



Dear Friends of Kids,

August 2004

We are seeking your support as one of the charities participating in the 10th Roosters Foundation "Monte Carlo" Gala to benefit 8 Children's Charities. The gala will take place on Sunday, October 30, 2004 at Orange County's premier institution, the *Balboa Bay Club & Resort* in Newport Beach. This year's black tie affair will headline international legend, Tony & Emmy Award Winner, Hal Linden. Over 500 business leaders and community VIPs will attend this black-tie affair. Both U.S. Congressional Representatives from the area, Christopher Cox & Loretta Sanchez and esteemed Sheriff Mike Carona are honorary chairs for the event. The evening includes a select Sponsor Reception, tantalizing auction, gourmet dinner and show, and "Monte Carlo" gaming. The goal is to raise more than \$300,000 to help at risk and disadvantaged children. The synergy created by the charities working together is highly rewarding for all.

STANDUP FOR KIDS is one such organization, founded in 1990 to help rescue homeless and at-risk youth. With national headquarters in San Diego, California, STANDUP FOR KIDS is run almost entirely by volunteers, and has established more than thirty street outreach programs in fifteen states. Simply put, the purpose of STANDUP FOR KIDS is to empower homeless and at-risk youth toward life-long personal growth through an on-the-streets outreach program, and to create in these youth a sincere caring and belief in themselves. This is accomplished through open, straightforward counseling and educational programs, thereby helping them acquire the life skills necessary to become effective members of their community.

The Roosters are a volunteer organization of 100 leading entrepreneurs and esteemed executives who are dedicated to creating a better life for all our children in Orange County. The California Senate has honored the organization on several occasions for their good works.

STANDUP FOR KIDS needs your support by sponsoring a, donating auction items, and/or buying ad space in the evening program. I realize many requests come before you; however, the Rooster's "Monte Carlo" Gala provides critical help for eight unique Orange County children's charities. ***The evening will be a memorable occasion for you, your family and friends, and those special business associates and/or clients. In return for your generosity, you will receive extensive exposure in front of the influential, loyal and passionate audience as indicated in the enclosed order.*** This event's sphere of influence goes beyond the Roosters, the charity boards and constituents and is a rallying point for the entire Orange County community. On behalf of the committee, volunteers, and children supported through our program and the event, I thank you for standing with us! ***Please call me at 949.232.6208, or send us an email at: OrangeCounty@standupforkids.org.***

Sincerely,

Divya Yagalla
Director of Marketing
STANDUP FOR KIDS - Orange County

AUCTION DONATION AGREEMENT

DONOR/ORGANIZATION _____

ADDRESS/CITY/ZIP _____

PHONE _____ **FAX** _____

Description of Auction Package (& any restrictions):

Estimated Value: \$ _____

“ROYAL FLUSH” - \$1000 value or more gift certificate or package:

- ◆ *Full Page Ad in Event Program (7 ¾” L x 4 ½” W)*
- ◆ *Highlighted Mention with *Orange County Media Partners*
- ◆ *Highlighted Recognition on Major Donor page in Event Program*
- ◆ *Highlighted Mention ROOSTERS newsletter & web-site*

“FULL HOUSE” - \$500 value or more gift certificate or package:

- ◆ *Half Page Ad in Event Program (3 ½” L x 4 ½” W)*
- ◆ *Mention with *Orange County Media Partners*
- ◆ *Prominent Recognition on Major Donor page in Event Program*
- ◆ *Prominent Mention ROOSTERS newsletter & web-site*

“ACES WILD” - \$250 value or more gift certificate or package:

- ◆ *Quarter Page Ad in Event Program (3 ½” L x 2” W)*
- ◆ *Recognition on Major Donor page in Event Program*

We are grateful for all donations and every donation receives brochure display in auction area and descriptive paragraph in Evening Program.

Include all camera-ready artwork in Mac Compatible Graphics along with copy as you want it to appear. Ads are black & white & “no bleed”. Photos can only be accepted for full or half pages. All ads are due September 27th, 2004.

_____ Please pick up my package. It will be ready _____ (OC County only)

*Donations must be received by mail or this form received by fax by 9/27/04 for donor to be in printed materials.

If possible, please fax this form (no cover needed) to:

ROOSTERS AUCTION COMMITTEE @ **949-494-6934**

Please mail this form, gift certificate, brochures/marketing materials to promote your package to:

ROOSTER “MONTE CARLO 2004”

20 Pavona

Newport Beach, CA 92657-1217

THANKS FOR YOUR SUPPORT!



