



# 12TH ANNUAL WHITE LIGHT WHITE NIGHT JULY 28, 2018



**Walk With Sally**  
Mentoring children of loved ones  
affected by cancer.

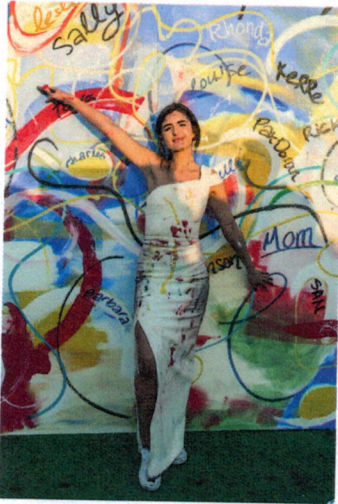
[WhiteLightWhiteNight.org](http://WhiteLightWhiteNight.org)



**Title:** The 12th Annual  
White Light White Night Event

**Date:** July 28, 2018

**Location:** Hosted by Continental Development  
The Top of the Plaza at Continental Park  
870 S. Nash Street, El Segundo, CA 90245



White Light White Night 2018 is a charity event to raise much needed funds for Walk With Sally. WLWN will be a night to remember with: live musical guest, a Taste of LA from amazing restaurants, auctions and special signature cocktails. Join us on this magical night as we celebrate the triumphant spirit of families impacted by cancer!

Walk With Sally is dedicated to providing free mentoring support programs and services to children whose parents, guardians or siblings have cancer or have succumbed to cancer. We are so thankful for the generosity and support of all the WLWN sponsors and attendees as this event allows WWS to keep their doors open year-in and year-out. Simply put: this organization is able to exist because of YOU!!!

### Why Wear White

Sally Arquette was not only the namesake to Walk With Sally and the mother of our Founder, but a single parent of two boys who lost her battle with breast cancer. Sally believed in the healing spirit of the color white. Throughout the world the symbolism of the color white claims to stimulate a person's own divine nature into healing one's self, known as the "White Light of Healing and Protection." So, in honor of that belief, we as a community come together on a beautiful summer night to celebrate hope, healing, and everyone who has come to battle cancer and the effects it leaves behind.

### Featuring

- Special Musical Guest!
- Upscale Live & Silent Auctions
- Cocktails, Beer & Wine Provided
- Taste of Los Angeles
- 25+ Restaurants**
- **25+ Corporate Sponsors**
- **1,000+ Attendees**





## Support The Cause!



**Walk With Sally**  
Mentoring children of loved ones  
affected by cancer.

### Our Mission

Walk With Sally provides hope through our individualized mentoring and community support services to empower children experiencing trauma through a parent, guardian or sibling's cancer journey.

### Our Vision

We believe that no child should walk alone in the face of a loved one's cancer.

### Our Programs

*Mentoring Program* – mentoring children ages 7-17 by matching them with a mentor who has been through it.

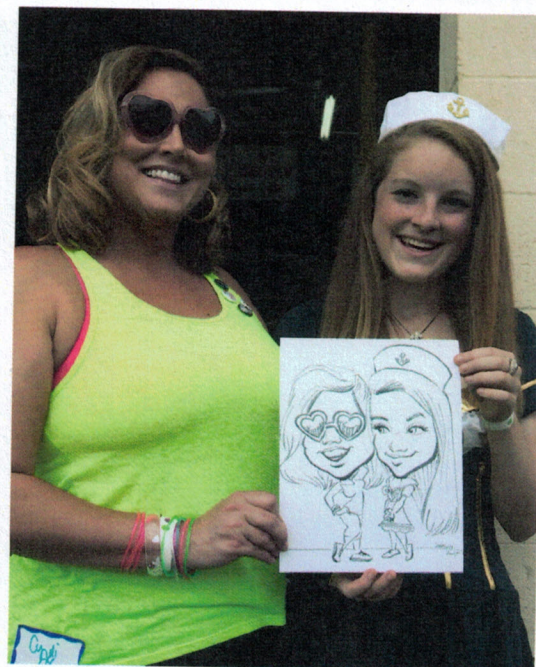
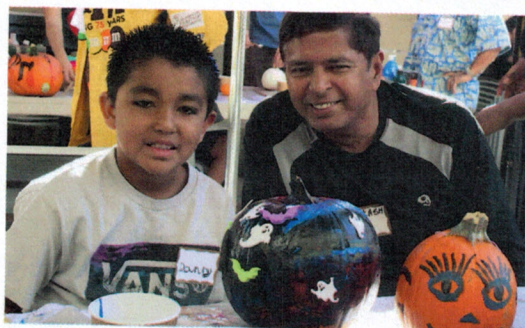
*Friendship Activities* – quarterly group activities to create community.

