



Jeff Friedman, BA  
*Executive Director*

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November 18, 2017

Dear Friends:

This year, the MAPS Charities Community Service Award luncheon will be on Friday, February 16, 2018 at the Skirball Cultural Center. **We are excited to have as our honoree, Laura Trejo, MSG, MPA. As General Manager of the Los Angeles Department of Aging**, she is responsible for the overall administration of a Department serving one of the largest concentrations of older persons in the United States. She serves as technical and policy advisor to the Mayor and City Council and represents the City of Los Angeles before the public, community and private groups on matters affecting our citizen affairs. She serves on various Boards and Committees and has received many honors for her contributions to seniors. The United States Library of Congress has recognized Ms. Trejo's accomplishments as a force for social change. We are honored to have Laura Trejo as our 2018 Community Service Award Recipient.

Reading glasses, new beds, walkers, Utility bills, rent, shoes, dental work, wheelchair ramps, refrigerators, respite care in the home, blood pressure cuffs, and food cards— these are just a few of the things that your support of our previous MAPS Charities Community Service Award luncheons provided to seniors in need throughout the greater Los Angeles County area.

Your generous support of this year's award luncheon will allow MAPS Charities to continue to provide necessities to seniors that many of us take for granted. We invite you to select one of the attached sponsorship opportunities for this event and send the completed form with your check, made out to MAPS Charities, to the address listed on the sponsorship form.

***Your sponsorship reservation must be received no later than December 5, 2017 to be listed as a sponsor on the printed invitation.*** Sponsorships received after **December 5<sup>th</sup>** will be listed on the ***e-mail*** version of the invitation and in the Tribute Book at the event. **For questions, please contact Barbara Kingston at 310-270-6755 or e-mail [Barbara@EstPlan.com](mailto:Barbara@EstPlan.com).**

Sincerely,

Jeffrey A. Friedman, Executive Director  
MAPS Charities

#### MAPS CHARITIES

14320 Ventura Blvd., #331, Sherman Oaks, California 91423 (818) 613-2795

A nonprofit, charitable, tax exempt organization dedicated to assisting disadvantaged seniors. 501(c)(3) #27-0749461



MAPS Charities Community Service Award Luncheon  
Skirball Cultural Center  
February 16<sup>th</sup> 2018

Sponsorship Opportunities

- \$6,000**      **PRESENTING SPONSOR** – 12 tickets to event (1 lg. Table for 12); Category exclusivity. Special recognition on MAPS Website. Recognition on cover of program and in invitation. Special recognition on day of event. Recognition on all advertisement and flyers including media as Presenting Sponsor and a full page color ad in the luncheon program.
- \$3,500**      **PLATINUM SPONSOR** – 10 tickets to event. (1 Table) Special recognition on MAPS Website. Recognition in invitation and program. Special recognition on day of event. Recognition on all advertisement and flyers including media as Platinum Sponsor and full page color ad in the luncheon program.
- \$1,500**      **GOLD SPONSOR** – 8 tickets to event. Recognition in invitation and recognition in program. Special recognition on day of event. Recognition on all advertisement and flyers including media as Gold Sponsor and a full page color ad in the luncheon program.
- \$700**        **SILVER SPONSOR** – 4 tickets to event. Recognition in invitation and program. Special recognition on day of event. Recognition on all advertisement and flyers including media as Silver Sponsor and a ½ page black and white ad in the luncheon program.
- \$400**        **BRONZE SPONSOR** – 2 tickets to event. Recognition in invitation and program. Recognition on all advertisement and flyers including media as Bronze Sponsor and a ¼ page black and white ad in the luncheon program.
- \$225**        **SUPPORTING SPONSOR** – 1 ticket to event. Recognition in invitation and program. Recognition on all advertisement and flyers including media as Supporting Sponsor and a business card ad in the luncheon program.

Any questions, please contact Barbara Kingston at 310-270-6755 or Barbara@EstPlan.com



MAPS Charities Community Service Award Luncheon  
Skirball Cultural Center on February 16<sup>th</sup> 2018

*Please select opportunities below. Make check payable to MAPS Charities, and mail to:*

**MAPS Charities • c/o Linda Radell  
4230 S. Centinela Ave., #203 • Los Angeles, CA 90066**

**SPONSORSHIP OPPORTUNITIES**

\$ 6,000	PRESENTING SPONSOR	_____
\$ 3,500	PLATINUM SPONSOR	_____
\$ 1,500	GOLD SPONSOR	_____
\$ 700	SILVER SPONSOR	_____
\$ 400	BRONZE SPONSOR	_____
\$ 225	SUPPORTING SPONSOR	_____
\$ 125	SINGLE TICKET	_____
\$ _____	DONATION	_____

**TRIBUTE BOOK ADVERTISING OPPORTUNITIES**

\$ 500	FULL PAGE AD (6" x 8")	_____
\$ 300	½ PAGE AD (3.5" x 5")	_____
\$ 225	¼ PAGE AD (2.5" x 3.5")	_____
\$ 175	BUSINESS CARD AD	_____
\$ 50	TRIBUTE LINE	_____

**\* Artwork should be in PDF format and forwarded to [Jfr51661@cs.com](mailto:Jfr51661@cs.com)  
no later than January 12th 2018**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_