

1ST ANNUAL

*Ava's Heart*  
*Heroes Ball*



*September 17, 2016*

THE AVALON THEATRE  
1735 VINE STREET  
HOLLYWOOD, CA 90028

1ST ANNUAL  
*Ava's Heart | Heroes Ball*



*A truly magical evening  
will touch your heart and lift your spirit.*

*Hear stories from transplant patients,  
doctors, celebrities and our honorees who  
work passionately to  
better the lives of others.*

*We request your company and your  
gracious sponsorship of this extremely  
worthy charitable organization's first  
annual fundraising event,  
Ava's Heart | Heroes Ball.*



# 1ST ANNUAL AVA'S HEART | HEROES BALL

*Lifting Spirits*

*Please join us in celebrating the*

## *1st ANNUAL* **AVA'S HEART | HEROES BALL**

*September 17, 2016 | The Avalon Theatre | 1735 Vine Street, Hollywood, CA 90028*

**AVA'S HEART** is a unique nonprofit charity dedicated to providing financial assistance for organ transplant patients who cannot afford necessary treatment and care. Founded by heart transplant recipient **Ava Kaufman**, Ava's Heart has quickly become the primary organization in the US for transplant patients and their families. We provide pre-transplant and post-transplant patients a wide variety of basic essentials not covered by insurance like housing, food, gas, medications, strollers, car seats, dental work, hearing aids, etc. We will even upgrade the electricity in a home that is not up to code so their mechanical device (LVAD or artificial heart) will work reliably. Without outside financial assistance, many families go broke, or even worse, some patients do not survive. Ava's Heart also provides emotional and psychological support, as well as other resources and refuge for both transplant patients on the waiting list, as well as those who now have to deal with the realities of post-transplant care.

**AVA'S HEART | HEROES BALL** is our inaugural fundraising gala, and your best opportunity of the year to focus your charitable contributions for this cause. We invite you to attend this truly magical evening that is guaranteed to touch your heart. You'll hear stories from transplant patients, doctors, celebrities and our evening's honorees who work passionately to better the lives of others. Whether or not you're able to attend, your contributions as a sponsors or advertiser will be recognized by all in attendance, and greatly appreciated by the individuals and families facing life-changing organ transplant costs, whom you are going to aid directly.

*Come celebrate life and come save a life.*

*#itcouldbeyou ... It must be you!*







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### *Honoring*

**LISA FUJIMOTO**, Executive Director, Change a Life Foundation

Executive Vice President Lisa Fujimoto oversees and manages all grant-making and scholarship programs and activities at Change a Life Foundation. The Foundation funds critically needed direct services that promote self-sufficiency and improves the quality of life of grant recipients.



**THOMAS MONE**, Chief Executive, One Legacy

Since 2000, Tom Mone has led OneLegacy, the United State's largest organ recovery agency, serving 19.5 million people, 200-plus hospitals and 11 transplant centers. Tom created the Donate Life Rose Parade float that has more than a hundred national and international partners and is seen by 30 million people each year. He also created the Global Leadership Symposium to share donation best practices worldwide.



**MARIO C. DENG, MD, FACC, FESC**

Ronald Reagan UCLA Medical Center  
UCLA Medical Center, Santa Monica

Mario C. Deng, MD served as medical director of the Interdisciplinary Heart Failure and Heart Transplant Program at the University of Münster in Germany before moving to Columbia University Medical Center in New York City in 2000, where he was director of cardiac-transplantation research for more than a decade prior to coming to UCLA. Dr. Deng is a pioneer in translating advances in basic science research into treatments for advanced heart failure, particularly addressing the interactions between the cardiovascular and immune systems.



**JUAN ALEJOS, MD**

Ronald Reagan UCLA Medical Center  
UCLA Medical Center, Santa Monica  
Mattel Childrens Hospital UCLA

A pediatric cardiologist, Dr. Juan Alejos was inspired by his pediatrician father to follow his interest in the early onset of cardiovascular diseases in children and find ways to prevent it. Dr. Alejos has been a practicing physician for 28 years and has researched and published work on subjects, including heart failure, heart transplantation, ventricular assist devices and pulmonary hypertension.





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### ***Facts***

- Twenty-two (22) people die every day waiting for a life-saving organ.
- A transplant does not discriminate against age, race or gender. It can happen anytime. Someone in need of a life-saving organ cannot get listed until they can prove that they have housing within 30 minutes of their transplant center.
- Los Angeles has some of the best transplant centers in the world, such as UCLA and Cedars-Sinai. People come to LA from all over the country to get listed for organ transplants and to receive the newest and best medical treatment.
- Ava's Heart provides assistance for transplant patients who would otherwise not get treatment and care. Ava's Heart supplies housing for pre- and post-transplant, gas cards for clinic appointments, food cards, strollers and car seats, dental work, hearing aids and more.
- Every doctor, nurse and social worker will tell you that there is a dire need for a Ronald McDonald House for transplant patients in Los Angeles.

