



THE HUSH FOUNDATION

We Provide Hope Under Severe Hardship
A 501(C) (3) NON-PROFIT PUBLIC BENEFIT ORGANIZATION

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Karen Taylor
Founder /President/CEO

Welcome to the 1st Annual “Night of Jazz and Fashion by the Sea Benefit Concert” for children with HIV/AIDS and Pediatric HIV/AIDS Research!

Did you know that after 25 years of research and clinical trials, we still have not stopped the spread of HIV/AIDS nor is there a cure for this global, infectious, pathological disease? HIV/AIDS affects every human being in every part of the earth in some way. The global statistic reported by UNAIDS that is most disturbing is that out of the 33.2 million people living with HIV/AIDS, 2.5 million of those are children under the age of 15 years and not living to their full potential in life. In the United States alone, out of 1.9 million people, 1.3 million (children and adults combined) are living with HIV, leaving a mere 480,000 without the disease. In view of this alarming statistic, it is critical that everyone become educated, proactive, and involved in the fight to cure this life-threatening disease and save our children's lives. The HUSH Foundation is committed to doing just that.

The two key aspects of the HIV/AIDS epidemic that make it difficult to treat patients and prevent infection are the inability to promote a wider understanding of HIV/AIDS-related issues, and combating the stigma and discrimination among those who are not directly affected.

To address these key aspects, we have developed the Children's Disease Awareness Outreach Program (CDAOP). CDAOP includes philanthropic fundraising activities aimed at drawing a multitude of people together to promote awareness about HIV/AIDS in a way that brings about a full understanding of the disease, and raising funds to support children affected by the disease.

This year's philanthropic fundraising activity is called a *“Night of Jazz and Fashion by the Sea Benefit Concert,”* an ideal marketing platform and perfect vehicle for promoting awareness about critical health and social issues, raising funds, and providing a community profile to nationally marketed targets with unique, powerful and untapped demographics.

“A Night of Jazz and Fashion by the Sea Benefit Concert” will be held on August 30, 2008, at the Hermosa Beach Community Theater, in beautiful Hermosa Beach, CA. 90254

Proceeds from the event will be given to our beneficiaries: One Heartland to support Camp Heartland programs and services that help provide one common place where children impacted by HIV/AIDS can experience fun, acceptance and normalcy. Their programs include leadership and life skills training, psychosocial resources and life enhancement services; and Children's Hospital of Philadelphia Center for Pediatric and Adolescent AIDS to support Pediatric HIV/AIDS Research.

In this first year, this high-profile ultimate Jazz and Fashion Benefit Concert will feature prominent Jazz entertainment, an exquisite high-fashion runway show with established and new fashion designers highlighting their designs, and a fabulous tribute to six (6) legendary female jazz artists: Billie Holiday, Ella Fitzgerald, Lena Horne, Sarah Vaughn, Della Reese, and Miss Nancy Wilson (three of which are deceased).

This event is being hosted by The HUSH Foundation, a 501(c) (3) grass roots non-profit organization. Our programs are designed to conduct infectious disease prevention and education campaigns, fundraising and awareness-raising events, develop social and home-based care and treatment initiatives, provide counseling services and outreach schemes for children who are underserved, orphaned, and in homeless communities, provide grants to programs that support children with infectious and disabling diseases, support children's educational needs, and support Pediatric HIV/AIDS Research. In addition, we provide support for the elderly.

Upon receipt of your sponsorship, The HUSH Foundation will provide you with a letter acknowledging the value of your sponsorship for your tax purposes.

Our newest sponsor is Grayson's Awareness Outreach, a 501(c) (3) non-profit organization that provides supportive services to low-income individuals, who are victims of domestic violence, substance abuse, and HIV/AIDS.

