

A magical night scene of a castle with a crescent moon and stars. The castle has a prominent round tower with a balcony and a conical roof. The sky is dark blue and purple with a bright crescent moon and many stars. The castle is illuminated with warm lights, and the overall atmosphere is dreamlike and enchanting.

THE GABRIELLA FOUNDATION

Celebrating The
MAGIC *of* **DANCE**

Thursday, May 30, 6:30 pm

2019 SPONSORSHIP OPPORTUNITIES

The
Gabriella
Foundation

*Transforming lives and communities
through the power of dance*

ABOUT US

The Gabriella Foundation is a non-profit organization that is **transforming lives and communities through the power of dance!**

Our award-winning program, Everybody Dance!, is the largest in-school and sequential after-school dance program in Los Angeles County. During the school day, Everybody Dance! offers a creative outlet for students, using multiple forms of dance as a tool for learning by incorporating movement into academic curriculum. After school, Everybody Dance! provides both boys and girls a safe space at the most vulnerable time of day, and teaches discipline, teamwork and a focus on technical mastery of dance forms. In both models, our professional dance instructors inspire students to achieve their very best by teaching life skills and instilling self-confidence, creative exploration, and a commitment to dance and the arts.

The Gabriella Foundation was established in 1999 by Liza Bercovici, in memory of her 13-year-old daughter, Gabriella Axelrad, who loved to dance. Liza had a vision to bring the joy and impact of dance to underserved communities through the Everybody Dance! after-school program. Learning quickly that dance often improved academic outcomes, in 2005, she founded Gabriella Charter School, a dance-themed public school. Today, The Gabriella Foundation and Gabriella Charter Schools continually strive to bridge the opportunity gap in underserved communities through high-quality dance and academics.



LIZA AND HER DAUGHTER GABRIELLA

BY THE NUMBERS

Everybody Dance! operates in MacArthur and Echo Parks, South Los Angeles and Watts, with exploration underway in Boyle Heights:

- 3,663 students in grades K to 8 participate in Everybody Dance! school-day dance classes
- 914 students ages 4 to 19 are enrolled in Everybody Dance! after-school dance classes
- 344 weekly hours of dance instruction are offered at 21 Everybody Dance! sites
- In 2017-18, Everybody Dance! students participated in 47 in/after-school performances, 31 field trips and 14 master classes



Everybody Dance! strengthens sense of community and positive self-development. In our April 2018 student surveys:

98%

of respondents said that their physical fitness improved

89%

said their sense of being supported by friends and/or the community improved

92%

said their belief in their ability to succeed improved

93%

said their self-esteem improved

100%

of seniors in our after-school program attend college, many the first in their families to do so

THE EVENT

Celebrating The MAGIC *of* DANCE

THURSDAY, MAY 30, 6:30 PM
THE MAGIC CASTLE
7001 FRANKLIN AVE, LOS ANGELES, CA 90028

In a magical night dedicated to celebrating the transformational power of dance, guests will enjoy cocktails, dinner and dance shows while witnessing Los Angeles' top magicians amaze and delight with close-up and stage magic, including a Harry Houdini séance.



**A Secret Passageway
Into the World's Most Exclusive
Magic Club** [READ ARTICLE »](#)

THE WALL STREET JOURNAL | Dec. 19, 2018 1:27 p.m. ET

SPONSORSHIP OPPORTUNITIES

| **CHAMPION** equitable access to dance education for our city's most underserved children and youth | **ALIGN** your brand with The Gabriella Foundation and demonstrate your belief in the power of dance education that supports academic and career success | **ENGAGE** with passionate and influential professionals and philanthropists who are actively shaping the culture of dance education and creative youth development.

All benefits packages can be customized to meet your goals.

\$350 | INDIVIDUAL TICKET

Please reserve ____ individual ticket(s).

I AM UNABLE TO ATTEND

I would like to support The Gabriella Foundation with a contribution of _____.



