



## WHEN & WHERE

Sunday, November 5, 2023

10:00 a.m. – 2:00 p.m.

Pacific Park on the Santa Monica Pier

## EVENT HIGHLIGHTS

- Carnival Games with Fabulous Mattel Toys as Prizes\*
- Celebrity Appearances and Photo Booth
- Meal Vouchers and Carnival Treats Included
- Creative Crafts and Activities in the Play it Forward Kids Activity Tent
- UCLA People-Animal Connection Therapy Dogs

*\*Tickets for carnival games and experiences sold separately. This is a cashless event; only cards will be accepted.*

## SPONSORSHIP OPPORTUNITIES

Sponsorships of \$6,000 or more provide admission tickets for UCLA Mattel Children's Hospital patient families to enjoy the event.

### LIFEGUARD SPONSOR - \$1,500

(\$1,324 is tax deductible)

- 4 VIP tickets

### WAVE SPONSOR - \$3,000

(\$2,726 is tax deductible)

- 6 VIP tickets
- 1 parking pass

### SEASHELL SPONSOR - \$6,000

(\$5,628 is tax deductible)

- 8 VIP tickets
- 2 parking passes
- Sponsorship of admission tickets for 1 patient family
- Name on thousands of event invitations\*
- Name on Party on the Pier website

### STARFISH SPONSOR - \$12,000

(\$11,300 is tax deductible)

- 15 VIP tickets
- 4 parking passes
- Sponsorship of admission tickets for 2 patient families
- All Seashell Sponsor recognition plus:
  - Banner with your organization's logo at entrance of ride or game

### BEACH CRUISER SPONSOR - \$25,000

(\$24,060 is tax deductible)

- 20 VIP tickets
- 6 parking passes
- Sponsorship of admission tickets for 3 patient families
- All Starfish Sponsor recognition plus:
  - Inclusion in all media releases

### WINDJAMMER SPONSOR - \$50,000

(\$48,140 is tax deductible)

- 40 VIP tickets
- 10 parking passes
- Sponsorship of admission tickets for 10 patient families
- All Beach Cruiser Sponsor recognition plus:
  - Prominent banner placement at entrance of ride or game

### CELEBRITY PHOTO BOOTH AREA SPONSOR - \$75,000

(\$73,090 is tax deductible)

- 40 VIP tickets
- 15 parking passes
- Sponsorship of admission tickets for 15 patient families
- All Windjammer Sponsor recognition plus:
  - Naming rights for our celebrity photo booth and autograph area

### PLAY IT FORWARD AREA SPONSOR - \$100,000

(\$97,650 is tax deductible)

- 50 VIP tickets
- 15 parking passes
- Sponsorship of admission tickets for 15 patient families
- All Windjammer Sponsor recognition plus:
  - Naming rights for dedicated child activity tent adjacent to the VIP tent
  - Logo on Party on the Pier website

### VIP AREA SPONSOR - \$100,000

(\$97,650 is tax deductible)

- 50 VIP tickets
- 15 parking passes
- Sponsorship of admission tickets for 15 patient families
- All Windjammer Sponsor recognition plus:
  - Naming rights for VIP area
  - Logo on Party on the Pier website

*\*Invitation listing for sponsorships received by July 21, 2023.*



## MAKING A DIFFERENCE

For more than twenty years, Party on the Pier has generated unrestricted funding to launch high-priority programs that benefit children being treated at UCLA Mattel Children's Hospital and around the world. Proceeds raised from this event support a wide variety of children's health initiatives, hospital programs, innovative research, and discoveries that are improving children's lives — now and into the future. The vision of the hospital's extraordinary team and the generosity of our dedicated philanthropic partners help ensure a brighter tomorrow for all children. To learn more, go to [www.uclahealth.org/mattel](http://www.uclahealth.org/mattel). Thank you for your support!

## MAJOR EVENT SPONSORS

As a Party on the Pier sponsor, you'll be in great company! We are pleased to acknowledge the generosity of the following individuals, foundations, and companies who helped make Party on the Pier 2022 an enormous success. We also want to thank those not on this list who play an important role in making this annual event possible.

