



FOLLOW THAT DREAM!

2017 EVENT SPONSORSHIP



NOVEMBER 18, 2017

BACARA RESORT & SPA | SANTA BARBARA, CALIFORNIA


DREAM FOUNDATION'S 16TH ANNUAL GALA
AN EVENING OF MEMORABLE MOMENTS AND REALIZED DREAMS



Dream Foundation is a registered 501(c)(3) organization.

OUR MISSION

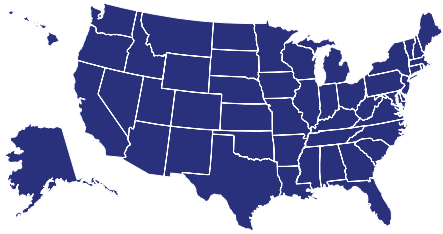
Dream Foundation serves terminally-ill adults and their families by providing end-of-life Dreams that offer inspiration, comfort and closure.

A family of six is gathered around a large elephant in a grassy field. The elephant is dark grey and has a small tuft of hair on its head. A man in a blue t-shirt with 'BOOZER 5' on the back and blue shorts is on the left. A woman in a purple shirt is next to him. A young boy in a blue t-shirt and grey shorts is in the foreground. A young girl in a blue dress is next to him. A woman in a blue dress with white polka dots is holding a baby in a red and white striped shirt. The elephant is standing in the background, and the family is interacting with it. The sky is blue with white clouds.

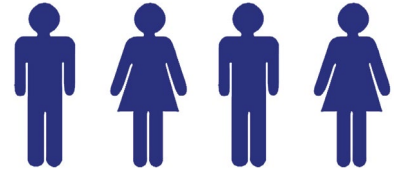
Elephants are special to Daryl, 31 from Orem, Utah, and his family. Daryl has glioblastoma and discovered he has a genetic mutation that caused him to have only one cancer-fighting gene, rather than two like most of us.

Daryl's Dream was to take his family to the Center for Elephant Conservation (CEC) to see the magnificent animals that may hold the key to a cure for others with the genetic mutation. The CEC is not open to the public but the owners extended an invitation for their family to visit for the day.

WORKING IN ALL
50 STATES



IMPACTED OVER
50,000
FAMILY MEMBERS



3,833

REFERRING MEDICAL
PROFESSIONALS

WE SHIPPED
20,338
TOYS TO DREAMERS' KIDS
SINCE 1994

SEAL OF
EXCELLENCE

—Best Charities of America

ONLY DREAM-GRANTING
ORGANIZATION FOR
TERMINALLY-ILL ADULTS



FOUR-STAR CHARITY

—Charity Navigator

4,297

VOLUNTEERS

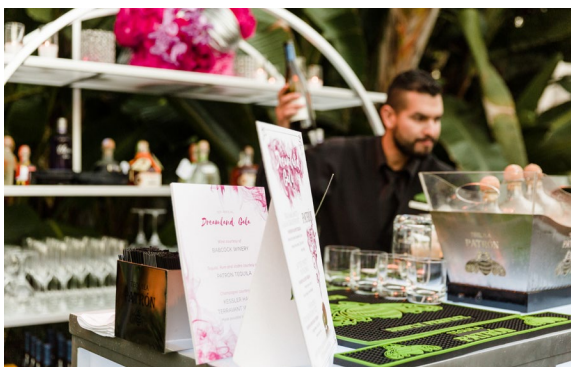
HAVE SUPPORTED US
OVER THE YEARS



PLEASE JOIN US AS AN
Event Sponsor IN 2017. >

WWW.DREAMFOUNDATION.ORG/GALA2017
gala@dreamfoundation.org

A LOOK AT PAST YEARS' *Galas*



ABOUT THE EVENT

DREAM FOUNDATION'S 16TH ANNUAL GALA

Dream Foundation's 16th Annual Gala is expected to be our best gala to date—continuing with last year's success of Dreamland and introducing this year's theme—"Follow that Dream!" Dreamland will feature an extraordinary program of special guest speakers, premium entertainment and an after-party that will keep the town talking long after it ends.

