



Looking Glass  
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March 13, 2008

Ms. Theresa Fay-Bustillos  
Executive Director of Levi Strauss Foundation  
Vice President of Worldwide Community & Corporate Citizen Department  
Levi Strauss & Co.  
1155 Battery St.  
San Francisco, CA 94111

Dear Ms. Theresa Fay-Bustillos:

March 15 marks the one year anniversary of Chris' sobriety, and April 21 he begins the fifth month, and longest stint, at his current job. It looks like things are in order in his life; but when you look into his eyes, you can see something deeper — a long, dark path that brought him to where he is right now.

Chris' parents passed away when he was only a little boy. Since then, he's lived in multiple foster care homes. At age 17, he ran away from his latest care, which was neglecting and abusing him. Homeless with little food and money, he didn't know what to do. Looking Glass came into the picture, where he joined the New Roads School for Homeless Youth. Now, he is well on his way to building a successful, independent life.

At Looking Glass, our mission is to build a better future and life for youth and families. We provide counseling, runaway, homeless, educational and residential services. Each program is tailored to specific age groups and issues.

For example, New Roads School for Homeless Youth focuses on young adults, ages 16-21. Supported by the Eugene 4J School District and the local business community, it provides alternative education for transitional students. Chris gets basic education, GED preparation, life skill and employment training, meals, basic health care and counseling services.

Since 2001, we've held an annual fundraising dinner party, Celebrity Waiter, to help with funding our services to the youth and families. Full of entertaining fun, it's a themed party filled with auctions, dinner and Celebrity Waiter tipping. This year, we're going way

back to the “Wild, Wild West.” Guests and volunteers will dress up as cowboys, cowgirls, gangsters and saloon girls to benefit the young adults in Lane County.

We believe Levi Strauss & Co. is a great organization that has a high influence in the American household. With a financial services center here in Eugene, Ore., you also influence our local community. Understanding that one of your three guiding principles is empowering youth, we find that you are a perfect fit as the platinum glass sponsor (title sponsor) for Celebrity Waiter. With over 53 percent of our organization helping individuals 11-18 years of age, we focus our funding on supporting the programs that help develop our community’s youth life development.

In its eighth year, Celebrity Waiter continues to expand its guest list to include more than 200 guests. Your support is important to help us continue to grow as an organization through the fundraising event and change the lives of teenagers. We could build a strategic partnership that shows the community and nation how important the movement of serving our youth is. They are our future. It’s our turn to make a difference.

The sponsorship packages are enclosed. Please take the time to look through each of them to find what fits you best. We strongly recommend the platinum glass sponsor package because your global giving programs align with our programs so closely. It also shows your consumers that you support organizations in both large and small communities of America.

Thank you for your time and consideration. If you have any questions, feel free to contact me anytime at (541) 555-5656 or [echang@uoregon.edu](mailto:echang@uoregon.edu).

Regards,

Eileen Chang  
Sponsorship Director  
Looking Glass: Youth and Family Services

Filled with laughter and entertainment, Looking Glass' annual fundraiser, Celebrity Waiter, is coming back to Lane County for its eighth run. Local donors, sponsors, volunteers and guests come to enjoy the festive activities, eat a delicious meal, socialize and "tip" the waiter.

Get ready to put on your cowboy boots because this year's theme is "Wild, Wild West." Everyone will come dressed up ready to have an entertaining and exciting night. We'll even have an electronic bull-ride to spice it up.

Waiters will walk around with trays for donors to "tip" and benefit Looking Glass. Our live and silent auctions will give donors a little something to take away. The music will get everyone in the groove to dance. What more could you ask for?

Celebrity Waiter is truly a unique experience for all participants, and it supports Lane County's teens and adolescents in crisis. Local community leaders and influentials always attend the event, such as the University of Oregon's football coaching staff and the City of Eugene Mayor Kitty Piercy. It's a great opportunity to get your name out and show your support.

## **Platinum Glass Sponsor**

Title Sponsor  
\$10,000

As the platinum glass sponsor, you are the premier sponsor at our Celebrity Waiter event. You claim yourself as the highest contributor and tag your name as part of the title of the event. You show the community that you understand our country's need for youth life development. Example: Celebrity Waiter presented by [Title Sponsor].