*Temporary Family Support* – providing aid to those families most financially in need.

*HeART to Home* – an art healing program aimed at grief.

*Molly's Corner* – a book program to help support parents in explaining cancer to their young children.

*Friendship / Hope / Healing*





## Sponsorship Opportunities

*There are a limited number of sponsorships available for this event.  
Reserve yours as soon as possible.*



### STARLIGHT LEVEL \$50,000 (1) (TITLE SPONSOR)

*Package includes:*

- 30 VIP Tickets
- Premium Luxury Cabana w/ Hosted Bar (Includes Illuminated Signage)
- Full Page Advertisement in Event Program
- Logo & Link on Event Website & All Social Media
- Logo Included on Auction Website, Auction Leader Boards & Personal Mobile Devices
- Recognition & Appreciation Mention During Event
- Title representation on all Event Marketing Collateral
- Logo on Red Carpet Step & Repeat Banner
- Name In Lights Representation During Event
- Logo Included on Street Banner
- Promotional Opportunities – May Include Collateral Material, Promotional Product, Product Placement, etc.
- Potential Meet & Greet Opportunity with Band

### GOLD LIGHT LEVEL \$12,000 (4)

*Package includes:*

- 20 VIP Tickets
- Luxury Cabana w/ Hosted Bar (Includes Signage)
- Half Page Advertisement in Event Program
- Logo & Link on Event Website & All Social Media
- Logo included on Auction Website, Auction Leader Board & Personal Mobile Devices
- Individual Name/Company Recognition During Event
- Logo Included on Event Marketing Collateral
- Logo Exposure at Event
- Name In Lights

### SILVER LIGHT LEVEL \$6,000 (12)

*Package includes:*

- 10 VIP Tickets
- Cabana w/ Bottle Service (Includes Signage)
- Quarter Page Advertisement in Event Program
- Logo & Link on Event Website & All Social Media
- Logo Included on Auction Website
- Individual Name/Company Recognition During Event
- Logo Included on Event Marketing Collateral

*\*Limited number of Shared Sponsorships Available.  
Please inquire.*

### BRONZE LIGHT LEVEL \$4,000 (24)

*Package includes:*

- 8 VIP Tickets
- Private Lounge w/ Bottle Service
- Logo In Event Program
- Logo & Link on Event Website
- Logo Included on Auction Website
- Group Mention During Event

### CANDLELIGHT LEVEL \$2,500 (20)

*Package includes:*

- 8 General Admission Tickets
- Reserved Table w/ Wine
- Name Listed in Event Program
- Name Listed on Event Website

*\*Add sponsorship items to your package:  
Program Ad, Name in Lights, Logo vs Listing.  
Please inquire.*