Dreamland remains one of the most vital fundraising opportunities of the year for Dream Foundation, with the funds raised constituting a significant portion of our annual operating budget. This event alone helps us maintain a 4-star Charity Navigator Rating and ensures that we can continue our track record of never turning down a qualified applicant.

WHEN

VIP RECEPTION: FRIDAY, NOVEMBER 17, 2017

DREAMLAND: SATURDAY, NOVEMBER 18, 2017

WHERE

**BACARA RESORT & SPA,
SANTA BARBARA, CALIFORNIA**

Located along California's most spectacular stretch of Pacific paradise with 78 acres of oceanfront property, including two miles of natural beach, [this] resort offers luxury suites and guestrooms in an inspiring, sun-drenched setting. Enjoy breathtaking vistas of the sea and sky while embracing an innovative, artful design of low-storied buildings terraced to the sea and connected by lush, meandering garden paths. *Source: Bacara Resort & Spa website.*

GUEST EMCEE

ANDREW FIRESTONE

Andrew Firestone lives in Santa Barbara, California, with his wife, Ivana, and three children, Brooks, Anja and Shane. Andrew grew up in Santa Barbara County and is the Founder and Principal of StonePark Capital. For the past seven years, the Firestones have been active volunteers and supporters of Dream Foundation, particularly with the Flower Empower program.

ENTERTAINERS

TO BE DETERMINED

ABOUT DREAM FOUNDATION

Dream Foundation, the only national Dream-granting organization for terminally-ill adults, fulfills final Dreams that provide inspiration, comfort and closure at the end of life. With the support of a nationwide network of volunteers, hospices, health care organizations and committed donors, Dream Foundation has given life to more than 27,000 Dreams over the past two decades and has never turned down a qualified Dream request.

Dream Foundation does not receive any federal or state funding, and relies solely on individual donations and corporate partnerships to fund its programs. Dream Foundation is a 501(c)(3) non-profit and receives national recognition for efficiency and fiscal responsibility. Our Foundation proudly maintains a 4-star Charity Navigator Rating.



Cocktails and Silent Auction at the 2016 Dreamland Gala

MORE THAN 27,000 *Dreams*

FULFILLED, INCLUDING...



VISITING THE "HAPPIEST PLACE ON EARTH"

Karen, 61 from Bremerton, Wash., was diagnosed with ALS and dreamed of a final family vacation to Disneyland with her children and grandchildren. She chose Disneyland because, "...you feel like a child when you are there. It's the most wonderful place on the face of the Earth." Dream Foundation helped Karen create wonderful memories of a final family vacation her loved ones will remember for years to come.

LEAVING A LEGACY OF MUSIC

After living cancer-free for two years, Randy, 62, from Reno, Nev., discovered his cancer had returned. A musician and singer, he spent much of his life playing music but never recording a single album. Dream Foundation helped record his favorite songs in a studio, creating a musical collection that he can leave behind for his wife and their family. Randy "just wanted something to leave behind as a memento; a reminder of yes, I was here; please remember me this way."



LEAVING A LEGACY OF EXCELLENCE

Stanley, a 60-year-old veteran and husband from Neshanic Station, N.J., was recently diagnosed with a brain tumor. He served in the Navy, Army and Air National Guard and had a 35-plus year career in the fire department. Stanley was just a few credits short of a fire science degree when his treatments began. His Dream was to receive an honorary degree so he can leave a legacy of excellence. Dream Foundation worked with Waldorf University to make his final Dream come true. Stanley's wife Paulette said, "You have made a grown man happy at a time when happiness is hard to find."



A WEDDING TO REMEMBER

Elizabeth, 35 from Lenox, Iowa, dreamed of renewing her wedding vows because she didn't have photos taken at the special day 12 years ago. "I would love to leave this memorable life event to my children and they can cherish it forever with photo memories," she said. Dream Foundation, with the support of Elizabeth's neighbors, provided a photographer, bouquets, boutonnieres, wedding cake, food and decorations. It was truly a magical day, and one her children will surely remember.