## **Two VIP Tables of Eight at Celebrity Waiter**

Enjoy complimentary dinner and entertainment at the Valley River Inn with your other 15 colleagues for all the fun-filled events of the night.

## **Stage Time at Event**

Speak to the audience to show your support and advertise your business. As the only sponsor presentation, you get the opportunity to access the audience.

## **Logo splashed on Auction Paddles**

As the main event, the live auction requires an auction paddle for each guest. The back of the paddles will feature your business' logo and name exclusively.

## **Large Business Banner Displayed on Stage**

The main spotlight of the different events of the night is on the stage. Your business banner will display on the curtain, podium and the front stage platform for all guests to see.

### **Full-page Display Ad in Program**

Guests always take at least one thing home - the program. We offer the platinum glass sponsor the opportunity to advertise with vibrant colors and text in a full-page display ad.

### **Link and Business Display on Web site**

As our main fundraising event, Celebrity Waiter remains prominent on the Looking Glass Web site. We display your business' name and logo as a link to your Web site. It increases your business' online visibility and allows visitors to directly click to your site. Exclusively for our platinum glass sponsor, the logo and link are the largest of all sponsors.

### **Newsletter Feature Story**

We release and send out a quarterly newsletter to donors, stakeholders and other supporters. As an added benefit of being the platinum glass sponsor, we offer your business the opportunity to reach out to our audience in a feature story as the title sponsor.

### **Guaranteed Media Coverage**

In any case of media coverage, we will always include your business' name as a sponsor.

### **Diamond Glass Sponsors**

\$5,000

As the diamond glass sponsor, you pride yourself as an important sponsor that supports youth development in the community. You show that you are a sustainable business partner that the community can rely on.

### **Complimentary Table of Eight at Celebrity Waiter**

Enjoy complimentary dinner and entertainment at the Valley River Inn with your other seven colleagues for all the fun-filled events of the night.

### **Medium Business Banner Displayed on Stage**

The main spotlight of the different events of the night is on the stage. Your business banner will display on the curtain and podium for all guests to see.

### **Half-page Display Ad in Program**

Guests always take at least one thing home - the program. We offer diamond glass sponsors the opportunity to advertise with vibrant colors and text in a half-page display ad.

### **Link and Business Display on Web site**

As our main fundraising event, Celebrity Waiter remains prominent on the Looking Glass Web site. We display your business' name and logo as a link to your Web site. It increases your business' online visibility and allows visitors to directly click to your site.

### **Half-page Ad in Newsletter**

We release and send out a quarterly newsletter to donors, stakeholders and other supporters. As the diamond glass sponsor, we offer your business the opportunity to reach out to our audience in a half-page ad in the newsletter.

### **Crystal Glass Sponsors**

\$1,000

As the crystal glass sponsor, you show the community that your business takes social responsibility seriously and cares for the well-being of adolescent life development. You identify yourself as an important sponsor for a great cause.

### **Four Complimentary Admissions at Celebrity Waiter**

Enjoy complimentary dinner and entertainment at the Valley River Inn with your other three colleagues for all the fun-filled events of the night.

### **Small Business Banner Displayed on Stage**

The main spotlight of the different events of the night is on the stage. Your business banner will display on the podium for all guests to see.

### **Quarter-page Display Ad in Program**

Guests always take at least one thing home - the program. We offer diamond glass sponsors the opportunity to advertise with vibrant colors and text in a quarter-page display ad.

### **Link and Business Display on Web site**

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### **Stain Glass Sponsors**

\$500

As the stain glass sponsor, you show the community you support adolescent life development, as well as community responsibility.

### **Four Complimentary Admissions at Celebrity Waiter**

Enjoy complimentary dinner and entertainment at the Valley River Inn with your other three colleagues for all the fun-filled events of the night.

### **Link and Business Display on Web site**

As our main fundraising event, Celebrity Waiter remains prominent on the Looking Glass Web site. We display your business' name and logo as a link to your Web site. It increases your business' online visibility and allows visitors to directly click to your site.