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January 4, 2016

To Whom It May Concern:

The digital economy is a new frontier for job opportunity for inner city kids in Los Angeles and other major cities around the US. The Internet has become the land of equal opportunity for those with the creative communication skills to capitalize on it. Creativity, communication, collaboration—these are the bread-and-butter skills at the heart of the next wave of employment. Charter school programs have proven their ability to engage and enlist high school students in these core areas. We just need more of them—a lot more.

On the evening of March 10, 2016 at USC's Town and Gown five world-class experts will share their cutting edge work around *Creativity and Learning in the Digital Age*:

Willow Bay, Director, USC Annenberg School of Journalism
Brent Schlender, Co-Author, *Becoming Steve Jobs*; former Editor-at-Large, *Fortune*
Rick Tetzeli, Co-Author, *Becoming Steve Jobs*; Editor-at-Large, *Fast Company*
Chris Twyman, Founder, BoomWriter Media and Skrawl
Alan Arkatov, USC Katzman Chair for Educational Entrepreneurship, Innovation and Technology

We would like you to join us as a sponsor for this event. Getting low-income public school students enlisted and engaged in high-quality STEM (Science, Technology, Engineering and Math) and liberal arts education is vital to fostering creativity, curiosity and proficiency with today's digital technologies. Your sponsorship of this event can help inspire an audience of over 300 industry professionals, high school and college students, to get more informed and more active in supporting and shaping the intersection of technology, creativity and innovation with public education in Los Angeles.

Proceeds from this event will support the Alliance College-Ready Public Schools, already the largest and most successful charter school network in Los Angeles, serving nearly 12,000 low-income students. Specifically it will raise funds for the Ted K. Tajima High School, a high performing public charter school with an emphasis on communications in the Westlake community just east of downtown Los Angeles. Ted Tajima was a transformative teacher of communications in Southern California for over 30 years. He believed that, at its core, all education was about unlocking human potential and he devoted his life to helping his students realize their promise. In honoring him we bring the past into the present to help shape the future.

We hope you will join us as a sponsor. Enclosed is a list of sponsorship opportunities and more information about Alliance and the Ted K. Tajima High School. We look forward to speaking with you or your representative soon. For questions, you can reach us by contacting Dana Szyka, Alliance Director of Development, at 213-943-4930 or dszyka@laalliance.org.

Thank you in advance for your consideration.

Sincerely,

Elaine Tajima Johnston
Event Chair

Dale Okuno
Alliance Board Member



CREATIVITY AND LEARNING IN THE DIGITAL AGE
March 10, 2016 at USC's Town and Gown
Sponsorship Opportunities

Proceeds from this event will support the naming of the Alliance Ted K. Tajima High School, a high performing public charter school serving 400 students in the Westlake community just east of downtown Los Angeles. Alliance College-Ready Public Schools is the largest and most successful charter school network in Los Angeles, comprised of 27 public middle and high schools serving nearly 12,000 low-income students.

INNOVATION SPONSOR - \$50,000 (Can be given over 2 years)

- 10 Innovation Sponsor Tickets with reserved premiere seating
- Sponsors 50 Student Tickets to allow university and Alliance high school students to attend the event
- Invitation to a VIP reception with program participants
- Company Name/Logo on invitation, all event materials, and signage
- Top placement in press release
- Opportunity to showcase an innovative digital product or service during the reception
- Naming of a key room at the Alliance Ted K. Tajima High School

VISIONARY SPONSOR - \$25,000 (Can be given over 2 years)

- 10 Visionary Sponsor Tickets with reserved premiere seating
- Sponsors 20 Student Tickets to allow university and Alliance high school to attend the event
- Invitation to a VIP reception with program participants
- Company Name/Logo on invitation, all event materials, signage, and in press release
- Opportunity to showcase an innovative digital product or service during the reception
- Name on the Donor Wall of Honor in the Alliance Ted K. Tajima High School lobby

ENTREPRENEUR SPONSOR - \$10,000

- 5 Entrepreneur Sponsor Tickets with reserved premiere seating
- Sponsors 10 Student Tickets to allow university and Alliance high school students to attend the event
- Company Name/Logo on invitation, all event materials and signage
- Name at the top of the Donor Wall of Honor in the Alliance Ted K. Tajima High School lobby

GAME CHANGER SPONSOR - \$5,000

- 5 Game Changer Sponsor Tickets with reserved premiere seating
- Sponsors 10 Student Tickets to allow university and Alliance high school students to attend the event
- Company Name/Logo on invitation, all event materials, and signage
- Name on the Donor Wall of Honor in the Alliance Ted K. Tajima High School lobby

LIFE CHANGER SPONSOR - \$1,000

- 1 Life Changer Sponsor Ticket
- Sponsors 5 Student Tickets to allow university and Alliance high school students to attend the event
- Company Name/Logo on invitation and event materials
- Name on the Donor Wall of Honor in the Alliance Ted K. Tajima High School lobby

INDIVIDUAL TICKET - \$100

I/we are unable to attend, but would like to sponsor _____ students at \$100 each.



I want to participate in the *Creativity and Learning in the Digital Age* Event by purchasing:

- \$50,000 for an Innovation Sponsor Package
- \$25,000 for a Visionary Sponsor Package
- \$10,000 for an Entrepreneur Sponsor Package
- \$5,000 for a Game Changer Sponsor Package
- \$1,000 for a Life Changer Sponsor Package
- \$100 for Individual Ticket(s)
- \$100 to Sponsor a student to attend the event

Total Contribution: \$_____

I will pay today by:

- Check made payable to Alliance College-Ready Public Schools and return to Alliance College-Ready Public Schools, c/o CLDA Event, 601 S. Figueroa Street, 4th Floor, Los Angeles, CA 90017
- Credit Card: MC Visa Amex

Name on Card:_____

Card Number:_____ Exp. Date:_____

Signature_____

Name: _____

Company Name:_____

Address:_____

Phone: _____ Email: _____

For More Information: Dana Szyka Director of Development, at (213)943-4930 or dszyka@laalliance.org. Alliance College-Ready Public Schools is a 501(c)(3) nonprofit organization. Federal ID Number: 95-4779029