



A NEW WAY OF LIFE REENTRY PROJECT

CATCHING  
*Falling*  
STARS

2011 FUNDRAISING GALA

*Join us for an evening of love, strength and hope...*

AS WE HIGHLIGHT OUR ACCOMPLISHMENTS, FEATURE SUCCESS STORIES,  
AND HONOR OUR LONG TIME FRIENDS AND SUPPORTERS.

NOVEMBER 17, 2011

SHERATON UNIVERSAL HOTEL  
333 UNIVERSAL HOLLYWOOD DR  
UNIVERSAL CITY, CALIFORNIA, 91608

RED CARPET & VIP RECEPTION  
6:30 PM - 7:30 PM

RECEPTION AND SILENT AUCTION  
7:30 PM - 8:00 PM

DINNER AND PROGRAM  
8:15 PM - 10:30 PM

### *A New Way of Life Reentry Project*

A NEW WAY OF LIFE REENTRY PROJECT WAS FOUNDED IN 1998 BY SUSAN BURTON, AND IS THE ONLY NON-PROFIT ORGANIZATION IN LOS ANGELES DESIGNED TO SERVE FORMERLY INCARCERATED WOMEN AND THEIR CHILDREN. A NEW WAY OF LIFE OPERATES A TOTAL OF FIVE REENTRY HOMES, SERVING 50-60 WOMEN AND CHILDREN PER YEAR, AND OFFERS A WIDE RANGE OF SUPPORT SERVICES TO HELP FACILITATE A SUCCESSFUL TRANSITION BACK TO COMMUNITY LIFE. TO DATE, WE HAVE TRANSFORMED THE LIVES OF OVER 600 FORMERLY INCARCERATED WOMEN AND HELPED MORE THAN 150 REUNIFY WITH THEIR CHILDREN. FOR HER EFFORTS, SUSAN BURTON WAS NAMED A CNN HERO IN 2010 AND WAS ALSO AWARDED THE GLEITSMAN CITIZEN ACTIVIST AWARD FROM THE KENNEDY SCHOOL OF GOVERNMENT AT HARVARD UNIVERSITY.



SUSAN BURTON  
- CNN HERO -

### *Honorees*

LIFETIME  
COMMITMENT AWARD



MARK RIDLEY THOMAS,  
LOS ANGELES COUNTY  
SUPERVISOR

SYNERGY  
TEAMWORK AWARD



VINNY GREEN AND  
THE CHILDREN OF THE  
WILSHIRE BOULEVARD  
TEMPLE SCHOOL

COMMUNITY  
CHAMPION AWARD



KIMBERLE CRENSHAW,  
UCLA LAW SCHOOL  
PROFESSOR

COMMUNITY  
PARTNER AWARD



DR. NINA GRAY, DMD  
PRESIDENT & CEO,  
DENTAL PLUS  
CALIFORNIA

### *Presenters & Performers*



SHARON OSBOURNE  
& MORE TO BE ANNOUNCED...