**FOR MORE INFORMATION CONTACT**  
Michele McRae, Sponsorships  
mmcrae@walkwithsally.org  
310.322.3900





## Specialty Sponsorship Opportunities



### BAND-LIVE BROADCAST SPONSOR

*Package includes:*

- Full Page Advertisement in Event Program
- Logo & Link on Event Website
- Logo included on Auction Website, Leader Board & Personal Mobile Devices
- Logo & Link on Event Marketing Collateral
- LIVE High-def video & audio broadcast of the entire show including hosted crowd interaction, green room access, band interviews & performance, and other custom curated content
- End-to-end turn-key production with brand approval on all graphics, admat and creative
- Video player viewable on your website, IROCKE\* and any other websites/partners you choose
- Massive pre & post event promotional campaign supported with produced recorded content
- Event distribution and syndication reach through concert and media partners

### SPOT LIGHT SPONSOR \$10,000 (5)

*Package includes:*

- Full Page Ad in Event Program
- Logo & Link on Event Website and all Social Media
- Logo included on Auction Website & Personal Mobile Devices
- Recognition as Spot Light Sponsor at Event
- Logo included on Event Marketing Collateral
- Expanded Promotional Opportunities during Event – may include Product Distribution, Product Placement, etc.
- 4 VIP Tickets
- 2 Staff/Vendor Tickets

### TORCH LIGHT SPONSOR \$5,000 (2)

*Package includes:*

- Half Page Ad in Event Program
- Logo & Link on Event Website and all Social Media
- Logo included on Auction Website and Personal Mobile Devices
- Recognition as Torch Light Sponsor at Event
- Logo included on Event Marketing Collateral
- Expanded Promotional Opportunities during Event – may include Product Distribution, Product Placement, etc.
- 2 GA Tickets
- Premium Signage/Product Placement at Front Entrance of Event

### SKY LIGHT SPONSOR \$3,000 (5)

*Package includes:*

- Quarter Page Advertisement in Event Program
- Logo & Link on Event Website and all Social Media
- Logo included on Auction Website
- Group Mention during Event
- Logo included on Event Marketing Collateral
- Expanded Promotional Opportunities during Event – may include Promotional Product Distribution, Product Placement, etc

### NAME IN LIGHTS \$2,000

*Package includes:*

- Logo included in Event Program
- Logo included on WLWN thank you ad
- Logo exposure on the main stage during musical performance 10+ in a rotation on 10x13 screen

### EVENT PROGRAM ADVERTISEMENT

- Full Page: \$1,000
- Half Page: \$500
- Quarter Page: \$250





## Restaurant Sponsorship Opportunities



In addition to being a positive influence in the lives of so many Walk With Sally children and your community, the following are a list of marketing and other benefits the 2018 White Light White Night Restaurant Sponsors will receive. In addition to participating in "A Taste of Los Angeles", we invite our Restaurant partners to donate to the live and silent auctions for maximum exposure.

### Restaurant Benefits

#### *Access and Marketing to your Key Demographic*

- Attendees: 1000+ of Los Angeles' most influential, active, and socially-conscious people.
- Average household income: \$160,000.
- Ages: 25-65, with the majority falling between 30-45.

### Pre-event Marketing

- Logo & Link on the White Light White Night event website
- Restaurant name and logo included with Walk With Sally social media updates, including Facebook and Twitter (combined 7000+ LA fans and followers)
- Association with the White Light White Night event as teaser media is distributed in *Southbay Magazine*, *Daily Breeze*, and other regional media.

### During Event Marketing

- Ability to reach out and impress your key demographic customers
- Large booth banner
- Public thank you and recognition for your donation
- Inclusion in the Event Program distributed to attendees and sponsors

### Post-event Marketing

- Association with the White Light White Night event as post-event media is distributed to such outlets as *Southbay* magazine and KTLA News.
- Increased traffic and new customers from White Light White Night attendees and other community recognition

### What we need for you to provide

- Three to five of your signature dishes or appetizers (700+ pieces)
- Restaurants must be prepared to serve for 4.5 hours
- Servers and service-ware
- Any preparation equipment
- Donation for the Silent/Live Auction

### What we provide

- 10x10 White service area with your logo signage and tablecloth
- Marketing packet with postcards for distribution and display.



