U. Serve L.A.

UCLA Law's Public Interest Celebration, Auction, & Awards

April 3, 2018
7:00 - 10:00 pm
The Edison Downtown

SPONSORSHIP PACKET
U. Serve L.A.

Supporting the pro bono work & public interest careers of UCLA Law students and alumni

Celebrate with us on Tuesday, April 3rd at U. Serve L.A. to recognize and support the work of our students and alumni in making Los Angeles and the world a better place.

Every year at UCLA Law:

- Students provide over **100,000** hours of pro bono legal service to help those most in need;

- Over **250** UCLA Law students spend their summers working for public interest organizations in Los Angeles, throughout the country, and internationally. Most are funded through stipends of $4,000 - $5,000.

- At least **40** students graduate from the David J. Epstein Program in Public Interest Law and Policy (EPILP) – the only curricular-based public interest law program in the country – joining a cadre of over 550 EPILP alumni working on issues such as mass incarceration, education, immigration, poverty, homelessness, and advancing equality for all;

- Over **30** of our students receive post-graduate fellowships to launch their public interest careers – including Skadden Fellowships, Equal Justice Fellowships, and many funded by UCLA Law itself;

- Almost **100** of our graduates receive support in pursuing their public interest and government careers through our Loan Repayment Assistance Program; and

- Our public interest faculty are cited **thousands** of times by local and national media outlets on social justice issues, including in *The New York Times*, *Los Angeles Times*, and *National Public Radio*.

*Students in the Epstein Program during the 2016-17 academic year.*
YOUR SUPPORT + UCLA LAW STUDENTS
= U. Serve L.A.

Due to the generous support of the Edison Downtown, 100% of this year’s proceeds will go towards supporting the pro bono work and public interest careers of UCLA Law students and alumni.

The event will fund the following initiatives and more:

- **Public service learning trips** – these trips provide a unique opportunity for students to get hands-on, public interest lawyering experience while serving vulnerable communities both in Southern California and beyond.

- **Summer fellowships** – each summer, over 250 UCLA Law students work for public interest organizations in Los Angeles, throughout the country, and internationally. Most are funded through stipends of $4,000 - $5,000.

- **Career development** – these funds support students who need financial assistance to attend interviews, conferences, and career fairs as part of their public interest job search.

- **The Cathy Mayorkas Public Interest Community Alcove**
  Cathy Mayorkas led the public interest programs at UCLA Law for over two decades, offering her invaluable expertise, warmth and guidance to thousands of students. By designating your gift to the Cathy Mayorkas Community Alcove, you will help us create an enduring space to accomplish what Cathy did best: provide support, resources, and a home for students interested in public interest.

**Special thanks to the Edison Downtown for underwriting 100% of the costs of this year’s event.**

**Prior UCLA Law Public Interest Event Sponsors**

Allen Matkins LLP
Aischuler Grossman LLP
Azy & Associates LLP
Bingham McCutchen LLP
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Paul Weiss LLP
Reed Smith LLP
Resnick Family Foundation
Sidley Austin LLP
Skadden Arps LLP

...and many more!

Professor Ingrid Eagly and UCLA Law students on a 2017 service learning trip to help women & children detained under harsh conditions in the nation’s largest detention center in Dilley, Texas.

Cathy Mayorkas, Executive Director of the Epstein Program and Office of Public Interest Programs for over 20 years, from 1997 - 2017.
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR
($50,000/$49,125 tax deductible)
• Promoted as “presenting sponsor” on event invitation & marketing materials
• Opportunity for your representative to speak on stage during awards ceremony
• 25 Champion tickets to the Gala & Awards
• Reserved DJ Booth Seating at the Edison
• Full-page ad on back cover of tribute journal
• Listing in UCLA School of Law Dean’s Circle
• Access to event photos

DIAMOND SPONSOR
($25,000/$24,125 tax deductible)
• Stage recognition during Awards Ceremony
• 25 Champion tickets to the Gala & Awards
• Reserved Seating at the Edison
• Full-page ad on inside cover of tribute journal
• Promotion in event invitation & marketing materials
• Listing in UCLA School of Law Dean’s Circle
• Access to event photos

PLATINUM CIRCLE
($15,000/$14,125 tax deductible)
• Stage recognition during Awards Ceremony
• 25 Champion tickets to the Gala & Awards
• Full-page ad in printed tribute journal
• Promotion in event invitation & marketing materials
• Listing in UCLA School of Law Dean’s Circle
• Access to event photos

GOLD CIRCLE
($10,000/$9,300 tax deductible)
• Stage recognition during Awards Ceremony
• 20 Champion tickets to the Gala & Awards
• Full-page ad in printed tribute journal
• Promotion in event invitation & marketing materials
• Listing in UCLA School of Law Dean’s Circle
• Access to event photos

SILVER CIRCLE
($5,000/$4,475 tax deductible)
• 15 Champion tickets to the Gala & Awards
• Recognition on screen during Gala & Awards
• Full-page ad in printed tribute journal
• Promotion in event invitation & marketing materials
• Listing in UCLA School of Law Dean’s Circle
• Access to event photos