MULTI-GENERATIONAL REUNION

Steven, an 80-year old Navy veteran from Baltimore, Md., dreamed of meeting his great-granddaughter. Unfortunately, his granddaughter is in nursing school and couldn't afford to travel with her children to Baltimore. Dream Foundation provided airline tickets so Steven's granddaughter and two great-grandchildren could visit for a family reunion. Steven's granddaughter wrote, "I just want to thank you for all that you have done for us. I am forever grateful to you all."



DREAM FOUNDATION

in the News

WE ARE PROUD TO HAVE BEEN FEATURED IN:

- Santa Barbara Magazine
- Santa Barbara Seasons
- Santa Barbara Independent
- Santa Barbara News-Press
- 805 Living
- Montecito Journal
- The Voice
- Noozhawk
- Huffington Post
- Upworthy
- Town & Country
- Los Angeles Magazine
- KEYT
- Santa Cruz Sentinel
- Character Magazine
- Andrews-Gazette
- Broadway World
- NHL.com
- Maui News
- Hawaii News Live
- The Magazine (Southwest Airlines)
- USA News
- C Magazine
- Essence
- The Week
- ESPN
- In Touch
- Access Hollywood
- Entertainment Tonight
- Extra
- Harper's Bazaar
- LA Confidential
- USA Today
- Women's Wear Daily



Dream Foundation CEO Kira Heyer
at the 2016 Dreamland Gala

"I would love to sit in there while the butterflies fly around and land on my hair, my nose, and anywhere else they like to land. I can't imagine anything more fun than having butterflies fly all around you."

Luella, 96 from Lewis Center, Ohio, wanted to visit the Butterflies in Bloom exhibit at the Franklin Park Conservatory to experience the magic of seeing the beautiful butterflies.

Dream Foundation gave life to Luella's Dream, and arranged for tickets to the exhibit and a special butterfly release that Luella could experience on her own.



2017 Sponsorship LEVELS

PRESENTING SPONSOR – \$50,000

EVENT BENEFITS:

VIP Reception, Friday, November 17, 2017

- Tickets for sixteen guests
- Speaking opportunity

Dreamland and After-Party, Saturday, November 18, 2017

- Special VIP preferred seating at premier table for sixteen guests
- Personal introduction to celebrity guest
- Special recognition announcement by the emcee during the event
- Company name/logo on ballroom screens listing you as the Presenting Sponsor
- Five complimentary hotel rooms at Bacara Resort & Spa
- Premium wine selection

COMPANY BENEFITS:

- Placement of logo and website link on Dreamland website
- Logo included on event invitation (hard copy print & digital)
- Name listing in screen-projected acknowledgments
- Premier placement of a full-page ad in the event program
- Name included in official press release
- Logo display within venue
- Placement of your logo on the step and repeat/press wall
- Placement of your logo on Dream Foundation website and recognition year-round at selected Dream Foundation events
- Dedicated social media thank-you post that includes tagging or mention of your company name
- Option to provide a product in guest gift bag

As an exclusive headline sponsor, your company will receive recognition on all event promotional materials including:

- Interview with media on the evening of the event
- Formal recognition of your support from the auction stage by celebrity emcee throughout the evening
- Opportunity to incorporate your food or beverage product into Dreamland dinner menu and recognition in printed menu

PLATINUM SPONSOR – \$25,000

EVENT BENEFITS:

- Twelve tickets to VIP Reception Friday, November 17, 2017
- Special VIP preferred seating for twelve guests at Dreamland and After-Party, Saturday, November 18, 2017
- Personal introduction to celebrity guest
- Two complimentary hotel rooms at Bacara Resort & Spa
- Premium wine selection

COMPANY BENEFITS:

- Placement of logo and website link on Dreamland website
- Logo included on event invitation (hard copy print & digital)
- Name listing in screen-projected acknowledgments
- Premier placement of a full-page ad in the event program
- Name included in official press release
- Logo display within venue
- Placement of your logo on the step and repeat/press wall
- Placement of your name on Dream Foundation website and recognition year-round at selected Dream Foundation events
- Dedicated social media thank-you post that includes tagging or mention of your company name
- Option to provide a product in guest gift bag



John Paul DeJoria, Priscilla Presley and Dream Foundation CEO Kisa Heyer on the red carpet.

