SPONSORSHIP PACKAGES
WEDNESDAY, NOVEMBER 13th, 2019

The Representation Project’s 4th Annual
Flip The Script Benefit
DINNER, AUCTION & FUN

Contact Deb Garber at deb@therepresentationproject.org for more information!
What?

Join our co-hosts, Bahya Oumil-Murad and Ken McNeely, for our annual Flip The Script benefit dinner celebrating Jennifer Siebel Newsom’s latest film, *The Great American Lie*.

Show your support for The Representation Project, the nation’s leading gender watchdog organization.

When?

Wednesday, November 13, 2019
6:30 P.M. - 10:00 P.M.

Where?

The Ferry Building, San Francisco

Info

Call (415) 233-4060 or visit therepresentationproject.org
THANK YOU TO OUR 2018 SPONSORS!

Mollie Ricker & David ibnAle
Kendra Ragatz
Joanna Rees & John Hamm

Suzanne & JT Crandall
Olive Sears & Craig Bicknell
Douglas Rosenberg

Chi Kim
Amanda Weitman
Gina Bianchini

PHOTOS FROM LAST YEAR’S FLIP THE SCRIPT BENEFIT
**WHAT WE DO**

The Representation Project inspires individuals and communities to challenge limiting gender stereotypes and norms. We are best known for our transformative documentaries, *Miss Representation* and *The Mask You Live In*, created by Jennifer Siebel Newsom. Her latest film, *The Great American Lie*, explores how gender bias shapes income inequality in the United States.

**WHY IT’S IMPORTANT**

Rigid gender stereotypes are a public health crisis. For girls, gender stereotypes are the root cause of body hatred and shame, eating disorders, depression, low self-esteem, and low leadership ambition. For boys, gender role expectations are the primary driver of depression, risk-taking activities, substance abuse, suicide, and violence.

Why is this a public health crisis? Because 65% of young women have disordered eating, 18% of high school boys think seriously about committing suicide, and one-in-five women experience sexual violence. The Representation Project is the driving force behind a global movement to challenge damaging gender stereotypes and norms.

**HOW WE DO IT**

- We raise awareness through films—*Miss Representation and The Mask You Live In*—viewed by 28 million people worldwide.
- We educate students through our curricula, which has reached over 2.4 million students.
- We hold media accountable through hashtag campaigns (e.g., #NotBuyingIt) that have reached 588 million people.
- We train the next generation of filmmakers through our online Youth Media Lab and our “hands-on” Youth Media Academies.
PRESENTING SPONSOR
$50,000 (only one available)

SPECIAL BENEFITS
- “Presented by” recognition on all collateral, advertising, and marketing materials
- On-stage opportunity for sponsor’s representative to offer welcoming remarks to the audience from the podium (1-2 minutes)

ADVERTISING/PRINT/ONLINE
- Preferred placement
- Sponsor’s logo on print invitation (circulation: 2,500) and electronic invitation (circulation: 6,500)
- Full-page congratulatory ad in keepsake program (circulation: 350)
- Three pre-event and one post-event mentions on The Representation Project’s social media channels (estimated total reach: 375,000)
- Sponsor highlight in The Representation Project’s Weekly Action newsletter with sponsor’s logo linked to a web page of your choice (85,000 recipients)
- Recognition as the event’s Presenting Sponsor on the 2019 event webpage
- Recognition in The Representation Project’s 2019 Impact Report

TICKETS/INVITATIONS
- Presenting Sponsor package for 20 guests includes:
  - Valet parking
  - Invitation to the private, pre-event VIP reception, starting at 6:00 pm
  - Preferred table seating for dinner
- 2 tickets to our Annual Youth Media Summit (held in October)

ON-SITE
- Unique sponsor signage at the event (approximately 4’x4’)
- Key placement of company logo on day-of-event signage and collateral materials
VIP RECEPTION SPONSOR
$25,000+ to $49,000 (two available)

SPECIAL BENEFITS
- “VIP reception hosted by” recognition on all collateral, advertising, and marketing materials

ADVERTISING/PRINT/ONLINE
- Sponsor’s logo on print invitation (circulation: 2,500) and electronic invitation (circulation: 6,500)
- Full-page ad in keepsake program (circulation: 350)
- One pre-event and one post-event mention on The Representation Project’s social media channels (estimated total reach: 125,000)
- Recognition in The Representation Project’s Weekly Action newsletter with Sponsor’s logo linked to a web page of your choice (85,000 recipients)
- Recognition as the event’s VIP Reception Sponsor on the event webpage
- Recognition in The Representation Project’s 2019 Impact Report

TICKETS/INVITATIONS
- VIP Reception Sponsor package for 10 guests includes:
  - Valet parking
  - Invitation to the private, pre-event VIP reception, starting at 6:00 pm
  - Preferred table seating for dinner
- 2 tickets to our Annual Youth Media Summit (held in October)

