

# LIFT:ART

sponsorship  
opportunities

Wednesday May 10, 2017  
Neuehouse - Hollywood, CA





# LIFT:ART

3rd annual art auction to help families  
BREAK the cycle of poverty

**500**

annual attendees from the art,  
social influencer and philanthropy  
communities

**\$390K**

raised in two years

## ARTWORK FROM ACCLAIMED ARTISTS, INCLUDING:

Samaire Armstrong, Gary Baseman, Michael Muller,  
Sage Vaughn, Jimmy Chin, Richard Corman, Nina Duncan,  
JonMarc Edwards, Brad Elterman, Shepard Fairey

## NOTABLE PRESS:

More than 24 million impressions including coverage on  
Access Hollywood, Radar Online and Daily Candid





# LIFT:ART sponsor levels



## TITLE SPONSORSHIP \$50,000

All other levels PLUS:

- Opportunity to be presenting content sponsor which will live at the event and can be further used on your social channels
- Balcony lounge seating for 14 of your guests, including waitstaff, bar service, and light hors d'ouvres catering at the table.
- Special sponsor-artist reception invitation for 14 of your guests, with exclusive pre-bidding for the first hour of the event
- Personal iPad for bidding right at your lounge
- Title page advertisement in one-of-kind event gallery book
- Listed as presenting sponsor in all event press releases
- Premier logo display at the event

## VISIONARY \$25,000

All items from Champion, Advocate and Ally levels PLUS:

- Balcony lounge seating for 8 of your guests, including waitstaff, bar service, and light hors d'ouvres catering at the table.
- Special sponsor-artist reception invitation for 8 of your guests, with exclusive pre-bidding for the first hour of the event
- Personal iPad for bidding right at your lounge
- Mention in event press release
- Full-page advertisement in one-of-a-kind event gallery book
- Recognition as a framing sponsor on an art piece of your choice

## CHAMPION \$10,000

- All items from Advocate & Ally level PLUS:
- Shared (with other sponsor) balcony- lounge seating for 4 of your guests, including waitstaff, bar service, and light hors d'ouvres catering at the table.
- Special sponsor-artist reception invitation for 4 of your guests, with exclusive pre-bidding for the first hour of the event
- Recognition on social platforms
- 1/2 page advertisement in one-of-a-kind event gallery book
- Inclusion in post-event newsletter

## ADVOCATE \$5,000

All items from Ally level PLUS:

- Special sponsor-artist reception invitation for 2 of your guests, with exclusive pre-bidding for the first hour of the event
- Recognition in event materials and advertising, including event program and website
- 1/4 page advertisement in one-of-kind event gallery book

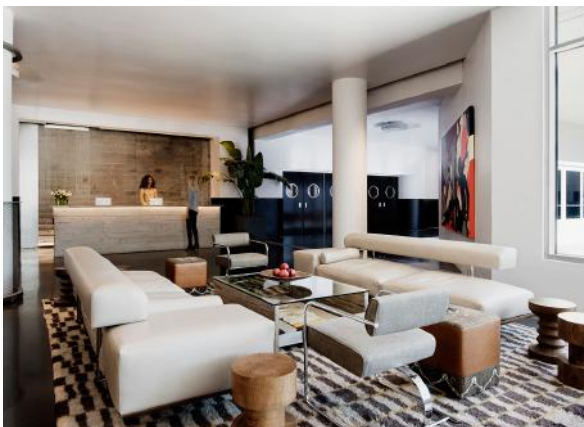
## ALLY \$2,500

- Opportunity to place your company's logo in one-of-a-kind event gallery book
- Special sponsor-artist reception invitation for 2 of your guests, with exclusive pre-bidding for the first hour of the event

## IN-KIND

We are also seeking in-kind contributions of food, drinks, and catering





## LIFT:ART – new digs

This year, LIFT:ART will take place at the gorgeous Neuehouse. Occupying the landmarked 1938 CBS Radio Building on Sunset Boulevard, NeueHouse Hollywood is both a product of its environment and a fresh voice in the Los Angeles cultural landscape. A Modernist icon built by CBS founder Bill Paley who described the building as a “Machine for Broadcasting” it was the first building in the world purpose-built for what Paley described as the “new art and science of mass communication.”

The event will take place inside the iconic studio A. As Architectural Digest describes, it served as a “home to the most beloved performers of radio’s golden age, among them Jack Benny, George Burns and Gracie Allen, Al Jolson, and Orson Welles. The pilot episode of I Love Lucy was shot there in Studio A, a cavernous space that remains a performance and event venue. In later years, its recording studios hosted the likes of Bob Dylan, Johnny Cash, Barbra Streisand, and the Beach Boys.”

We couldn’t think of a more fitting evolution of art and culture than Neuehouse Hollywood - and are excited to welcome you all.







