A NIGHT OF Hollywood Stars

Uniting To End Youth Homelessness

THE NOVO at L.A. LIVE  |  APRIL 4, 2020
On April 4th, Hollywood’s brightest stars will come together in Los Angeles, uniting in song and performance toward the mission of ending youth homelessness. We invite you to join us for a spectacular show as we celebrate the stories of Covenant House California youth and alumni … our stars.

Guaranteed to be an unforgettable evening of magical moments, our youth will capture the audience through song and “cardboard confessional.” Their talent, resilience, and drive to achieve their dreams serve as an important reminder of why A Night of Hollywood Stars is so special.

THE NIGHT WILL FEATURE:

6:00 PM  |  COCKTAIL PARTY
Featuring CHC youth entertainment, silent and SUPER silent auctions, heavy hors d’oeuvres and drinks in the beautiful Novo Theatre, located in L.A. Live, the entertainment capital of the world.

8:00 PM  |  SHOWTIME!
Enjoy a variety of performances showcasing the diverse and incredible talent of Hollywood and the CHC music program.

9:30 PM  |  CHAMPAGNE DESSERT RECEPTION
Enjoy champagne and dessert with the Hollywood stars.

Join the 600 entertainment, philanthropic, and business leaders who make a difference in the lives of homeless and trafficked youth through sponsorship and attendance.

www.covenanthousecalifornia.org/stars
Sponsorships

UNDERWRITER - $100,000
Provides 1,000 young people with a night of care at CHC
• Recognition as "Underwriter" in all event PR, print & web collateral, and social media
• Top logo placement on red carpet step & repeat
• Logo on event website until May 2020
• Logo shown during event multimedia presentation & recognized by emcee
• Most preferred seating for 30 guests
• Speaking opportunity during program
• 2 full-screen ads in digital tribute journal
• Onsite brand activation (sponsor to cover all costs)

BILLBOARD - $50,000
Provides 50 youth with educational and career services for 6 months
• Recognition as “Billboard Sponsor” in all event PR, print & web collateral, and social media
• Placement on red carpet step & repeat
• Logo on event website until May 2020
• Logo shown during event multimedia presentation
• Most preferred seating for 20 guests
• 2 full-screen ads in digital tribute journal
• Onsite brand activation (sponsor to cover all costs)
• Opportunity to sponsor one of the following event night elements:
  Silent Auction: logo on all silent auction item posters and auction website & Live Auction: logo on live auction item posters, recognition when auctioneer is introduced

SPOTLIGHT - $25,000
Covers the cost of 6 months of rent and support for 5 youth in our Supportive Apartment Program
• Recognition as “Spotlight Sponsor” in all event PR, print & web collateral
• Placement on red carpet step & repeat
• Logo shown during event multimedia presentation
• Most preferred seating for 20 guests
• 1 full-screen ad in digital tribute journal
• Onsite brand activation (sponsor to cover all costs)
• Opportunity to sponsor one of the following event night elements:
  Cocktail Reception: logo on cocktail napkins (sponsor to cover cost) and reception signage, Entertainment: logo on onstage signage, recognition when band is introduced, and Dessert Reception: logo on dessert napkin (sponsor to cover cost) and reception signage

RED CARPET - $10,000
Provides food, water, hygiene packs, and love for 1,000 young people being served by our Street Outreach Team
• Recognition as "Red Carpet Sponsor" on signage next to event red carpet
• Logo shown during event multimedia presentation
• Most preferred seating for 10 guests
• 1/2 screen ad in digital tribute journal

ENTOURAGE - $5,000
Covers the cost of 6 months of rent and support for one youth in our Supportive Apartment Program
• Logo shown during event multimedia presentation
• Preferred seating for 10 guests
• 1/4 screen ad in digital tribute journal

STAR COUPLE - $2,500
Covers the cost of critical independent living skills for a youth in our Transitional Housing Programs
• Logo shown during event multimedia presentation
• Preferred seating for 2 guests
• 1/4 screen ad in digital tribute journal

