

6th Annual One Child at a Time Benefit CASINO NIGHT

Saturday, April 24, 2010, 7:00 -11:00 p.m.

Palio D'Asti Restaurant

640 Sacramento Street, San Francisco

About CALICO: CALICO's mission is to provide a supportive environment to interview children and facilitate a collaborative response to child abuse in which the needs of children take precedence. Since 1997, CALICO has aided over 7,000 children, ages 2-17. Most of these young victims were sexually abused, and many were physically hurt, neglected, exploited as prostitutes, or witnessed homicides or violence in their homes. CALICO serves as a multi-disciplinary hub, bringing together detectives, child welfare workers and prosecutors to respond collaboratively to child abuse allegations, hear children's testimonies and link children and families with vital therapeutic, medical, and legal support services in the community. (See www.calicocenter.org for more information.)

Prior to the founding of CALICO, young victims were forced to tell their stories in unsuitable places, such as police cars, noisy offices, or their home with the offender in the next room, and to do so repeatedly (13 recitations was not unusual). Now, through CALICO's leadership, children no longer repeat embarrassing details to multiple strangers; they are more quickly and effectively connected to medical and mental health services; and their needs are less likely to fall through the cracks due to agency miscommunications.

Audience: Each year this signature event grows bigger than prior years. We anticipate more than 250 guests in 2010. Our audience is largely comprised of corporate and civic professionals and includes attorneys, corporate officers, judges, accountants, financiers, entertainment and medical professionals, social workers, members of law enforcement, realtors and business owners.

Media Coverage: CALICO promotes the annual Benefit through its website (www.calicocenter.org) and mailing list, chambers of commerce, and professional and personal networks. In past years, television and print media featured CALICO's annual fundraising Benefit, including KRON-4 news, the *Contra Costa Times*, *Montclarion*, *Piedmonter*, the Bar Association of San Francisco quarterly magazine, *San Francisco Magazine* and *The Daily Journal*.

SPONSORSHIP LEVELS AND BENEFITS

CALICO's One Child at a Time Benefit sponsorship packages provide sponsors with a series of benefits and significant exposure through a marketing mix of media promotion, on-site recognition, program participation and post-event follow up.¹

PRESENTING SPONSORS	\$10,000
<ul style="list-style-type: none"> • Twelve complimentary tickets to the One Child at a Time Benefit, including two reserved tables with sponsor signage • Special verbal recognition at the Benefit • Prominent name display on the Benefit invitation (<i>if confirmed by 2/8/10</i>) • Prominent logo placement on Benefit program and signage • Acknowledgement on www.calicocenter.org with logo and URL link • Acknowledgement in CALICO newsletter • Marketing table at the Benefit 	
BEST FRIEND SPONSORS	\$5,000
<ul style="list-style-type: none"> • Six complimentary tickets to the Benefit, including one reserved table with sponsor signage • Special verbal recognition at the Benefit • Prominent logo placement on Benefit program and signage • Acknowledgement on www.calicocenter.org with logo and URL link • Acknowledgement in CALICO newsletter 	
ROLE MODEL SPONSORS	\$2,500
<ul style="list-style-type: none"> • Four complimentary tickets to the Benefit • Prominent name display on Benefit program and signage • Acknowledgement on www.calicocenter.org • Acknowledgement in CALICO newsletter 	
CAREGIVER SPONSORS	\$1,000
<ul style="list-style-type: none"> • Two complimentary tickets to the Benefit • Prominent name display on Benefit program and signage • Acknowledgement on www.calicocenter.org • Acknowledgement in CALICO newsletter 	

¹ CALICO will work with sponsor organizations to satisfy their particular marketing and publicity needs.

<p style="text-align: center;">PRICING TO INDIVIDUAL ATTENDEES</p> <ul style="list-style-type: none"> • Memorable evening with friends to make a difference in the lives of abused children 	<p>\$75 in advance; \$100 at the door</p>
<p style="text-align: center;">IN-KIND SUPPORT</p> <ul style="list-style-type: none"> • To volunteer your time or services or to donate raffle or auction items, please contact Vicky Gwiasda at 510-895-0702 	

FOR MORE INFORMATION:

CALL (510) 895-0702

EMAIL EVENT@CALICOCENTER.ORG

OR

VISIT WWW.CALICOCENTER.ORG