EVENING PROGRAM – AD RATE SHEET

AD SIZES (approximate) are for Playbill Size Book. All ads are “No Bleed” and “BLACK & WHITE” –

FULL PAGE: (7 ¾” L x 4 ¾” W)	\$400.00
HALF PAGE: (3 ½” L x 4 ¾” W)	\$225.00
QUARTER PAGE: (3 ½” L x 4 ¾” W)	\$125.00
EIGHTH PAGE/BUSINESS CARD: (2” L x 2” W)	\$ 75.00

Include all camera-ready artwork in Mac Compatible Graphics along with copy as you want it to appear. Photos can only be accepted for full or half pages. If you have *requirement* questions/need other information, please contact:

Divya at: OrangeCounty@standupforkids.org

If you are interested in more information about advertising your business, family photos or thank you dedications in the program or have other questions, please call:

David Weiss at: 949-347-9700.

Name: _____ Business: _____

Address: _____ City/Zip: _____

Phone: _____ Fax: _____

SIZE of Ad: _____ Enclosed payment of \$ _____

Special Instructions/Notes: _____

Send this form, checks or payment and artwork to:

***STANDUP FOR KIDS – Orange County
Post Office Box 15086
Irvine, California 92623***

All materials must be received by September 27th, 2004

2004 Table Packages for Roosters Monte Carlo

October 30, 2004 @ Balboa Bay Club & Resort

DIAMOND TABLE (\$7,300 is deductible) \$10,000

Benefits:

Four Invitations to exclusive Roosters "Monte Carlo" underwriting party
Four Invitations to Roosters/Charities Holiday Brunch in December
Representative on Dinner Video before 700 guests
Corporate Logo/Listing on Invite to 6,000 Businesses & Upscale Residences in OC
Five Rooms for night of Roosters Monte Carlo 2004 at BBC&R
Special Sunday Brunch for 10 at BBC&R
Web Site Recognition & Link on Roosters.org
Major Corporate Logo/Listing in all post-event print media space
Opportunity to participate in Exclusive Gift Bag for Guests
Table Benefits Include

- * Top Seating in House for 10
- * Four Course Gourmet Dinner
- * Premium Wines & Champagne for Dinner Inclusive
- * Exclusive Sponsor Reception (Hosted Bar) for 10
- * Acknowledgment & Presentation on Stage
- * Inside Front or Back Cover Ad in Event Program
- * Diamond Designation in Donor Listing
- * Valet Parking for Automobiles
- * Premium Table Gift for all Guests
- * Diamond # Chips for Monte Carlo Gaming

PLATINUM TABLE (\$3300 is deductible) \$5,000

Benefits

Two Invitations to exclusive Roosters "Monte Carlo" underwriting party
Two Invitations to Roosters/Charities Holiday Brunch in December
Invites for 10 to Special Sunday Brunch (10/31) at BBC&R
Table Benefits Include

- * Premier Seating in House for 10
- * Four Course Gourmet Dinner
- * Premium Wines & Champagne for Dinner Inclusive
- * Exclusive Sponsor Reception (Hosted Bar) for 10
- * PLATINUM Full Page Ad in Event Program
- * PLATINUM Designation in Donor Listing
- * Valet Parking for 5 Automobiles
- * Premium Table Gift for all Guests
- * PLATINUM # Chips for Monte Carlo Gaming

GOLD TABLE (\$1800 is deductible) \$3,000

Benefits

- * Prime Seating for Table of 10
- * Four Course Gourmet Dinner
- * Premium Wine for Dinner Inclusive
- * Exclusive Sponsor Reception (Hosted Bar) for 10*****
- * GOLD Full Page Ad in Event Program
- * GOLD Designation in Donor Listing
- * Valet Parking for 5 Automobiles
- * Premium Table Gift for all Guests
- * GOLD # Chips for Monte Carlo Gaming

Name/Organization STANDUP FOR KIDS

Address/City/Zip _____

PH./FAX/E-mail _____

Credit Card (Circle One) **VISA** **MasterCard** **AMEX**

_____ **Exp.** _____ **Total \$** _____

Send to Gary Draper, 14172 Klee Dr., Irvine, CA 92606. If by credit card, you may fax to Gary at 949-559-1166.

***** Only First 8 Tables Paid in Full at \$3,000 level guaranteed admittance to Sponsor Reception. After initial 8 tables, there will be a waiting list and admittance will be based on availability due to constraints of private area.