BRONZE CIRCLE
($2,500/$2150 tax deductible)
• 10 Champion tickets to the Gala & Awards
• Recognition on screen during Gala & Awards
• Half-page ad in printed tribute journal
• Promotion in event invitation & marketing materials
• Listing in UCLA School of Law Dean’s Circle
• Access to event photos

ADVOCATES CIRCLE
($1,000/$825 tax deductible)
• 5 Champion tickets to the Gala & Awards
• Recognition on screen during Gala & Awards
• Half-page ad in printed tribute journal
• Promotion in event invitation & marketing materials
• Listing in UCLA School of Law Dean’s Circle
• Access to event photos

INDIVIDUAL TICKETS

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>UCLA Law Student Ticket</td>
<td>$35</td>
</tr>
<tr>
<td>Community Ticket</td>
<td>$65</td>
</tr>
<tr>
<td>Champion Ticket</td>
<td>$120</td>
</tr>
<tr>
<td>5 Champion Tickets</td>
<td>$500</td>
</tr>
</tbody>
</table>

CONTACT INFORMATION
For questions regarding our sponsorship opportunities, ticket sales, and for other inquiries, please contact Daniel Sanchez at 310.794.4062 or at sanchezd@law.ucla.edu.

PAYMENT INFORMATION
Please make checks payable to:
The UCLA Foundation / The Public Interest Law Fund
UCLA School of Law, Attn: Daniel Sanchez
405 Hilgard Avenue, Box 951476
Los Angeles, CA 90095-1476
REGISTRATION FORM

Sponsorship

___ Presenting Sponsor ($50,000)  ___ Bronze Circle ($2,500)

___ Diamond Sponsor ($25,000)   ___ Advocates Circle ($1,000)

___ Platinum Circle ($15,000)    ___ 5 Champion Tickets ($500)

___ Gold Circle ($10,000)        ___ # of Champion Tickets ($120 each)

___ Silver Circle ($5,000)       ___ # of Community Tickets ($65 each)

___ # of Student Tickets ($35 each)

Name ........................................................................................................................................................................

Spouse / Partner Name ................................................................................................................................................

Company ........................................................................................................................................................................

Name as it should appear on all event marketing materials ....................................................................................

Address ...........................................................................................................................................................................

City ...................................................................................................................................................................................

State: ........................................... Zip: .........................................................

Phone .............................................................................................................................................................................

Fax: ................................................................................................................................................................................

Email ...............................................................................................................................................................................  

Payment Information

___ Check Enclosed Payable to UCLA Foundation/Public Interest Law Fund

___ Visa ___ MasterCard ___ American Express

Card No. ........................................................................................................................................................................

Exp. ............................................................................................................................................................................... CRV: .........................................................

Signature .........................................................................................................................................................................

Installments

First Installment: $ ................................................................. to be made on ................................ (mo/yr)

Additional Payments ..................................................................................................................................................... to be made monthly on the 15th of each month.

Matching Gift Form

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

Cathy Mayorkas Public Interest Community Alcove

☐ I want to designate my gift to creating and naming the Cathy Mayorkas Public Interest Community Alcove.
ADVERTISING SPECIFICATIONS

Deadlines
- Event Invitation: March 5, 2018
- Program Book: March 23, 2018

Half-Page Program Ad
- 8” w x 5” h (no bleed)

Full-Page Program Ad
- 8” w x 10.5” h (no bleed)

- High resolution PDF preferred.
- Ads can be in color or black and white.
- Adobe InDesign file format with all links and fonts included.
- Adobe Illustrator file format with outlined fonts and links included.
- Any bitmap art (Photoshop, EPS, TIF, JPG) must be 300 dpi.

If you would like for us to prepare an ad for you, please provide us with the following information:

- Specific text and language
- If you would like to use an image, please send us a high resolution JPEG.
- Logos preferred in vector format. If you must send logo as a bitmap file (JPG, TIF) resolution should be at least 300 dpi.
- Please send us your company logo or name as you would like it to appear on our invitation vellum 2 months prior to event for inclusion.
- Please send all logo files as vector art with outlined fonts.

Disclosure Statement

Please review UCLA and The UCLA Foundation’s Disclosure Statement for Prospective Donors at www.uclafoundation.org/disclosures or contact Daniel Sanchez at sanchezd@law.ucla.edu or 310.794.4062.

The permitted tax deduction for these gifts is normally the amount of the contribution less the value of the complimentary tickets; however, this notice is not intended as tax advice. Please consult your own counsel.

U. Serve L.A. organizers reserve the right, without liability, to modify the U. Serve L.A. program. In the event a key sponsorship element is materially modified or eliminated, organizers may replace said element with another of equal or greater value.

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.

Gift Purpose

Funds raised at U. Serve L.A. will support the pro bono work and public interest careers of UCLA Law students and alumni.