**FOR MORE INFORMATION CONTACT**  
 Page Sacks, Event Manager  
[events@walkwithsally.org](mailto:events@walkwithsally.org)  
 310.322.3900 ext. 3



## Attendee Demographics

- Active
- Socially-conscious
- Influential
- Committed to making a difference
- Dines out at least 5 times a month
- Loves to shop
- Makes travel plans yearly/nationally and internationally
- Attends concerts/avid movie-goers
- Age ranges: 30 – 45 (Primarily)

- Average Household Income: \$160,000
- Estimated number of attendees is 1000 – 1300
- 90% College Educated
- 95% Use Internet at Home or Work
- 75% Make Purchases Online
- 60% Make Travel Plans Online
- Occupations: Professional/Managerial 60%, Healthcare 20%, Entrepreneurial 10%, Other 10%

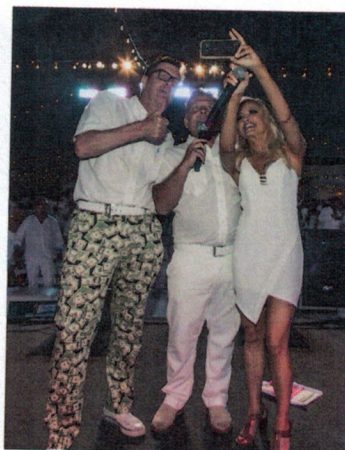
### 2017 Impressions

Print: 844,091 Impressions

Digital: 1,873,410 Impressions

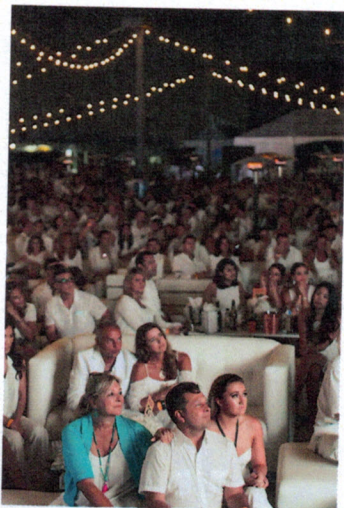
### Social Media:

- Social Media Members: 7,713
- #WLWN2017: 345 Posts = 112,980 Impressions
- #WLWN: 242 Posts = 32,301 Impressions
- #WalkWithSally: 1,611 Posts = 690,406 Impressions





## Sponsor-Donor Form



Thank you for joining us in making the future filled with hope for children affected by cancer. Please take a moment to fully complete the form below.

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

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Yes, I would like to become a WLWN Sponsor

- ☐ Star Light Level \$50,000
- ☐ Gold Light Level \$12,000
- ☐ Silver Light Level \$6,000
- ☐ Bronze Light Level \$4,000
- ☐ Candle Light Level \$2,500

### Yes, I would like to place an Event Program Advertisement

- ☐ Full Page \$1,000
- ☐ Half Page \$500
- ☐ Quarter Page \$250

### Yes, I would like to become a Specialty Sponsor

- ☐ Band-Live Broadcast \$25,000
- ☐ Spot Light \$10,000
- ☐ Torch Light \$5,000
- ☐ Sky Light \$3,000
- ☐ Name In Lights \$2,000

### Yes, I would like to Donate to help children affected by cancer.

- ☐ \$1,500
- ☐ \$1,000
- ☐ \$500
- ☐ \$250
- ☐ \$100
- ☐ \$50
- ☐ Other: \$ \_\_\_\_\_



To pay by credit card, please complete the following:

Name as it appears on Credit Card: \_\_\_\_\_

☐ Visa ☐ MasterCard ☐ Amex Expiration: \_\_\_\_\_ Security: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please Send completed form to Michele McRae by email: [mmcrae@walkwithsally.org](mailto:mmcrae@walkwithsally.org) or mail: 840 Apollo Street Suite 324, El Segundo, CA 90245**

Your Donation is tax deductible: Walk With Sally is a 501 (c) 3 Non-Profit Tax ID #61-1472800