### *Honorary Committee*

TIM DALY



MIKE O'MALLEY

KATHRYN JOOSTEN



TERRELL OWENS

CHEECH MARIN



RAVEN-SYMONÉ

ROBERT MORSE



CONSTANTINE  
MAROULIS

SHERYL LEE RALPH



### *Dinner Committee Members*

GRETCHEN HEIDEMANN - COMMITTEE CHAIRPERSON  
JUDITH SYDNER-GORDON & NANCY FAREED MORENO

## *Sponsorship Levels*

### \$20,000 ~ "STAR CATCHER" TITLE SPONSOR (LIMITED TO 1)

- TWO (2) TABLES WITH PREMIER PLACEMENT (20 VIP TICKETS INCLUDING ACCESS TO THE CELEBRITY SOCIAL VIP COCKTAIL RECEPTION)
- PREMIER PLACEMENT IN PRESS RELEASES AND ALL MARKETING/PR MATERIALS (INCLUDING NAME/COMPANY LOGO ON SPECIAL EVENT WEBSITE)
- COMPANY NAME IN TITLE OF THE EVENT "A NEW WAY OF LIFE REENTRY PROJECT PRESENTS 'CATCHING FALLING STARS' 2011 FUNDRAISING GALA SPONSORED BY \_\_\_\_\_" PREMIER BRANDING THROUGHOUT THE EVENT AND EXCLUSIVE TO THE PERFORMANCE STAGE
- RECOGNITION FROM THE STAGE
- PREMIER PLACEMENT OF LOGO ON STEP AND REPEAT
- PROMINENT PLACEMENT OF LOGO AT THE VIP COCKTAIL RECEPTION
- INTRODUCTIONS TO CELEBRITY GUESTS DURING THE CELEBRITY SOCIAL VIP COCKTAIL RECEPTION
- OPPORTUNITY TO PRESENT AN AWARD WITH A CELEBRITY PRESENTER
- FULL PAGE AD WITH PREMIER PLACEMENT IN EVENT PROGRAM AS WELL AS NAME ON FRONT PAGE OF PROGRAM

### \$10,000 ~ "CELESTIAL BEING" PRESENTING SPONSOR (LIMITED TO 3)

- ONE (1) TABLE WITH PROMINENT PLACEMENT (10 VIP TICKETS INCLUDING ACCESS TO THE CELEBRITY SOCIAL VIP COCKTAIL RECEPTION)
- PROMINENT PLACEMENT IN PRESS RELEASES AND ALL MARKETING/PR MATERIALS (INCLUDING NAME/COMPANY LOGO ON SPECIAL EVENT WEBSITE)
- BRANDING THROUGHOUT THE EVENT
- RECOGNITION FROM THE STAGE
- PROMINENT PLACEMENT OF LOGO ON STEP AND REPEAT
- INTRODUCTIONS TO CELEBRITY GUESTS DURING THE CELEBRITY SOCIAL VIP COCKTAIL RECEPTION
- CHOICE OF FULL PAGE AD WITH PROMINENT PLACEMENT IN EVENT PROGRAM OR BACK COVER OF PROGRAM (UPON AVAILABILITY)

## *Sponsorship Levels*

### \$4,000 ~ "RADIANT SOUL" CORPORATE SPONSOR

- ONE (1) TABLE WITH PROMINENT PLACEMENT (10 VIP TICKETS INCLUDING ACCESS TO THE CELEBRITY SOCIAL VIP COCKTAIL RECEPTION)
- INCLUSION IN PRESS RELEASE AND ALL MARKETING/PR MATERIALS (INCLUDING NAME/COMPANY LOGO ON SPECIAL EVENT WEBSITE)
- LIMITED SIGNAGE AT THE EVENT
- FULL PAGE AD IN EVENT PROGRAM

### \$2,500 ~ "SHINING STAR" TABLE SPONSOR

- ONE (1) TABLE (10 VIP TICKETS INCLUDING ACCESS TO THE CELEBRITY SOCIAL VIP COCKTAIL RECEPTION)
- HALF PAGE AD IN EVENT PROGRAM

### \$200 ~ "RAY OF HOPE" VIP DINNER TICKET

- INCLUDES ACCESS TO THE CELEBRITY SOCIAL VIP COCKTAIL RECEPTION
- PRIORITY SEATING AT THE EVENT

### \$150 ~ "STARLET" DINNER TICKET (SEATS ASSIGNED UPON ARRIVAL)

## *Ads in our Program*

FULL PAGE AD ~ \$1000

HALF PAGE AD ~ \$600

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*To sponsor the event, purchase tickets or for more information please contact:*

GEORGETTE BRELAND

PHONE: 323-563-3575

EMAIL: GEORGETTE@ANEWWAYOFLIFE.ORG

WWW.ANEWWAYOFLIFE.ORG

*Checks Payable To:*

A NEW WAY OF LIFE REENTRY PROJECT

*Mail Checks To:*

P.O. Box 875288 LOS ANGELES, CA 90087

*Purchase Tickets or Sponsorship Online at:*

WWW.ANEWWAYOFLIFE.ORG