ON-SITE
- Unique sponsor signage at the VIP reception (approximately 3’x3’)
- Company logo on day-of-event signage and collateral

For a custom package, please email deb@therepresentationproject.org or call (707) 480-6261
CHAMPION SPONSOR $25,000

- Champion Sponsor package for 10 guests includes:
  - Valet parking
  - Invitation to the private, pre-event VIP reception, starting at 6:00 pm
  - Preferred table seating for dinner
- Full-page ad in keepsake program
- Recognition on event signage, the event webpage and in The Representation Project’s 2019 Impact Report
- 2 tickets to our Annual Youth Media Summit (held in October)

INFLUENCER SPONSOR $10,000

- Influencer Sponsor package for 8 guests includes:
  - Invitation to the private, pre-event VIP reception, starting at 6:00 pm
  - Recognition on event signage, the event webpage and in The Representation Project’s 2019 Impact Report

ADVOCATE SPONSOR $5,000

- Advocate Sponsor package for 4 guests includes:
  - Invitation to the private, pre-event VIP reception, starting at 6:00 pm
  - Recognition on event signage, the event webpage and in The Representation Project’s 2019 Impact Report

VIP TICKET $1,000

- Ticket for 1 guest includes:
  - Invitation to the private, pre-event VIP reception, starting at 6:00 pm
WINE & SIGNATURE COCKTAIL SPONSOR

• Name recognized on event signage at the bars
• Recognition in the keepsake program and the event webpage

If in-kind winery donation is $2,000 in value or above, the winery will receive two VIP tickets.

A LA CARTE OPPORTUNITIES

• Logo imprinted on keepsake wine glasses, 350 printed. Available to only one sponsor: $1,500
• Logo imprinted on water glasses, 350 printed. Available to only one sponsor: $1,500

DEADLINE FOR PRINTED MATERIAL

Sponsorship money should be received by August 31, 2019, in order to be included in all printed materials.

Please mail to:

The Representation Project
PO Box 1750
Ross, CA, 94957

Questions? Contact deb@therepresentationproject.org or call (707) 480-6261

Thank you for supporting The Representation Project!
SPONSORSHIP FORM

Please fill out this form and return it to The Representation Project, Attn: Debra Garber, P.O. Box 1750, Ross, CA 94957 or scan and email a completed form to deb@therepresentationproject.org.

Donation Information:

Company/Sponsor Name: ___________________________________________________________
Contact Person: __________________________________________________________________
Street: ____________________________________ City, State & Zip : _______________________
Telephone: ____________________________ Email:  ____________________________________
Website: _________________________________ Facebook Page: __________________________

We are happy to support the work of The Representation Project:

_____ Presenting Sponsor | $50,000
_____ VIP Reception Sponsor | $25,000+ to $49,000
_____ Champion Sponsor | $25,000
_____ Influencer Sponsor | $10,000
_____ Advocate Sponsor | $5,000
_____ VIP Ticket | $1,000

*Additional Sponsorship Opportunities / A La Carte Items: ___________________________________

______________________________Total for A La Carte Items: $____________________________

We are unable to sponsor this year, but we want to support the work of The Representation Project. We would like to make a donation in the amount of $___________________.

501(c)(3) TaxID#45-1611066

Payment Options:

1. I have enclosed a check in the amount of $____________ made payable to: The Representation Project.

2. Please charge my credit card in the amount of $___________________.

   _____VISA _____MASTERCARD _____AMERICAN EXPRESS _____DISCOVER

   Credit Card #: ____________________________________ EXP:___________ CCV:___________

   Billing Address (if different than above): ________________________________________________

3. Please invoice me for the total amount of Sponsorship and A La Carte items: $__________________

Please email a high resolution or print quality PDF logo to deb@therepresentationproject.org.

Questions? Please call Deb at (707) 480-6261.
For all wine, in-kind and auction donations, please fill out this form and return it to The Representation Project, Attn: Debra Garber, P.O. Box 1750, Ross, CA 94957 or scan and email a completed form to deb@therepresentationproject.org.

**Donation Information:**

Company/Sponsor Name: ___________________________________________________________
Contact Person: __________________________________________________________________
Street: ____________________________________ City, State & Zip : _______________________
Telephone: ____________________________ Email:  ____________________________________
Website: _________________________________ Facebook Page: __________________________

We are excited to support with the following items:
_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________

Value (retail or fair market): $________________

Contact information and pick up location: _______________________________________________
_______________________________________________________________________________
_______________________________________________________________________________

Please email a high resolution or print quality PDF logo to deb@therepresentationproject.org.

All wine, in-kind, and auction donors will be recognized on event signage, the event webpage, in the keepsake program, as a shout-out on our social channels and in an e-Blast. Please make sure to confirm your company or name is how you want to be recognized. If you want your logo included instead, please email a high resolution or print quality PDF to deb@therepresentationproject.org. Thank you!

Questions? Please call Deb at (707) 480-6261.