

SAN DIEGO

OKTOBERFEST

CRAFT BEER TASTING
FUNDRAISER

SAVE THE DATE

OCTOBER 6, 2019

Laurel-Foundation.org/Oktoberfest

The Laurel
Foundation 

Celebrating 25 Years
Empowering Trans Youth and Youth Affected by HIV/AIDS

WHEN?

**Sunday, October 6, 2019
2-3pm VIP 3-5pm General**

WHERE?

**Luce Loft
1037 J Street, San Diego, C A 92101**



ABOUT OUR EVENT

The Laurel Foundation's Oktoberfest Craft Beer Tasting Fundraiser will showcase local craft breweries from the San Diego area.

The event will be a fun, festive, beer tasting event that will help to raise funds to send trans youth and youth affected by HIV/AIDS to The Laurel Foundation's 2019 support and educational programs. With 150 guests in attendance the event will have a live DJ, raffle items and a Live and Silent Auction. There is no better way to spend a Sunday afternoon in San Diego!



pasadena
M A G A Z I N E

CNN

Los Angeles Times

abc

NBC

ET

EONLINE

WHAT WE STAND FOR

The Laurel Foundation (a 501(c)(3) organization founded in 1992) is designed to meet the unique social and emotional needs of vulnerable at-risk children and youth. Our campers are either affected by HIV/AIDS or transgender/gender non-conforming. Our programs empower youth to embrace who they are, build their self-esteem and find others navigating similar paths. Our professionals identify tools to help our kids enrich their lives so they may become independent, self-sufficient and productive citizens of society.

PROGRAMS FOR CHILDREN AND FAMILIES **Camp Laurel Resident Programs**

The Laurel Foundation serves two very distinct youth populations, HIV+ and transgender/gender non-conforming youth. Both populations suffer from discrimination, and live in a world of secrecy. In many ways these populations have similar adversities they face in life. Through The Laurel Foundation's unique camp program, youth break free from their emotional and physical barriers and embrace and celebrate their uniqueness.

Based on traditional camp programs, the Camp Laurel programs caters to the unique mental and physical health of the youth. With all campers sharing the common bond of HIV/AIDS, or gender non-conformity, participants enter a safe nourishing environment both physically and emotionally eliminating the stigma and isolation. With this barrier lifted, they are empowered to test their perceived physical and emotional limitations through educational, sports and wilderness camp activities (swimming, canoeing, horseback riding, kayaking, rock climbing, nature studies, environmental awareness, art, high/low ropes etc.).

Our year round camp programs include family camp, winter camp and various summer camp programs.

Collaborative Day Events

Ongoing support programs include collaborations with other HIV/AIDS and transgender service providers, as well as year-round support programs (day camps, support programs, etc.).



“Camp Laurel is my family. I feel safe here to be me!”

Amanda

PROGRAM Accomplishments 2018

HIV/AIDS Youth Campers 122
Trans/GNC Youth Campers 100
Day Campers 301



\$1,600
per camper
for
week long
program

1st

free transgender/gender
non-conforming youth
camp in the USA

29%
new participation
enrollment

over
100
families
benefited



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

\$25,000

TAX DEDUCTION
\$24,000

10 VIP GUEST TICKETS

- Full page ad in program
- Four company banner placements
- Logo on Step and Repeat
- Podium callout
- Sponsorship of 15 children to attend camp

Silver Sponsor

\$15,000

TAX DEDUCTION
\$14,000

5 VIP GUEST TICKETS

- Half page ad in program
- Two company banner placements
- Logo on Step and Repeat
- Podium callout
- Sponsorship of 9 children to attend camp

Bronze Sponsor

\$7,500

TAX DEDUCTION
\$7,000

2 VIP GUEST TICKETS

- Full page ad in program
- Two company banner placements
- Logo on Step and Repeat
- Podium callout
- Sponsorship of 5 children to attend camp

SPONSORSHIP OPPORTUNITIES

BEER SPONSOR

YOU WILL HAVE A PERSONALIZED PRESENTATION OF YOUR BEER TO 150 GUESTS. SHOW THEM YOUR STUFF! TAKE ORDERS, TELL THEM HOW TO BUY YOUR BEER! CHEERS!

IF UNABLE TO HAVE A REPRESENTATIVE FROM YOUR BREWERY ATTEND, WE WILL PROVIDE A REPRESENTATIVE TO MARKET YOUR BRAND. HE/SHE WILL CONSULT WITH YOU OVER THE PHONE TO BE SURE YOUR BEER IS REPRESENTED EXACTLY AS YOU WOULD DESIRE.

ADDITIONAL BENEFITS

- Placement of Corporate Materials In Gift Bags
- Logo & Banner Placement At Event
- Half Page Ad In Program



SPONSORSHIP OPPORTUNITY

In-Kind Donor/ Live & Silent Auction

Our craft beer tasting benefit features a significant Live & Silent Auction with a wide array of items of values from \$50 to \$50,000 including art, sports, beauty, apparel, entertainment and much more. We also give gift bags to VIP guests should you have selected items for those opportunities.

In addition to your product being in the auctions, we encourage you to provide information advising where your products are available with brochures or other promotional material.

Not only will your company be recognized at the event - all donations are tax deductible. We will provide you with a tax statement detailing the retail value of your donation.

Individual Tickets

VIP: \$100 * (\$130 is tax deductible)

early admission including exclusive specialty beer tasting and education, local food tastings, VIP gift bag and your own event logo beer mug

General: \$40* (*\$30 is tax deductible)

admission for main beer tasting

THE LAUREL FOUNDATION OKTOBERFEST SPONSORSHIP COMMITMENT FORM:

Contact Name: _____

Company name (if applicable): _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Presenting \$25,000 Silver \$15,000 Bronze \$7,500 VIP \$100 GENERAL GUEST \$40

BEER Sponsor (donation of minimum 3 beer types for a minimum 150 guests)

Food Sponsor (donation of prepared food for minimum of 150 guests)

I cannot attend the event but would like to provide a cash gift \$ _____

In-kind item (description & value): _____

All cash gifts are 100% tax deductible. Tax EIN# 95-4429260.

PAYMENT INFORMATION

Bill my: Visa MasterCard AMEX or check payable to “ The Laurel Foundation”

Name on Card: _____ Billing Address: _____

Account #: _____ Expiration Date: _____ Security Code: _____

Signature: _____ Date: _____

Please submit form via mail, fax or email to: The Laurel Foundation

75 S. Grand Ave., Pasadena, CA 91105

Phone: (626) 683-0800 Fax: (626) 683-0890 Email: Info@Laurel-Foundation.org