

CCA'S 25TH ANNUAL

TREASURES *of* LOS ANGELES

PRESENTED BY
Brookfield
Properties

THURSDAY, MAY 9, 2019
JW MARRIOTT LA LIVE
11 AM - 1:30 PM

EVENT OVERVIEW



Janet Evans, Four-Time Olympic Gold Medalist



Los Angeles Fire Department with **Jessica Lall**, CCA President & CEO



"Flea", Bassist for the Red Hot Chili Peppers



Jonathan Gold, Pulitzer Prize-Winning Restaurant Critic



Dr. Patrick Soon-Shiong, Scientist & Owner of The Los Angeles Times



Vin and Sandra Scully, LA Dodgers



Tim Gunn, Author, Executive, and Emmy-Winning Project Runway Co-Host



Placido Domingo, Grammy Award-Winning Opera Singer and Conductor

ABOUT

Treasures of Los Angeles™ was created by Central City Association (CCA) in 1994 to celebrate the city's diversity, strength and excellence. Each year, more than 1,000 of Los Angeles' most influential business, elected and civic leaders come together at CCA's signature luncheon to honor treasured leaders who have contributed to the vibrancy of Los Angeles. Past Treasures awardees include Los Angeles pioneers such as: Tim Gunn, Author, Executive and Project Runway Co-Host; Eli Broad, Business Leader and Philanthropist; Jonathan Gold, Pulitzer Prize-Winning Restaurant Critic; Magic Johnson, NBA leader and Urban Innovator; Ray Charles, Extraordinary Musician and Entertainer; Janet Evans, Four-Time Olympic Gold Medalist; and Micheal Peter "Flea" Balzary of the award-winning rock band, Red Hot Chili Peppers.

BENEFICIARY

Formed in 1924, CCA is the premier advocacy organization in the region and leading visionary on the future of Downtown LA. We are one of the most effective conveners for the community, helping to bridge the private sector with the public sector. CCA represents the interests of 400 businesses, trade associations and nonprofit organizations that together employ more than 350,000 people in Los Angeles County.

CCA'S MISSION

Through advocacy, influence and engagement, CCA enhances Downtown's vibrancy and increases investment in the region.

CONTACT / EVENT QUESTIONS

LESLIE CHUNG | Director, Events & Engagement | 213.416.7530 | lchung@ccala.org

ccala.org/treasures



SPONSORSHIP OPPORTUNITIES

THURSDAY, MAY 9, 2019 11 AM - 1:30 PM @ JW MARRIOTT LA LIVE

PRESENTING	PREMIER	SAPPHIRE	PLATINUM	GOLD	DIGITAL
\$40,000 (2 Available)	\$25,000	\$15,000	\$10,000	\$6,000	\$2,500

	PRESENTING	PREMIER	SAPPHIRE	PLATINUM	GOLD	DIGITAL
LUNCHEON SEATING	2 tables of 10 = 20 GUESTS <i>*Preferred Seating</i>	2 tables of 8 = 16 GUESTS <i>*Preferred Seating</i>	1 table of 8 = 8 GUESTS <i>*Preferred Seating</i>	1 table of 8 = 8 GUESTS <i>*Preferred Seating</i>	1 table of 8 = 8 GUESTS	
Presenting Sponsor Prominent Recognition <ul style="list-style-type: none"> • Composite logo to be created with Sponsor name and featured on all event marketing and collateral • Complimentary valet parking 	✓					
VIP Event Experience <ul style="list-style-type: none"> • Photo opportunity with Honorees • Speaking opportunity during event program • Logo on step & repeat and escalator handrails 	✓	✓				
VIP Marketing Package (Reach: 1.5M+) <ul style="list-style-type: none"> • Logo included in advertisements for publications such as the LA Business Journal, LA Times and LA Downtown News • Logo on CCA website, save-the-date, invitation and event signage • Recognition in CCA e-blasts and social media • Recognition from stage during event program 	✓	✓	✓			
Marketing Package (Reach: 2,700+) <ul style="list-style-type: none"> • Company listing on CCA website • Recognition on select event signage • Table signage 	✓	✓	✓	✓	✓	
Luncheon Recognition	30-Second Promo Spot during Luncheon, Digital Ad on Program Screens, Logo on Printed Event Program	Digital Ad on Program Screens, Logo on Printed Event Program	Digital Ad on Program Screens, Logo on Printed Event Program	Logo on Program Screens & on Printed Event Program	Company Listing on Program Screens & on Printed Event Program	Company Listing on Program Screens & on Printed Event Program

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TREASURES

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SPONSORSHIP COMMITMENT

DUE APRIL 26, 2019

SPONSOR INFORMATION

COMPANY NAME (As you wish to be recognized)

CONTACT NAME

EMAIL

PHONE

ADDRESS

CITY | STATE | ZIP

PAYMENT METHOD

Sponsorships may also be reserved at ccala.org/treasures.

Enclosed is my check payable to **Central City Association** for \$ _____

Please charge \$ _____ to my Visa MC AmEx

CARD #

EXP. DATE

CARDHOLDERS NAME

GUEST NAMES

Please provide names to CCA by April 26, 2019.

Please reserve a
Treasures sponsorship
at the following level:

\$40,000 | Presenting

\$25,000 | Premier

\$15,000 | Sapphire

\$10,000 | Platinum

\$6,000 | Gold

\$2,500 | Digital

INDIVIDUAL TICKET

@ **\$600** X _____

We cannot attend,
but please accept our
donation of \$ _____

**PLEASE RETURN
COMPLETED FORM TO:**

Central City Association

626 Wilshire Blvd., Suite 850
Los Angeles, CA 90017

Leslie Chung

Director, Events & Engagement

213.416.7530

lchung@ccala.org

CONTACT / EVENT QUESTIONS

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