The following is a list of our sponsors who have supported our past projects and we are looking forward to your company joining as a sponsor of our Foundation:

Bev's Balloons, Flowers, Novelties, & Rentals
Cal Signs
Costco
Hillside Florist
Home Depot
Jenny's Flower Shop
K.B. Toy Stores
Metaphysical Fitness
Party Zone
Peninsula Daily Newspaper
Rolling Hills Estate City Hall
Smart and Final
South Bay Florist
Street Surfing
Target
Torrance Memorial Medical Center - Fitness Program
Trader Joes
Vons
Wyotech School of Technology
Baby Ink
Madison Blu

The HUSH Foundation is earning significant support on a local, national, and regional level. Last year, our Foundation was selected to be a local charity for the combined federal campaign (CFC) for the United Way of Greater Los Angeles, and we were featured in the Memorial Day edition of the Peninsula Daily Breeze. This year we are thrilled to partner with One Heartland, Children's Hospital of Philadelphia Center for Pediatric and Adolescent AIDS, and the Los Angeles Centers of Alcohol and Drug Abuse. We have also established relationships with the media: radio, TV, internet, publications, and other media outlets.

A "Night of Jazz and Fashion by the Sea Benefit Concert"

IS COMING SOON!

August 30, 2008

HERMOSA BEACH COMMUNITY THEATER
710 Pier Avenue
Hermosa Beach, CA 90254

"Night of Jazz and Fashion by the Sea Benefit Concert"

Sponsorship Levels

- Ultimate Platinum Sponsorship - \$25,000.** Title Sponsorship of the event; including:
 - Fifteen free VIP tickets to the event.
 - Back cover of program.
 - Electronic promotion with streamlined access to event and sponsorship information as advertised in online publications and broadcasts.
 - Print materials promotion including company name on press releases, public service announcements, signage, fliers, posters, publications, radio and TV broadcasts and announcements, mail-outs to over 5,000 people locally and nationally.
 - Advertisement listing our organization as the recipient of your sponsorship.
 - Home Page Corporate Representation on The HUSH Foundation website displaying your company logo and hyperlink on the Homepage of our website for direct access from every page every time anyone hits the website.
 - Print Materials Representative. We will provide additional call-outs to your participation within the program on the back cover with logo representation.

- Platinum Sponsor - \$15,000.** Co-Title Major Sponsor of event; including:
 - Ten free VIP tickets to the event.
 - Inside front cover of program.
 - Electronic promotion with streamlined access to event and sponsorship information as advertised in online publications and broadcasts.
 - Print materials promotion including company name on press releases, public service announcements, signage, fliers, posters, publications, radio and TV broadcasts and announcements, mail-outs to over 5,000 people locally and nationally.
 - Advertisement listing our organization as the recipient of your sponsorship.
 - Home Page Corporate Representation on The HUSH Foundation website displaying your company logo and hyperlink on the Homepage of our website for direct access from every page every time anyone hits the website.
 - Print Materials Representative. We will provide additional call-outs to your participation within the program on the inside front cover pages with logo representation.

- Gold Sponsor - \$10,000.** Co-Title Sponsor of event; including:
 - Five free VIP tickets to the event.
 - Full Page Gold ad inside back cover of program.
 - Electronic promotion with streamlined access to event and sponsorship information as advertised in online publications and broadcasts.
 - Print materials promotion including company name on press releases, public service announcements, signage, fliers, posters, publications, radio and TV broadcasts and announcements, mail-outs to over 5,000 people locally and nationally.
 - Advertisement listing our organization as the recipient of your sponsorship.
 - Home Page Corporate Representation on The HUSH Foundation website displaying your company logo and hyperlink on the Homepage of our website for direct access from every page every time anyone hits the website.
 - Print Materials Representative. We will provide additional call-outs to your participation within the program on the inside back cover with logo representation.

Silver Sponsor - \$5,000. Sponsor of event; including:

- Three VIP and five general admission tickets to the event.
- Full-page Silver ad in program.
- Electronic promotion with streamlined access to event and sponsorship information as advertised in online publications and broadcasts.
- Print materials promotion including company name on press releases, public service announcements, signage, fliers, posters, publications, radio and TV broadcasts and announcements, mail-outs to over 5,000 people locally and nationally.
- Advertisement listing our organization as the recipient of your sponsorship.
- Home Page Corporate Representation on The HUSH Foundation website displaying your company logo and hyperlink on the Homepage of our website for direct access from every page every time anyone hits the website.
- Print Materials Representative. We will provide additional call-outs to your participation within the program pages with logo representation.