2017 *Sponsorship* LEVELS CONTINUED



GOLD SPONSOR – \$15,000

EVENT BENEFITS:

- Ten tickets to VIP Reception Friday, November 17, 2017
- Preferred seating for ten guests at Dreamland and After-Party, Saturday, November 18, 2017
- Premium wine selection.

COMPANY BENEFITS:

- Placement of logo and website link on Dreamland website
- Logo included on event invitation (hard copy print & digital)
- Name listing in screen-projected acknowledgments
- Half-page ad or tribute in the event program

BRONZE SPONSOR – \$5,000

EVENT BENEFITS:

- Four tickets to VIP Reception Friday, November 17, 2017
- Four preferred tickets to Dreamland and After-Party, Saturday, November 18, 2017

COMPANY BENEFITS:

- Placement of logo and website link on Dreamland website
- Logo included on event invitation (hard copy print & digital)
- Name listing in screen-projected acknowledgment

SILVER SPONSOR – \$10,000

EVENT BENEFITS:

- Ten tickets to VIP Reception Friday, November 17, 2017
- One table for ten guests at Dreamland and After-Party, Saturday, November 18, 2017

COMPANY BENEFITS:

- Placement of logo and website link on Dreamland website
- Logo included on event invitation (hard copy print & digital)
- Name listing in screen-projected acknowledgments

MEDIA SPONSOR – \$2,500

EVENT BENEFITS:

- Two tickets to VIP Reception Friday, November 17, 2017
- Two tickets to Dreamland and After-Party, Saturday, November 18, 2017

COMPANY BENEFITS:

- Placement of logo and website link on Dreamland website
- Logo included on event invitation (hard copy print & digital)
- Name included in official press release
- Option to distribute your publication to event guests
- Mutual commitment for pre- and post- event media coverage

*All event sponsorships must be secured by October 4, 2017 for logo placement in the printed invitation.
Sponsorships secured by November 1, 2017 will receive acknowledgment on the Dreamland website and subsequent PR.
Table sponsorships are tax deductible, less the amount of goods or services received, to the extent allowed by law.*

Contact gala@dreamfoundation.org or 805-539-2217 to inquire about sponsorships.

WWW.DREAMFOUNDATION.ORG/GALA2017

Sponsorship

COMMITMENT FORM

I have read the benefits of sponsorship and have chosen to participate in the following level:

- ☐ **PREMIER SPONSOR: \$50,000** ☐ **PLATINUM SPONSOR: \$25,000** ☐ **GOLD SPONSOR: \$15,000**
☐ **SILVER SPONSOR: \$10,000** ☐ **BRONZE SPONSOR: \$5,000** ☐ **MEDIA SPONSOR: \$2,500**

CONTACT INFORMATION

First & Last Name _____ Title _____

Telephone _____ Cell _____ Email _____

PERSONAL/COMPANY INFORMATION:

Name/Company _____

Street Address _____

City _____ State _____ Zip _____

Fax _____ Website _____

☐ I agree that you may use my name and/or business in pre- and post- event publicity as well as the event program

☐ I would like to remain anonymous / I will be attending this event: ☐ Yes ☐ No

PAYMENT INFORMATION:

Method of payment: ☐ Credit Card ☐ Check enclosed* ☐ Other _____

Credit Card type: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card No. _____ Exp ____/____/____

3-Digit Code (Visa & MC) _____ 4-Digit Code (American Express) _____

Billing Address _____

Name as it appears on card (please print) _____

Authorized signature _____ Date _____

**Please make checks payable to Dream Foundation. On the memo line of the check please reference 2017 Dreamland/Sponsorship Payment.*

Table sponsorships are tax-deductible, less the amount of goods or services received, to the extent allowed by law.

For more information contact gala@dreamfoundation.org or 805-539-2217.

Please return all completed forms with payment to: Dream Foundation, 1528 Chapala St., Santa Barbara, CA 93101.



THANK YOU FOR YOUR
CONSIDERATION

For more information, please contact gala@dreamfoundation.org / 805-539-2217
or visit our website:

WWW.DREAMFOUNDATION.ORG/GALA2017