FRIEND - $500
Enables a youth to have hot and nutritious meals for 90 days
• Seating for 1

DIGITAL TRIBUTE JOURNAL OPPORTUNITIES
Full screen ad – $5,000  |  Half screen ad – $2,500
Quarter screen ad – $1,000  |  Quarter screen ad (black & white) – $500

ADDITIONAL BRANDING OPPORTUNITIES
• Sponsorship of pre-show media (up to 30 minutes of video) - $7,500
• Walk of Fame Sponsorship - $5,000
• Sponsorship of an event takeaway gift (sponsor to cover cost) - $2,500
• Logo on 1 event eblast - $2,500
• Logo on 1 social media post - $1,000

www.covenanthousecalifornia.org/stars
Covenant House California is a 501(c)3 charitable organization. Your gift is tax deductible to the extent allowed by law. Please consult with your tax advisor when determining the tax deductibility of your charitable gifts. The Fair Market Value for each seat is $344.

Please send me an invoice. I understand payment is required prior to the event.

To charge by phone, please contact Amanda Sattler at 323-461-3131, ext. 268.

Please send me an invoice. I understand payment is required prior to the event.

Please return this form to:
Covenant House California
ATTN: Amanda Sattler
1325 North Western Avenue
Hollywood, CA 90027

SPONSORSHIP SELECTION

• **UNDERWRITER**
  $100,000
  Provides 1,000 young people with a night of care at CHC

• **BILLBOARD**
  $50,000
  Provides 50 youth with educational and career services for 6 months

• **SPOTLIGHT**
  $25,000
  Covers the cost of 6 months of rent and support for 5 youth in our Supportive Housing Program (SAP)

• **RED CARPET**
  $10,000
  Provides food, water, hygiene packs, and love for 1,000 young people being served by our Street Outreach Team

• **ENTOURAGE**
  $5,000
  Covers the cost of 6 months of rent and support for one youth in our Supportive Housing Program (SAP)

• **STAR COUPLE**
  $2,500
  Covers the cost of critical independent living skills for a youth in our Transitional Housing Program

• **FRIEND**
  $500
  Enables a youth to have hot and nutritious meals for 90 days

• **TRIBUTE JOURNAL OPPORTUNITIES**
  - Full page: $5,000
  - Half page: $2,500
  - Quarter page: $1,000
  - Quarter page (b/w): $500

• **ADDITIONAL BRANDING OPPORTUNITIES**
  - Sponsorship of pre-show media - $7,500
  - Walk of Fame Sponsorship - $5,000
  - Sponsorship of an event takeaway gift - $2,500
  - Logo on 1 event eblast - $2,500
  - Logo on 1 social media post - $1,000

• **INDIVIDUAL GIFT**
  I/We cannot attend, but enclosed is a tax-deductible donation in the amount of: $ ___

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**METHOD OF PAYMENT**

- Please send me an invoice. I understand payment is required prior to the event.
- A check is enclosed. Please make checks payable to Covenant House California.
- To charge by phone, please contact Amanda Sattler at 323-461-3131, ext. 268.

- Please return this form to:
  Covenant House California
  ATTN: Amanda Sattler
  1325 North Western Avenue
  Hollywood, CA 90027

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THANK YOU

...for joining our family to support the amazing alumni and youth that call Covenant House California home.

ABOUT COVENANT HOUSE CALIFORNIA

OUR MISSION
“Covenant House California is dedicated to serving all God’s children with absolute respect and unconditional love, to help youth experiencing homelessness, and to protect and safeguard all youth in need.”

WE BELIEVE THAT NO YOUNG PERSON DESERVES TO BE HOMELESS.
That every young person in California deserves shelter, food, clothing, education... and most importantly, to be loved. And we believe that it is our responsibility, as a community, to ensure that young people are given the opportunities that they deserve to achieve their dreams.

REASON TO BELIEVE
For over 30 years, Covenant House California has been meeting the needs of homeless and trafficked youth in Los Angeles and the Bay Area. Now serving over 4,700 youth a year, CHC has served nearly 200,000 homeless youth in California.

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