

Sponsorship Kit

EDGY

EMBRACING THE DIVERSITY OF GLBTQ YOUTH & FAMILIES

On October 12, 2012 Penny Lane Centers is proud to present its 4th Annual EDGY (Embracing Diversity of GLBTQ Youth & Families) Conference. This one day Conference is dedicated to evolving practices for professionals who work with GLBTQ (Gay, Lesbian, Bisexual, Transgender, and Questioning) youth and families. EDGY has grown tremendously in size and due to high demand, the conference has been moved to a 1000 person capacity auditorium on the University

of Southern California (USC) campus. With this expansion, EDGY opens to all professionals who wish to foster awareness within their companies or agencies. To become a part of our efforts and help future generations bring awareness to the issues facing GLBTQ youth, please consider joining other business leaders in sponsoring this year's EDGY conference. For more information go to www.pennylane.org.

Penny Lane



Event Details

what

EDGY stands for “Embracing the Diversity of GLBTQ (Gay, Lesbian, Bisexual, Transgender, Questioning) Youth and Families.” The conference is a powerful, one day event, dedicated to informing educators, social service and mental health professionals about dynamic and innovative practices proven to be most effective when working with the GLBTQ population. Past conferences have included topics ranging from basic gender non-conformity “LGBT 101” to religion to transgender services. The conference has consistently been referred to as a “must attend” for anyone who works with GLBTQ youth. EDGY brings to light the unique problems that GLBTQ youth face in the child welfare and probation system. EDGY discusses how government agencies, social service and mental health professionals, community and family members can create a child-centric wheel of support through initiatives, education, and enlightenment.

why

EDGY Conference proceeds benefit Penny Lane children and help continue the annual EDGY Conference. Penny Lane provides therapeutic residential services, foster family home placements, adoption services, transitional housing for young adults, and outpatient mental health services. Throughout 42 years of operation Penny Lane has built a strong reputation for working with youth who identify as GLBTQ.

when

October 12, 2012

8:00am to **5:00**pm

where

University of Southern California
Tutor Hall



Why should my company sponsor **EDGY**?

Penny Lane's experience working with GLBTQ youth and families has established the organization as an expert with a strong reputation in this field. EDGY provides the opportunity to share the Penny Lane's expertise with other professionals throughout California to build a safe and supportive environment for youth. EDGY provides the opportunity to partner with Penny Lane and associate your company/agency with such a meaningful cause. Penny Lane is an established member of the GLBTQ community and would be a valuable partner when marketing to lesbian, gay, bisexual, transgender, and questioning consumers. The GLBTQ community actively seeks out products and services from businesses that support

their community and organizations like Penny Lane.

Penny Lane's unique work with GLBTQ youth and families places the organization on the forefront of social services. By associating your company with Penny Lane, you will be joining this forward thinking cause. Your support of EDGY and Penny Lane is not only a smart and strategic investment in the success of your company/agency, it's an investment in the health and well-being of the GLBTQ youth and families served by the supportive services Penny Lane and its community partners offer.

Sponsorship benefits may include:

CORPORATE/LOGO RECOGNITION:

EDGY Event Page

In news releases for the event

In event advertising

In our multi-media presentation at the event

Verbal recognition at the event

ADVERTISEMENTS:

On our website

In our monthly newsletter



Sponsor Benefits Breakdown

Senior Sponsor: \$5,000

2 Sponsorships Available at this Level

- Full back page or inside cover ad in conference program
- Logo placement on all event collateral
(Deadline for logo placement is September 1, 2012)
- Resource Booth
- Logo placement on EDGY event page and social media marketing pages
- Sponsorship designation in official press release
- 10 Conference Tickets
- Verbal recognition at event

Junior Sponsor: \$2,500

- Full page ad in conference program
- Resource Booth
- Logo placement on EDGY event page and social marketing pages
- Sponsorship designation in official press release
- 5 Conference Tickets
- Verbal recognition at event