### 2022 EVENT SPONSORS

#### PRESENTING SPONSOR



#### PLAY IT FORWARD AREA SPONSOR

Goldhirsh-Yellin Foundation  
In memory of Bernie and Wendy Goldhirsh

#### VIP AREA SPONSOR



#### BOARDWALK SPONSORS

Michael & Lori Milken  
Family Foundation

#### WINDJAMMER SPONSOR

NBCUniversal

#### BEACH CRUISER SPONSORS

The Change Reaction  
Dr. Neal & Beth Cutler  
HCL Technologies  
Mia & John Janick  
KPMG  
Anthony & Jeanne Pritzker  
Family Foundation  
Ellen & Richard Sandler

Iris & Michael Smith  
Wolfgang Puck Catering  
WWE

#### STARFISH SPONSORS

Katie McGrath & J.J. Abrams  
Allen & Company  
Angels 4 Austin  
Debbie & Mark Attanasio  
Bank of America  
Bari Milken Bernstein &  
Fred Bernstein  
Brynn & Ryan Efune  
Fineberg Foundation  
Todd & Jamie Hasson  
Innovation Specialties, Inc  
Interscope Geffen A&M  
Bobby & Rebecca Khorshidi  
Allen & Anita Kohl  
Charitable Foundation  
Fred & Dina Leeds  
The Littman Family  
Hillary & Lance Milken  
Nickelodeon  
Jennifer & Zev Norotsky  
Ed & Rosie Rosen  
Frank & Julia Sanchez / WLA  
Ronald McDonald House  
Stephanie & Nick Sandler  
Miriam Schaeffer  
Family Foundation  
Janet & Ray Scherr  
Nadya K. Scott

Lola & Timur Tillyaev  
UCLA Pathology &  
Laboratory Medicine  
Cari Wolk / Athena Parking

#### SEASHELL SPONSORS

Beny & Adele Alagem  
Page & Lou Adler  
Pramod & Josephine Atluri  
Glenn Bozarth  
Chase Centers  
Lisa & Jeffrey Cohen  
Danhaki Family Foundation  
Michael S. Dreyer  
Daniell & Daniel Elperin  
EY  
Jessie & Greg Ezor  
Holly Fader  
The Gardner, Lande &  
Lustig Families  
GMH Foundation  
Goldman Sachs  
The Greenspan Family  
Kinsella Weitzman Iser Kump &  
Aldisert, LLP  
Louise Linton  
Loris, Kory & Shayna Lunsford  
Longarzo Vance Klevan Freid LLP  
Alfred E. Mann Family Foundation  
MediaLink  
MUFG  
Sabina & David Nathanson  
Northwest Synergy, Inc.

Oracle  
Kelly & Abhilash Patel  
Patty & Greg Penske/Longo  
Toyota-Lexus  
RBC Capital Markets, LLC  
RMHCSC  
The Selmo Family  
Tanium  
Wells Fargo

#### 2023 PARTY ON THE PIER COMMITTEE

Amanda & Jon Alagem  
Bari Milken Bernstein  
Masha Chase  
Samantha Cutler  
Brynn & Ryan Efune  
Jessie Ezor  
Jennifer Gardner  
Jamie Hasson  
Mia Janick  
Rebecca Khorshidi  
Brooke Lande  
Loris Lunsford, *Event Co-Chair*  
Esther Manda  
Amanda & Nick Matus  
Hillary Milken, *Event Co-Chair*  
Jennifer & Zev Norotsky  
Jodi Perlman  
Stephanie Sandler  
Devon Strauss  
Emily & Justin Strauss

### ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE

For details on customized packages, please contact Leigh Dierck at  
[LDierck@mednet.ucla.edu](mailto:LDierck@mednet.ucla.edu) or (310) 569-9657.

**IT WOULD BE AN HONOR TO HAVE YOUR HELP IN MAKING THIS YEAR'S  
PARTY ON THE PIER ANOTHER HUGE SUCCESS!**

### GIVE ONLINE



64186C M-38596



# SPONSORSHIP OPPORTUNITIES

**SUNDAY, NOVEMBER 5, 2023**

**10:00 A.M. – 2:00 P.M.**

☐ **VIP AREA SPONSOR - \$100,000**

(\$97,650 is tax deductible)

☐ **PLAY IT FORWARD AREA SPONSOR - \$100,000**

(\$97,650 is tax deductible)

☐ **CELEBRITY PHOTO BOOTH AREA SPONSOR - \$75,000**

(\$73,090 is tax deductible)