***It's time to take Ava's Heart's dream of creating a Ronald McDonald House for transplant patients into a reality. The time is now.***





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**Ava Kaufman** was a professional dancer and then a successful businesswoman, who took a small moving company and turned it into a major delivery and installation firm with clients such as the Four Seasons Hotel, the Beverly Hilton and just about every interior designer in town.

In 2010, Ava came down with a rare autoimmune disease, dermatomyositis, that attacked her muscles and her heart. Rushed to Cedars-Sinai Medical Center, her prognosis was death unless Ava could receive a heart transplant. Ava was put on a LVAD and ECMO machine and received the gift of life in 10 days, the heart of a 17-year-old boy, on her birthday.

Ava says, "In the hospital, post surgery, I could not move at all. I was trapped in my own body, a childhood fear realized. I was truly ready to let go. In the midst of my coma, I felt as though I was sitting in the palms of two large hands. Surely they belonged to God. But I could not leave my young child behind. So it was there, at the moment, I made a promise. If I could get back to being my daughter's mom again and to be able to dance, I would spend the rest of my life giving back."

Having observed firsthand the service gaps in available post-transplant services, Ava's Heart was born, a 501 (c)(3) nonprofit, that would help transplant patients and their families deal with non-insurance-related aspects, such as housing, food and gas cards, baby strollers, car seats, hearing aids, dental work and other resources and refuge.

***The 1st Annual Ava's Heart | Heroes Ball is an opportunity to generously donate and to further Ava's life-saving mission.***







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### *The Evening's Entertainment*

#### **MICHAEL GRANDINETTI** – MASTER ILLUSIONIST

Michael Grandinetti is not your ordinary magician. With performances on national and international television, in stadiums, arenas, casinos and theaters around the country and even at The White House, Michael has made a name for himself around the world as an extremely talented and innovative illusionist. Michael is currently starring in the hit CW TV series *Masters of Illusion*, now in its third season and airing in more than 100 countries around the world. Michael Grandinetti is making the ancient art of magic charismatic and contemporary. By blurring the line between illusion and reality in a groundbreaking-yet-personable way, Michael gives his audience an engaging, entertaining and one-of-a-kind experience they will not forget.



#### **SCOTT MAC INTYRE** – SINGER/MUSICIAN

Blind from birth and diagnosed with kidney disease at a young age, Scott MacIntyre was *American Idol's* first disabled contestant, becoming a finalist in season eight. Scott has released eight career albums and two EPs so far and most recently, released his album *Lighthouse*, which marks a new chapter in his life. Just before the release, news broke that Scott was again in need of a kidney and shortly after, a woman hearing Scott's story stepped forward. He received a kidney from a living donor in the summer of 2015. Thanks to this wonderful donation, Scott and his wife Christina are now expecting their first child. Scott's story is inspiring, courageous and he is an eternal optimist.



#### **JADE WHITE** – SINGER, SONGWRITER, PERFORMER

Born and raised in Los Angeles, Calif., 19-year-old indie pop artist Jade White has grown up with a deep love for music. White turned to music to overcome significant life challenges. Touched by transplantation, she speaks her mind to articulate her unique energy through her voice. White has been acting and singing since she was a child, starring in stage productions in and around Southern California. Yearning to move beyond the stage, Jade teamed with producers Tom & Jenn Korbee to craft her debut single "Someone to Call My Own." White's vocals generate an authentic calmness combined with melodic irresistibility, a cross between the vocal stylings of Hayley Williams and Norah Jones.



