



true pablove

2016

a valentine's  
family celebration

# 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 year-long battle with bilateral Wilms Tumor, a rare form of childhood cancer. Imbued with his spirit and inspired by his strength, Pablove is dedicated to the daily, global fight against childhood cancer, and the suffering that comes in its wake. We fight on in order to amplify one simple message: **kids get cancer too.**

The mission of **The Pablove Foundation** is to:

**Invest** in under-funded, cutting-edge pediatric cancer research

*In the past five years, our **Childhood Cancer Research Grants** totaled \$1,150,000 in funding for innovative research projects.*

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

*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 more than 900 children in the United States. Our program is currently offered in five cities: Los Angeles, New York, New Orleans, Palo Alto, and Austin.*

# true pablove

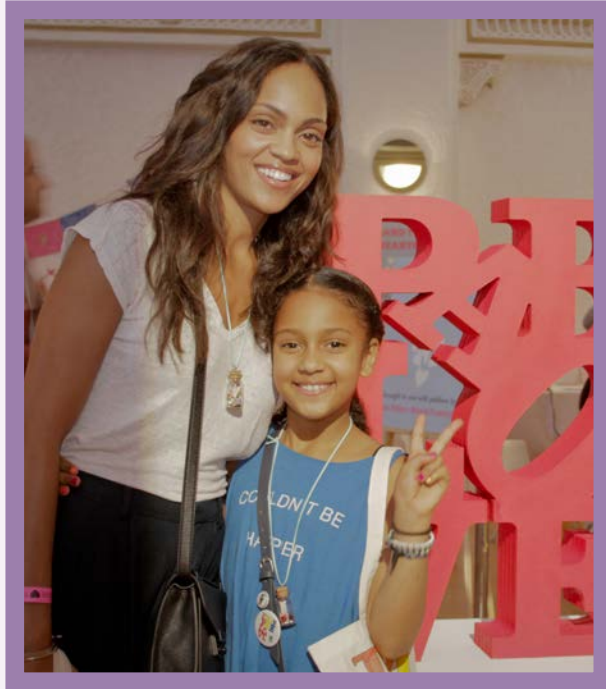


a valentine's family celebration

january 30, 2016

casa vertigo | 1828 oak street

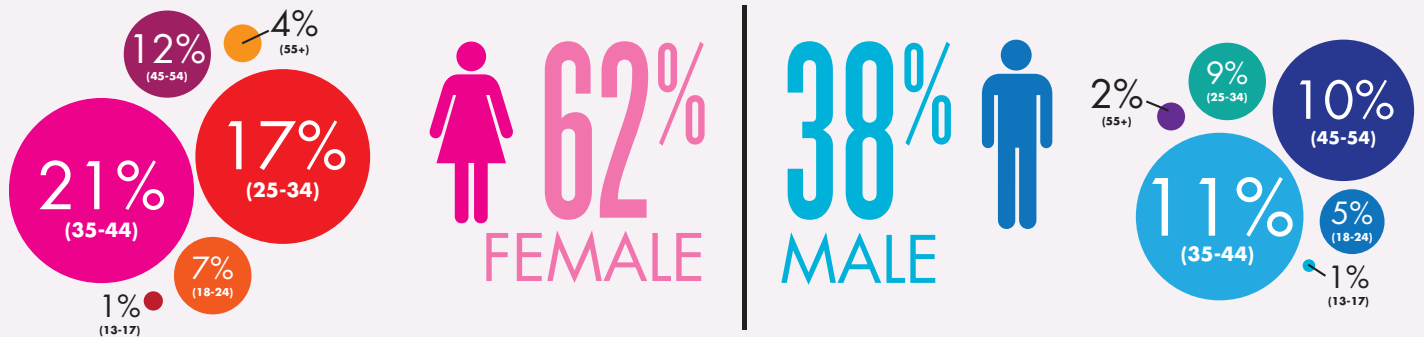
2016



**True Pablove** is The Pablove Foundation's signature family event. Each January, more than 600 attendees of all ages enjoy a day filled with unique arts and crafts booths, live music, food, and a silent auction. Among many other crafts, attendees can create Valentines which brighten the day of inpatient children at Children's Hospital Los Angeles. In just five years, True Pablove has raised almost \$400,000 to help fight childhood cancer with love.



# our reach



**Fans:** 17,257  
**Monthly reach:** 150,412  
**Monthly impressions:** 693,978  
**Friends of fans:** 6,166,825



**Followers:** 6,152  
**Key mentions:** @Blink182, @LouisCK, @BeastieBoys, @KateeSackhoff, @IMKristenBell, @JoelMcHale, @KatyPerry @Garbage + @NickJonas



**Views:** 153,598  
**Videos:** 367

















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



**Average monthly website visits:** 4,451  
**Average monthly page views:** 10,586  
**Newsletter subscribers:** 12,622

# partner with pablove

	Recognition as Title Sponsor in press release + at event	"Sponsor of the Month" inclusion in monthly newsletter	On-site activation	Logo inclusion and linkage on pablove.org for one year	Sponsorship promoted on social media	Event tickets	Logo inclusion on sponsor banner
<b>Title Sponsor</b> \$25,000						<b>16 tickets*</b>	<b>Tier 1</b>
<b>Lionhearted Sponsor</b> \$10,000						<b>10 tickets*</b>	<b>Tier 2</b>
<b>Tenderhearted Sponsor</b> \$5,000						<b>8 tickets*</b>	<b>Tier 3</b>
<b>Warmhearted Sponsor</b> \$2,500						<b>6 tickets*</b>	<b>Tier 4</b>
<b>Kindhearted Sponsor</b> \$1,500						<b>4 tickets*</b>	<b>Tier 5</b>
<b>Family Sponsor</b> \$1,000						<b>4 tickets</b>	<b>Family Name</b>
<b>Art Booth Sponsor</b> \$250							<b>Booth Sign</b>

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

# partner with pablove

	<b>We ask that you provide:</b>	Logo inclusion on sponsor banner	Logo inclusion and linkage on pablove.org for one year	Sponsorship promoted on social media
<b>Tenderhearted Media Sponsor*</b> \$5,000	<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> \$2,500	<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> \$1,500	<ul style="list-style-type: none"> <li>♥ \$1,500+ 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>♥ 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 True Pablove silent auction**



# contact us



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