☐ **WINDJAMMER SPONSOR - \$50,000**

(\$48,140 tax deductible)

☐ **BEACH CRUISER SPONSOR - \$25,000**

(\$24,060 is tax deductible)

☐ **STARFISH SPONSOR - \$12,000**

(\$11,300 is tax deductible)

☐ **SEASHELL SPONSOR - \$6,000**

(\$5,628 is tax deductible)

☐ **WAVE SPONSOR - \$3,000**

(\$2,726 is tax deductible)

☐ **LIFEGUARD SPONSOR - \$1,500**

(\$1,324 is tax deductible)

☐ I/We are unable to attend, but please donate all of the admission tickets from my sponsorship package to UCLA Mattel Children's Hospital patient families. (Sponsorship package becomes 100 percent tax deductible upon donation of all admission tickets.)

☐ I/We are unable to attend, but please accept this donation to The UCLA Foundation in support of UCLA Mattel Children's Hospital

\$ \_\_\_\_\_

*All sponsorships will be recognized as described in the sponsorship flyer.*

## SPONSOR CONTACT INFORMATION

Name \_\_\_\_\_

☐ Mr. ☐ Ms. ☐ Mrs. ☐ Dr. ☐ Other \_\_\_\_\_

Home Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City, State ZIP \_\_\_\_\_

Home Phone \_\_\_\_\_

Home Email \_\_\_\_\_

Preferred Address: ☐ Home ☐ Business

☐ This is a joint gift. Spouse/Partner name \_\_\_\_\_

☐ Please list my/our name(s) as \_\_\_\_\_

☐ Please do not list my/our name(s) on Party on the Pier materials ☐ Accept my/our donation as an anonymous gift

Company Name \_\_\_\_\_

Position/Title \_\_\_\_\_

Company Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City, State ZIP \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Email \_\_\_\_\_

Preferred Email: ☐ Home ☐ Business

*(form continues on reverse)*

## PAYMENT INFORMATION

☐ Check: Make check payable to **The UCLA Foundation**

☐ Credit Card: ☐ VISA ☐ Mastercard ☐ American Express ☐ Discover

Name on Card (print) \_\_\_\_\_ Amount to be Charged: \$ \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date (mm/yy) \_\_\_\_\_

☐ In addition to my/our personal gift, I/we have enclosed a matching gift form.

I/We are interested in ☐ a tour of the Hospital ☐ learning about your research projects and/or programs

Donor advised funds (e.g., Fidelity gift fund) and corporate matching platforms (e.g., Benevity, OneCause, etc.) do not permit donors to receive benefits in exchange for gifts they've made. If you wish to receive the benefits from this event, please pay the entire amount for the event with a source of funds other than a donor advised fund or corporate matching platform.

☐ I/we decline all benefits from this event and will receive no goods or services for this gift. My/our donation is 100 percent tax deductible.

**Please return this form and your logo by July 21, 2023 for recognition on the invitation and to ensure proper name and logo placement on all collateral materials. All artwork must be submitted as an EPS file; email artwork to [LDierck@mednet.ucla.edu](mailto:LDierck@mednet.ucla.edu).**

**For more information on sponsorship recognition, contact Leigh Dierck at [LDierck@mednet.ucla.edu](mailto:LDierck@mednet.ucla.edu) or (310) 569-9657.**

**SUBMIT FORM**

*Please review UCLA's and The UCLA Foundation's Disclosure Statements for Prospective Donors at [www.uclafoundation.org/disclosures](http://www.uclafoundation.org/disclosures), or contact the development director listed on this form.*

*Fundraising Permit: In compliance with the Charitable Solicitation Ordinance in the City of Los Angeles (L.A. Municipal Code Article 4, Section 44), The UCLA Foundation's permit is on file with the City of Los Angeles. In compliance with the Charitable Solicitation Ordinance in the City of Beverly Hills (Beverly Hills Municipal Code Article 8, Section 4-3-801), The UCLA Foundation's permit is on file with the City of Beverly Hills. Tax ID: 95-2250801*

*If you do not wish to receive further fundraising information from UCLA Health Sciences, please either call us at (855) 364-6945 or email us at [hsd\\_optoutucla@mednet.ucla.edu](mailto:hsd_optoutucla@mednet.ucla.edu).*