## about LIFT-Los Angeles

LIFT is a national nonprofit dedicated to empowering families to break the cycle of poverty. LIFT-Los Angeles is one of four sites across the country that is fostering relationships between low-income parents (members) and dedicated volunteers (advocates) to help families build the strong personal, social and financial foundations to secure immediate, critical needs and to achieve long-term goals and aspirations. In addition to Los Angeles, LIFT connects with families in Chicago, New York and Washington, D.C. – all communities with some of the highest rates of concentrated poverty. Because this work cannot be done alone, LIFT focuses on building strong community collaborations with a wide range of local, regional and national partners to help ensure families receive the resources and support they need. To learn more, visit [www.liftcommunities.org](http://www.liftcommunities.org).

**\$944K**

in wages & income support into  
the pockets of members

**+2.7K**

members served since  
opening doors

**40K**

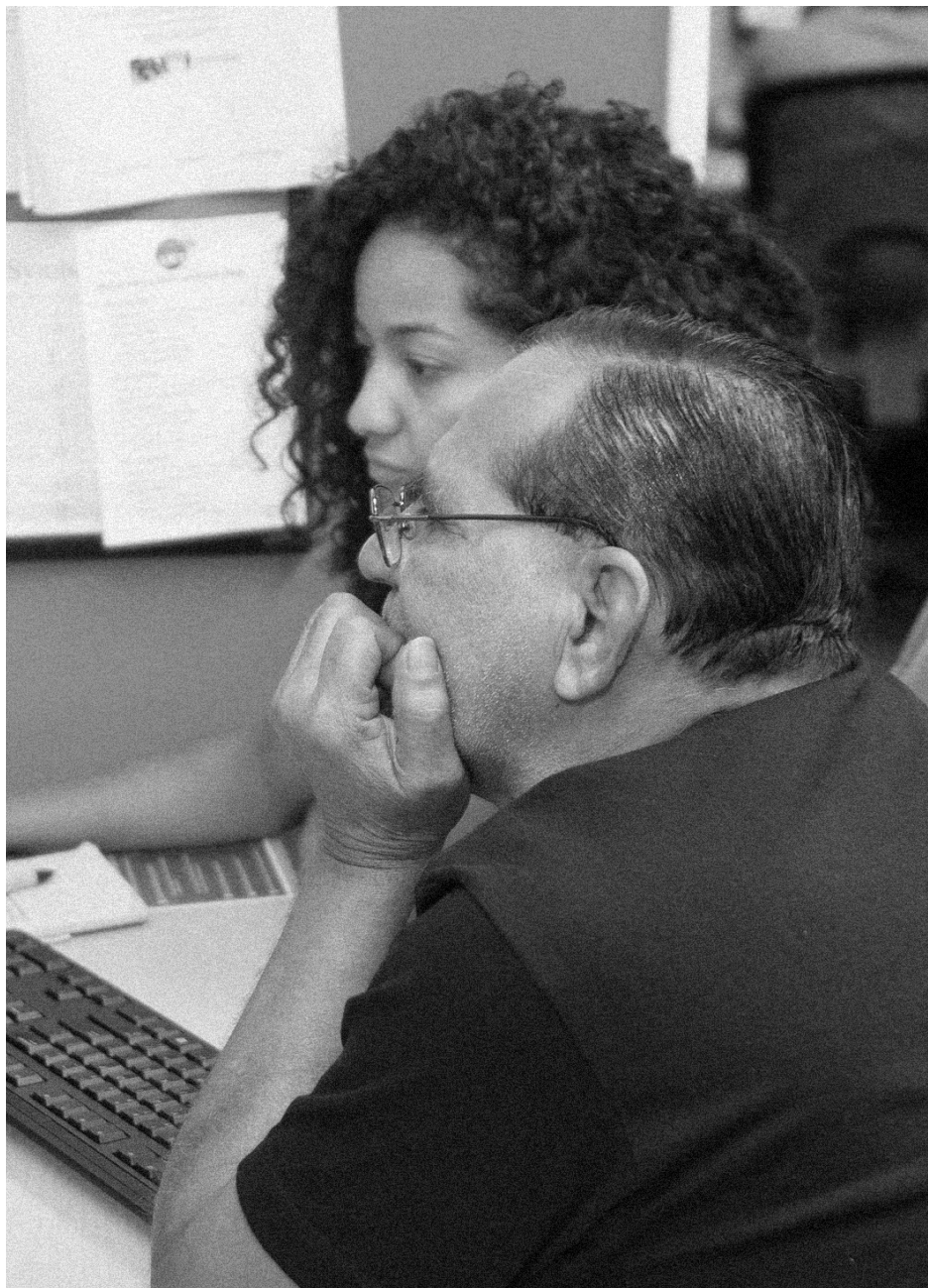
volunteer hours served  
every year

**\$902K**

worth of volunteer  
workforce







## give Angeleno families a LIFT out of poverty

For 2017 LIFT:ART sponsorship

opportunities please contact:

**Laura Presse** - [lpresse@liftcommunities.org](mailto:lpresse@liftcommunities.org)

(323)679-5349