*Come & enjoy magical entertainment, amazing food and a silent auction.*





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## EVENT SPONSORSHIPS

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### **PRESENTING SPONSORSHIP | \$75,000**

- Recognition and exclusivity as the sole Presenting Sponsor of the event
- Presenting Sponsor recognition at the event, in the *Ava's Heart | Heroes Ball Tribute Book* and on all event press releases
- Presenting Sponsor Level Table Placement (2 tables, 20 tickets)
- Presenting Sponsor Level Ad in the commemorative *Ava's Heart | Heroes Ball Tribute Book* (either a two-page spread or outside back cover)
- Largest logo on step and repeat on the Red Carpet
- Largest company logo projected during the event
- Largest company logo on invitations
- Special introduction from the podium
- Opportunities to be introduced to celebrity guests and award recipients at the after party
- Opportunity to have a branded drink served
- Corporate logo and 75-word bio on the Awards Sponsor page of the Ava's Heart website for 12 months

**SPONSORSHIP**  
*opportunities*







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SPONSORSHIP  
opportunities

## EVENT SPONSORSHIPS

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### TITLE SPONSORSHIP | \$50,000

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- Recognition as a Title Sponsor of the event
- Title Sponsor recognition at the event, in the *Ava's Heart | Heroes Ball Tribute Book* and on all event press releases
- Title Sponsor Level Table Placement (1 table, 10 tickets)
- Title Sponsor Level Ad in the commemorative *Ava's Heart | Heroes Ball Tribute Book* (best premium full-page position available)
- Large logo on step and repeat on the Red Carpet
- Large company logo projected during the event
- Large company logo on invitations
- Recognition from the podium
- Opportunities to be introduced to celebrity guests and award recipients at the after party
- Corporate logo and 75-word bio on the Awards Sponsor page of the Ava's Heart website for 12 months

### PLATINUM SPONSORSHIP | \$25,000

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- Recognition as a Platinum Sponsor of the event
- Platinum Sponsor recognition at the event, in the *Ava's Heart | Heroes Ball Tribute Book* and on all event press releases
- Platinum Sponsor Level Table Placement (1 table, 10 tickets)
- Platinum Sponsor Level Full-Page Ad in the commemorative *Ava's Heart | Heroes Ball Tribute Book*
- Medium logo on step and repeat on the Red Carpet
- Medium company logo projected during the event
- Medium company logo on invitations
- Recognition from the podium
- Opportunities to be introduced to celebrity guests and award recipients at the after party
- Corporate logo and 75-word bio on the Awards Sponsor page of the Ava's Heart website for 12 months





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### **GOLD SPONSORSHIP | \$15,000**

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- Recognition as a Gold Sponsor of the event
- Gold Sponsor recognition at the event, in the *Ava's Heart | Heroes Ball Tribute Book* and on all event press releases
- Gold Sponsor Level Table Placement (8 tickets)
- Gold Sponsor Level Full-Page Ad in the commemorative *Ava's Heart | Heroes Ball Tribute Book*
- Small logo on step and repeat on the Red Carpet
- Small company logo projected during the event
- Small company logo on invitations
- Recognition from the podium
- Opportunities to be introduced to celebrity guests and award recipients at the after party
- Corporate logo and 75-word bio on the Awards Sponsor page of the Ava's Heart website for 12 months

### **SILVER SPONSORSHIP | \$7,500**

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- Recognition as a Silver Sponsor of the event
- Silver Sponsor recognition at the event, in the *Ava's Heart | Heroes Award Tribute Book* and on all event press releases
- Silver Sponsor Level Table Placement (6 tickets)
- Silver Sponsor Level Full-Page Ad in the commemorative *Ava's Heart | Heroes Ball Tribute Book*
- Opportunities to be introduced to celebrity guests and award recipients at the after party
- Corporate logo and 75-word bio on the Awards Sponsor page of the Ava's Heart website for 12 months

**SPONSORSHIP**  
*opportunities*





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ADVERTISING rates

## EVENT TRIBUTE BOOK

**Ava's Heart | Heroes Ball Tribute Book** is an elegant, commemorative program of events that will be in the hands of all attendees, honorees and presenters, containing profile editorial on the evening's honorees, as well as a history of the organization and its mission. Your congratulatory ad message and show of support will be seen by everyone in the room.

### TRIBUTE PROGRAM ONLY\*

<b>Outside Back Cover</b>	<b>\$9,000</b>
<b>Inside Front Cover</b>	<b>\$4,500</b>
<b>Inside Back Cover</b>	<b>\$4,500</b>
<b>Full Page</b>	<b>\$2,500</b>
<b>Horizontal Half Page</b>	<b>\$1,750</b>

\*All ads are four color

**Individual Tables • Table of 10 • \$4,500**  
**Individual tickets are \$450 each**

### RESERVATION DEADLINES

Ad Space      August 29  
Ad Art         September 2

### CONTACT

**Carol Skeldon**  
**310.650.8838**  
**carol@ingledodd.com**

Ava's Heart is a section 501 (c)(3) organization under the Internal Revenue Tax ID 45-3266322. You will receive an official acknowledgment letter with a tax receipt upon delivery of your contribution. You may also give online at [www.avasheart.org](http://www.avasheart.org)

