



**TRUJE  
PAB  
VE**

**20  
15**

# ABOUT PABLOVE

Helping kids with cancer *live*—  
a love-filled life today and a cancer-free life tomorrow



The Pablove Foundation is named after Pablo Thrailkill Castelaz, the son of Jo Ann Thrailkill and Jeff Castelaz and the little brother of Grady Gallagher. Pablo was six years old when he lost his valiant yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer. With the love of our community, The Pablove Foundation's mission continues to grow as we:

**INVEST** in underfunded, cutting-edge pediatric cancer research

**INSPIRE** cancer families through education

**IMPROVE** the lives of children living with cancer through the arts

It's what we call fighting childhood cancer with **love**.

# WHAT WE DO



As a young, growing foundation, Pablove has begun to make its mark. In the past four years, our **Childhood Cancer Research Grants** have totaled \$900,000 in funding for innovative research projects.

Our **Childhood Cancer Symposium** brings together medical professionals and patient families from around the country. Each year, we host the country's leading experts on critical subjects like rare pediatric cancers and their long-term effects.

In addition, our **Pablove Shutterbugs** program teaches children living with cancer to develop their creative voice through the art of photography. To date, this program has reached over 400 children in the United States. Our program reaches children in 15 cities nationwide, including Los Angeles, New York, New Orleans, Palo Alto, Seattle, and Philadelphia.



# TRUE PABLOVE

A Valentine's Celebration February 14, 2015



**True Pablove** is The Pablove Foundation's signature family event. Each February, over 600 attendees of all ages enjoy a day filled with unique arts and crafts booths, live music, food, and a silent auction. Attendees create Valentines which brighten the day of inpatient children at Children's Hospital Los Angeles. In just four years, True Pablove has raised almost \$300,000 to help fight childhood cancer with love.



# PAST SPONSORS



elanaspontry.com



gluten free recipes





# BECOME A SPONSOR

	Recognition as Title Sponsor in press release + at event	Gifting opportunity	"Sponsor of the Month" inclusion in monthly newsletter	Logo inclusion and linkage on pablove.org	Logo inclusion and linkage on event webpage	Logo inclusion on sponsor banner	Sponsorship promoted on social media	Event tickets
<b>Title Sponsor</b> \$25,000	♥	♥	♥	♥	♥	<b>Tier 1</b>	♥	<b>16 tickets*</b>
<b>Lionhearted Sponsor</b> \$10,000			♥	♥	♥	<b>Tier 2</b>	♥	<b>10 tickets*</b>
<b>Tenderhearted Sponsor</b> \$5,000				♥	♥	<b>Tier 3</b>	♥	<b>8 tickets*</b>
<b>Warmhearted Sponsor</b> \$2,500				♥	♥	<b>Tier 4</b>	♥	<b>6 tickets*</b>
<b>Kindhearted Sponsor</b> \$1,500				♥	♥	<b>Tier 5</b>	♥	<b>4 tickets*</b>

\*All sponsors are invited to donate an item or experience for the popular True Pablove silent auction.



# BECOME A MEDIA SPONSOR

## We ask that you provide:

		Logo inclusion and linkage on pablove.org	Logo inclusion and linkage on event webpage	Logo inclusion on sponsor banner	Sponsorship promoted on social media
<b>Tenderhearted Media Sponsor*</b> <b>\$5,000</b>	<ul style="list-style-type: none"> <li>♥ \$5,000+ in donated advertising (can be a combination of print, web, and/or broadcast)</li> <li>♥ One editorial mention of event (print, blog, or on-air)</li> <li>♥ Six social media mentions of event</li> </ul>	♥	♥	♥	♥
<b>Warmhearted Media Sponsor*</b> <b>\$2,500</b>	<ul style="list-style-type: none"> <li>♥ \$2,500+ in donated advertising (can be a combination of print, web, and/or broadcast)</li> <li>♥ One editorial mention of event (print, blog, or on-air)</li> <li>♥ Three social media mentions of event</li> </ul>	♥	♥	♥	♥
<b>Kindhearted Media Sponsor*</b> <b>\$2,500</b>	<ul style="list-style-type: none"> <li>♥ \$1,000+ in donated advertising (can be a combination of print, web, and/or broadcast)</li> <li>♥ One editorial mention of event (print, blog, or on-air)</li> <li>♥ One social media mention of event</li> </ul>	♥	♥	♥	♥
<b>Marketing Partner*</b>	<ul style="list-style-type: none"> <li>♥ Active giveaway of promotional postcards at point-of-sale station or applicable equivalent</li> <li>♥ One mention in email newsletter</li> <li>♥ One social media mention of event</li> </ul>			♥	♥

\*All sponsors are invited to donate an item or experience for the popular True Pablove silent auction.



# OUR REACH



**Fans:** 16,378  
**Monthly reach:** 150,412  
**Monthly impressions:** 693,978  
**Friends of fans:** 6,166,825



**Followers:** 5,419  
**Key mentions:** @Blink182, @LouisCK, @BeastieBoys, @KateeSackhoff, @IMKristenBell, @JoelMcHale, @KatyPerry @Garbage + @NickJonas



**Views:** 136,541  
**Videos:** 344



**Circles:** 158,726  
**+1s:** 149,495



**Average monthly website visits:** 4,451  
**Average monthly page views:** 10,586  
**Newsletter subscribers:** 8,622



# CONTACT US



**Jo Ann Thrailkill**

President/CEO  
joann@pablove.org

**Ana Rose O'Halloran**

Senior Director  
anarose@pablove.org

**Helen McCusker**

True Pablove Event Chair  
helenmccusker@me.com

**Megan McMillan**

Community Affairs Director  
megan@pablove.org

**The Pablove Foundation**

6607 West Sunset Boulevard  
Los Angeles, CA 90028  
323.657.5557  
pablove.org