

ENVIRONMENT OF PEOPLE FOUNDATION'S

NEW YORK *in* HOLLYWOOD

SUNDAY, OCT 4TH

2015

BENEFITING THE CSUN MUSIC THERAPY WELLNESS CLINIC

Help children with autism, down syndrome and other challenges by being a proud sponsor of this unique charity event. Make a profound difference in the life of a child.

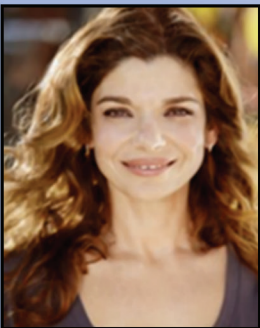


"The songs and music-play helped my son increase his vocabulary and eventually his speech."
- a parent

SPONSORSHIP

OPPORTUNITY

The NEW YORK in HOLLYWOOD event is an unprecedented PR opportunity. It provides high-level exposure with celebrity attendees and performers, local and national media, the Chamber of Commerce, local politicians, and a sizable attendance by influential members of the Southern California community as well as your friends and neighbors.



"Please consider being a sponsor of New York in Hollywood"

- Laura San Giacomo
Honorary Chair



WWW.EOPF.org

on the
New York Street
backlot at:



\$25,000+: Exclusive Sponsor

- ★ *Naming rights and the ability to customize your sponsorship package*
- ★ *Red carpet celebrity photo opp*
- ★ *+ All the benefits of the \$10,000 sponsorship level*

\$10,000+: Maestro (Category Exclusive Presenting Sponsor)

- *“Presenting Sponsor” recognition in print and select radio ads*
- *Acknowledgement and announcements from the stage*
- *Premium banner storefront advertising at the New York Lot*
- *Full-page premium ad placement in Tribute Journal*
- *Exclusive banner ads and links on the Foundation’s website*
- *Logo advertising on all event merchandise*
- *3 reserved tables for a total of 12 guests in the VIP area - includes private premium catering and host bar*

\$5,000+: Concert Master

- *Unique & customized sponsorship recognition in print ads*
- *Banner storefront advertising at the New York Lot*
- *Full-page ad placement in Tribute Journal*
- *Banner ads and links on the Foundation’s website*
- *Logo advertising on select event merchandise*
- *2 reserved tables for a total of 12 guests in the VIP area - includes private premium catering and host bar*

\$2,500+: Principal Chair

- *Sponsorship recognition in print ads*
- *Full-page ad placement in Tribute Journal*
- *A reserved tables for a total of 6 guests in the VIP area - includes private premium catering and host bar*



A message from Laura San Giacomo
Honorary Chair, **New York in Hollywood**



Please join me in supporting the **New York in Hollywood 2015** fundraiser; a very special charity event to benefit the *CSUN Music Therapy Wellness Clinic*. I have been fortunate to see first-hand the extraordinary work of the CSUN music therapists, and can personally attest to the fact that their work has made a tremendous difference in the lives of kids and their families.

We are all affected by the power of music. It moves our emotions. It changes our day. We mark times in our lives by it. The benefits of music in the learning process and music's effect on our brain have been documented. Imagine if you couldn't talk or walk or use words to express what you were feeling... imagine how you might experience music under those circumstances. Music gives us all the opportunity to learn about rhythm, turn taking and creating together. Music programs are being drastically cut or eliminated altogether. While this is a tragedy for all kids, it is especially difficult for children who happen to have special needs. Finding a teacher who understands these children's unique needs is almost impossible from the pool of music teachers out in the world. But one who can translate through music all of its other magical properties is not found except in a music therapist. Children for whom language is a complex task can begin to understand through the medium of music the simple act of responding to someone. Children whose bodies do not respond to brain commands can rewire for movement while playing an instrument. Kids who have a hard time being in a group of people or tolerating different or varying sound can begin to joyously work together to create music, and through the process begin to tolerate sonic frequencies. For these kids music therapy is not just music lessons, it's an individualized process that can transform the brain and body to overcome challenges.

New York in Hollywood 2015 will be held from 2:00 p.m. to 5:00 p.m. on Sunday, Oct. 4, 2015. The setting will be the New York Street back lot at CBS Studio Center in Studio City, CA. This family event will feature celebrities from the film and television industry, top musical acts, and a very special appearance from the Sunshine Choir. This event promises to be a spectacular day of activities for kids of all ages that offers corporate and individual sponsors an exciting opportunity to be connected with a most worthwhile cause.

Many of the children and families associated with *CSUN Music Therapy Wellness Clinic* are only able to participate as a result of scholarships provided through fund raising events such as New York in Hollywood. Given the current economic situation, programs such as this would most certainly cease to exist without outside private support. With your help, we can ensure that this program will continue to transform the lives of these children.

Thank you for your kind consideration for a cause that is so near and dear to my heart.

Laura San Giacomo
Honorary Chair

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