the only disease among the top 10 causes of death in America that cannot be prevented, cured or even slowed.
- More than 5 million Americans are living with Alzheimer's disease – 200,000 of which are age 65 or younger.
- In 2015, 15.9 million family and friends provided 18.1 billion hours of unpaid care to those with Alzheimer's and other dementias, with an estimated economic value of \$221.3 billion.
- Unless something is done, in 2050, Alzheimer's is projected to cost more than \$1 trillion.

When:

On **Saturday, October 14, 2017**, Hilarity for Charity will entertain Los Angeles with a one-of-a-kind fundraiser at the Hollywood Palladium complete with food trucks, booze and comedic performances. We invite you to consider an HFC Variety Show sponsorship. An HFC sponsor is dedicated to showing the community its support of Hilarity for Charity's, while raising funds to for those impacted by Alzheimer's disease.

How:

As an HFC Variety Show sponsor, Hilarity for Charity will provide you, or your company, a platform for your brand to be exposed to a wide range of young Los Angeles professionals, while at the same time being associated with a worthy and important cause. You will find opportunities for involvement detailed on the following page. We would be pleased to discuss the below in greater detail and to learn your thoughts or additional suggestions pertaining to your participation.

2017 Corporate Sponsorship Opportunities

Presenting Sponsorship including:

(One Opportunity Available – Sponsorship Negotiable)

- 30 VIP seats at the Variety Show with full service.
- Exclusive recognition as Underwriting Sponsor with corporate logo on step-and-repeat banner.
- Underwriting Sponsor designation and corporate logo placement on event materials, including Hilarity for Charity website with link.
- Onstage recognition as the Underwriting Sponsor at the event, both visually (logo featured on event materials) and verbally (through integration in the show script).
- One 'thank you' tweet from Seth Rogen.
- Premium two-page advertisement in the printed program.

\$100,000 including:

- 20 VIP seats at the Variety Show with full service.
- Customizable recognition during the event.
- Logo on Hilarity for Charity website with link to company website.
- Logo and listing in event materials.
- Premium two-page advertisement in the printed program.

\$50,000 including:

- 10 prime seats at the Variety Show with full service.
- Logo on Hilarity for Charity website with link to company website.
- Logo and listing in event materials.
- Premium two-page advertisement in the printed program.

\$25,000 including:

- 10 preferred seats at the Variety Show with full service.
- Logo on Hilarity for Charity website with link to company website.
- Logo and listing in event collateral.
- Premium full-page advertisement in the printed program.

\$15,000 including:

- 10 select seats at the Variety Show with full service.
- Listing on Hilarity for Charity website.
- Listing in event collateral.
- Full-page advertisement in the printed program.

\$10,000 including:

- 10 seats at the Variety Show.
- Half-page advertisement in the printed program.

\$5,000 including:

- 6 seats at the Variety Show.
- Listing in the printed program.

HFC LA VARIETY SHOW RESPONSE FORM – OCTOBER 14, 2017

Name/Listing: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

TABLE SPONSORSHIPS

- | | | | |
|--------------------------|-------------------------------|--------------------------|----------------------------|
| <input type="checkbox"/> | \$100,000 – 20 VIP Seats | <input type="checkbox"/> | \$15,000 – 10 Select Seats |
| <input type="checkbox"/> | \$50,000 – 10 Prime Seats | <input type="checkbox"/> | \$10,000 – 10 Seats |
| <input type="checkbox"/> | \$25,000 – 10 Preferred Seats | <input type="checkbox"/> | \$5,000 – 6 Seats |

PAYMENT METHOD

- Please invoice me
- Check enclosed **(Please make payable to the Alzheimer's Association with Hilarity for Charity in the memo line)**
- Please charge my credit card: Visa MasterCard American Express

Card Number: _____

Expiration Date: _____ Security Code: _____

Name (as is appears on card): _____

Billing Address (if different from above): _____

City: _____ State: _____ Zip Code: _____

Gift will be Matched by: _____

Please return completed forms to MTA Events
HFC@MTAEvents.com

Or mail to:
MTA Events
13743 Ventura Blvd., Suite 220,
Sherman Oaks, CA 91423

Thank you for your support of Hilarity for Charity!