

May 24, 2016

Jane Ferguson Gibbons, Publisher  
Pasadena Magazine  
479 S. Marengo Avenue  
Pasadena, CA 91101

Dear Ms. Gibbons,

I am writing to invite Pasadena Magazine to become a gold-level sponsor for the Junior League of Pasadena's 1st annual golf tournament and silent auction to be held at Brookside Golf Club this September. This event will raise money to support the program work of the Junior League, and we are anticipating a fun family-friendly day on the links.

The Junior League of Pasadena serves the needs of vulnerable populations in the San Gabriel Valley. We have spearheaded many successful projects, like the creation of Kidspace Children's Museum and The Pasadena Senior Center. As we enter the second year of our new focus area, "the support and development of women" with an emphasis on Business, Entrepreneurship, and Leadership skills, we want to expand our ability to reach as many women as possible. We have established programs such as resume workshops, mock interviews, and wardrobe fundamentals with our community partners Elizabeth House and Casa Treatment Center.

We see a partnership with Pasadena Magazine as an excellent way to build upon our existing outreach as well as introduce more opportunities. The funds raised at this event will be used to develop and build up our resource website, The Rose Pages, and to continue producing our weekend career workshops and create additional follow-up programs with participants.

Pasadena Magazine has been a long-time friend of the Junior League as one the lead sponsors of Simply Speaking, our annual luncheon event. Continuing and strengthening our partnership is mutually beneficial and raises the profile of both our organizations. Pasadena Magazine is a recognized name in our community, a trusted authority for news about Pasadena and the San Gabriel Valley, and trusted source for the best restaurants and entertainment.

A gold-level sponsorship of \$10,000 for this event would give Pasadena Magazine a prominent spot on the title banner, prime logo placement on our event shirts, and a full-page ad in our event program.

Thank you for taking the time to consider our proposal. I will follow-up with you in a week or two to answer any questions you may have and to arrange a face-to-face meeting where we can discuss your ideas.

Best regards,

Lacey Maurer  
Fundraising Committee  
The Junior League of Pasadena