Sophomore Sponsor: \$1,000

- Half page ad in conference program
- Resource Booth
- 2 Tickets
- Sponsorship designation in official press release
- Verbal recognition at event

Freshman Sponsor: \$500

- Quarter page ad in conference program
- Resource Booth
- 1 Ticket

I have not chosen a Sponsorship and would like to purchase individual ad space in the program and/or Resource Booth

- Resource Booth.....\$150
- Full Page - (8.5 x 11 with a .375 inch margin on all 4 sides)....\$1,000
- Half Page - (4.25 x 11 with a .375 inch margin on all 4 sides)....\$500
- 1/4 Page - (4.25 x 5.5 with a .375 inch margin on all 4 sides).....\$250
- Business Size Card Ad.....\$100



For Corporations



**EMBRACING THE DIVERSITY OF
GLBTQ YOUTH & FAMILIES**

**Yes! I would like to be a Corporate
Sponsor and help support this year's
EDGY Conference!**

Please Circle One: \$5,000 \$2,500 \$1,000 \$500
 Senior Junior Sophomore Freshman
 Sponsor Sponsor Sponsor Sponsor

Ad Space/Resource Booth

Resource Booth	Full Page Ad	Half Page Ad	1/4 Page Ad	Business Card
\$200	\$1000	\$500	\$250	Size Ad \$100

Corporate Information *Please print your name(s) below as you wish it to appear*

Name _____ Phone # _____

E-mail _____

Business Name _____

Business Address _____

City, State, Zip _____

Form of Payment Credit Card Check

Credit Card

Please Circle one VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Credit Card # _____ Exp date _____

Check *Please make checks out to Penny Lane Centers and return
this form with your check to:*

Penny Lane Centers
Attn: Nydia Barakat
15305 Rayen St
North Hills Ca, 91343

Deadline for Ad copy is Friday, September 30, 2012
*We prefer to receive ads digitally. We will also accept
your copy and assist you in the preparation of your
message. For more information and digital format
requirements, please contact Nydia Barakat via e-
mail at nbarakat@pennylane.org*

For Additional Questions:
Contact Cameron Glasgow
cglasgow@pennylane.org
818-892-3423
Or Nydia Barakat
nbarakat@pennylane.org
818-332-8260
Tax ID#: 95-2633765
Information Card #: R2797



Facebook.com/pennylanecenters



@pennylanecenter

For Nonprofit Organizations



EMBRACING THE DIVERSITY OF
GLBTQ YOUTH & FAMILIES

I am a Nonprofit and would like to spread the word about my organization during this year's EDGY Conference!

Must attach a copy of organizations 501(c)(3) documentation and/or verification with the application to qualify for Nonprofit Discount

Special Nonprofit Pricing

Ad Space/Resource Booth

Resource Booth \$150	Full Page Ad \$750	Half Page Ad \$400	1/4 Page Ad \$200	Business Card Size Ad \$80
-------------------------	-----------------------	-----------------------	----------------------	----------------------------------

Organization Information *Please print your name(s) below as you wish it to appear*

Name _____ Phone # _____

E-mail _____

Organization Name _____

Organization Address _____

City, State, Zip _____

Form of Payment Credit Card Check

Credit Card

Please Circle one VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Credit Card # _____ Exp date _____

Check

Please make checks out to Penny Lane Centers and return this form with your check to:

Penny Lane Centers
Attn: Nydia Barakat
15305 Rayen St
North Hills Ca, 91343

Deadline for Ad copy is Friday, September 30, 2012
We prefer to receive ads digitally. We will also accept your copy and assist you in the preparation of your message. For more information and digital format requirements, please contact Nydia Barakat via e-mail at nbarakat@pennylane.org

For Additional Questions:
Contact Cameron Glasgow
cglasgow@pennylane.org
818-892-3423
Or Nydia Barakat
nbarakat@pennylane.org
818-332-8260
Tax ID#: 95-2633765
Information Card #: R2797



Facebook.com/pennylanecenters



@pennylanecenter