Bronze Sponsor - \$3,500. Sponsor of event; including:

- Two VIP tickets and three general admission tickets to the event.
- Full-page Bronze ad in program.
- Electronic promotion with streamlined access to event and sponsorship information as advertised in online publications and broadcasts.
- Print materials promotion including company name on press releases, public service announcements, signage, fliers, posters, publications, radio and TV broadcasts and announcements, mail-outs to over 5,000 people locally and nationally.
- Advertisement listing our organization as the recipient of your sponsorship.
- Home Page Corporate Representation on The HUSH Foundation website displaying your company logo and hyperlink on the Homepage of our website for direct access from every page every time anyone hits the website.
- Print Materials Representative. We will provide additional call-outs to your participation within the program pages with logo representation.

Yes! I would like to sponsor the "Night of Jazz and Fashion by the Sea Benefit Concert."

Enclosed is \$_____. Please make checks payable to: The HUSH Foundation (EIN: #65-1262419).

I am unable to attend but wish to contribute \$_____ to support The HUSH Foundation.

Contact Name: _____ Title _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Please mail to: The HUSH Foundation
Special Events
24550 Park Street, Torrance, CA 90505
310-697-8193 Fax: 310-378-2709
www.thehushfoundation.org

1st Annual

"Night of Jazz and Fashion by the Sea Benefit Concert"

**For Children with HIV/AIDS
and
Pediatric HIV/AIDS Research**

This first ever "Night of Jazz and Fashion by the Sea Benefit Concert," is an ideal marketing platform and perfect vehicle for promoting awareness about critical health and social issues, raising funds, and providing a community profile to nationally marketed targets with unique, powerful and untapped demographics.

The high-profile ultimate infusion of Jazz and Fashion event features prominent Jazz entertainment, an exquisite high-fashion runway show with established and new fashion designers highlighting their designs, and a fabulous tribute to six (6) legendary female jazz artists: Billie Holiday, Ella Fitzgerald, Lena Horne, Sarah Vaughn, Della Reese, and Miss Nancy Wilson (three of which are deceased). All coming together to support efforts to combat HIV/AIDS.

Please join us and support the "Night of Jazz and Fashion by the Sea Benefit Concert" as we assist One Heartland's Camp Heartland and Children's Hospital of Philadelphia Center for Pediatric and Adolescent AIDS on August 30, 2008 at the Hermosa Beach Community Theater, in Hermosa Beach, CA.

You can help The HUSH Foundation "give big" to children infected with HIV/AIDS who have no hope of living their full lives and support the research to find a cure for this horrible disease by participating as a program sponsor of the "Night of Jazz and Fashion by the Sea Benefit Concert." Join our campaign and "give back" in a big way.

- Ultimate Premium Back Cover - \$2,500
- Premium Inside Front Cover - \$2,000
- Gold Inside Back Cover - \$1,500
- Full Silver Page - \$1,000
- Full Bronze Page - \$750
- Half Page - \$500

Printing Requirements:

- The size of a full page ad - 8 -1/2 11".
- Halftones - 100 line screen.
- JPEG/Photo Shop File Resolution - 300dpi
- Camera ready artwork attachments required
- Deadline for all materials - July 31, 2008

The "Night of Jazz and Fashion by the Sea Benefit Concert" program will be made available to over 650 event attendees, as well as advertisers, the media, public relations, marketing and promotion professionals, event staff, and other professionals.

Yes, I would like to purchase an ad in the 1st annual "Night of Jazz and Fashion by the Sea Benefit Concert" Program.

Enclosed is \$_____. Please make checks payable to: The HUSH Foundation (EIN: #95-4419536)

I am unable to attend but wish to contribute \$_____ to support The HUSH Foundation.

Contact Name: _____ Title _____

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____

Signed: _____ Date _____