\$20,000 | HARRY HOUDINI (2)

- Pre-event Magic Show with special guest magician
- Reserved seating for 20 at The Magic of Dance Dinner and Show
- Harry Houdini Séance
- Private Close-up Magic Show in Jack Oakie Room
- Abracadabra Diamond Tribute Ad (2-pages)
- Back cover of Magic Castle Show Schedule
- Exclusive sponsor of The Palace of Mystery
- Membership in the Gabriella Leadership Circle*
- Recognition on all event print materials, social media platforms, and digital Tribute Journal



\$10,000 | PENN & TELLER (4)

- Pre-event Magic Show with special guest magician
- Reserved seating for 15 at The Magic of Dance Dinner and Show
- Harry Houdini Séance
- Hocus Pocus Gold Tribute Ad
- Sponsor of The Parlour of Prestidigitation
- Membership in the Gabriella Leadership Circle*
- Recognition on all event print materials, social media platforms, and digital Tribute Journal



\$5,000 | DAVID COPPERFIELD

- 10 event tickets
- Sim Sala Bim Silver Tribute Ad
- Recognition on all event print materials and digital media
- Sponsor of The Close-Up Gallery
- Membership in the Gabriella Leadership Circle*
- Recognition on all event print materials, social media platforms, and digital Tribute Journal



\$2,500 | LANCE BURTON

- 5 event tickets
- Bibbidi Bobbidi Boo Bronze Tribute Ad
- Sponsor of The Peller Theatre
- Membership in the Gabriella Leadership Circle*
- Recognition on all event print materials, social media platforms, and digital Tribute Journal



\$1,500 | DAVID BLAINE

- 2 event tickets
- Half-Page Tribute Ad
- Sponsor of The Library Bar
- Recognition on all event print materials, social media platforms, and digital Tribute Journal

**Leadership Circle membership levels will be determined by individual donation amounts*

VIRTUAL TRIBUTE JOURNAL

- \$6,000 | Abracadabra Diamond Tribute Ad (2-pages)
- \$3,000 | Hocus Pocus Gold Tribute Ad (1-page gold)
- \$1,500 | Sim Sala Bim Silver Tribute Ad (1-page silver)
- \$1,000 | Bibbidi Bobbidi Boo Bronze Tribute Ad (1-page bronze)
- \$500 | Half-Page Tribute
- \$250 | Name Listing

ADDRESS AND PAYMENT INFORMATION

Your Name: _____

Your Title: _____

Company: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____

How would you like your name or company name to appear in our event materials?

- Send an invoice
- Enclosed is my check payable to The Gabriella Foundation
- Charge to my: Visa MC AMEX

Account Number: _____

Expiration Date: _____

Name as it appears on the card (PLEASE PRINT): _____

Total amount pledged/due: \$ _____

VIRTUAL TRIBUTE JOURNAL INSTRUCTIONS

There are two options for creating your digital tribute journal message:

Option 1 - Submit your personal message and let us design your journal page:

- Compose your digital tribute journal message (250 character limit)
- Email your submission to events@everybodydance.org. Use subject line, "Magic of Dance Virtual Tribute Journal." If you would you like to use a specific image, please attach a high-resolution version.

Option 2 - Design your own page using the following specifications:

- Full screen (12.5" W x 5.5" H); Half screen (6.125" W x 5.5" H)
- Use high-resolution photos in 300 DPI
- Export image as TIFF or high-resolution JPG
- Send image to events@everybodydance.org Use subject line, "Magic of Dance Virtual Tribute Journal!"

PLEASE PAY ONLINE AND EMAIL COMPLETED SPONSOR FORM TO:

SARIN CEMCEM
MARKETING & DEVELOPMENT COORDINATOR
scemcem@everybodydance.org
(213) 365-2491, X107

OR

PLEASE MAIL COMPLETED SPONSOR FORM AND PAYMENT TO:

SARIN CEMCEM
MARKETING & DEVELOPMENT COORDINATOR
THE GABRIELLA FOUNDATION
222 E. 16TH STREET, UNIT E
LOS ANGELES, CA 90015

