

**true**



**pablove**  
2017



# True Pablove

A Valentine's  
Family Celebration

February 11, 2017

Casa Vertigo  
Downtown Los Angeles





# *The Pablove Foundation helps kids with cancer live a love-filled life today, and a cancer-free life tomorrow*



The Pablove Foundation is a childhood cancer non-profit with a mission to:

- Invest in underfunded, cutting-edge childhood cancer research  
*\$1.4 million in Pablove's Childhood Cancer Research Grants awarded to innovative researchers looking for a cure*
- Improve the lives of children living with cancer through the arts  
*1,000 children graduated from Pablove Shutterbugs, a curriculum-based photography class for children + teens with cancer*



the pablove foundation  
fighting childhood cancer with love

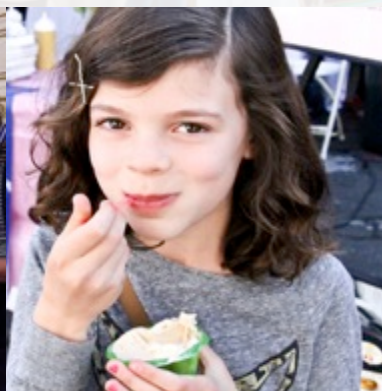




# Come Fall in **True Pablove**

**True Pablove** lets the ENTIRE FAMILY get in on fighting childhood cancer with love. Each February, 600 attendees of all ages enjoy a day filled with delightful arts + crafts, activities, delicious food, music, an incredible silent auction, and more! A true event highlight, guests can create Valentine's Day crafts for kids at Children's Hospital Los Angeles, bringing a little light and **pablove** to their day.

In just six years, True Pablove has raised nearly **\$600,000**...that is the equivalent of **12** Pablove Childhood Cancer Research Grants.





# Partner with Pablove

	<b>Presenting Sponsor</b>	<b>Lionhearted Sponsor</b>	<b>Tenderhearted Sponsor</b>	<b>Warmhearted Sponsor</b>	<b>Kindhearted Sponsor</b>	<b>Family Sponsor</b>
True Pablove presented by (your brand)	X					
Category exclusivity	X	X				
On-site activation	X	X	X			
Logo in advertising (including <i>Angeleno</i> )	X	X	X			
Logo inclusion + linkage on pablove.org for 1 year	X	X	X	X		
Sponsorship promoted on social media	X	X	X	X		
Gifting and sampling opportunity	X	X	X	X		
Event tickets	<b>30</b>	<b>20</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>
Logo inclusion on sponsor banner	<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>	<b>Tier 4</b>	<b>Tier 5</b>	<b>Family Name</b>
<b>Investment</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>	<b>\$1,000</b>

Select benefits included above. Additional benefits and custom packages available.

**For more information, please contact:**  
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