



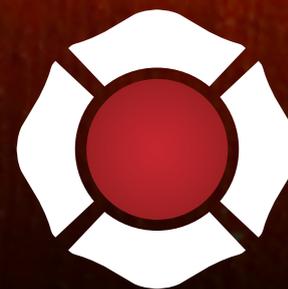
5<sup>th</sup> Annual Gala  
*Celebrating Uncommon Courage*

Hollywood, CA | March 28, 2018

**HONORING**

**JOE BERGER**, EXECUTIVE VICE PRESIDENT & PRESIDENT, AMERICAS, HILTON

**HOSTED BY LAUREN ASH**



CALIFORNIA  
**FIRE**  
FOUNDATION



**Lou Paulson**  
*Chair of California Fire Foundation  
President of California Professional Firefighters  
Over 30 years in the Fire Service*

## Note from the Chair

As a former career firefighter, I have experienced the shattering loss of comrades on the frontlines, and seen countless tragedies affecting the people and communities of this great state that I love. Not too long ago, we could expect fire season to last a couple of months, however the “new normal” we have come to endure is a year-long fire season. California’s ongoing drought has greatly exacerbated this compound threat to public safety, creating a deadly mix of hotter, more intense and more unpredictable fires. This current state of affairs has severely heightened the risk of life, limb and property of our citizens and our first responders. When tragedy strikes, whether it’s a fallen firefighter’s family at home or the station that are left behind, or the victims of fire and natural disaster that are left in peril, it is my priority, as Chair of the California Fire Foundation, to assist those impacted. We are there at every step, providing aid to our first responders, families of the fallen, and victims of devastating loss. Please join us March 28, 2018 as we celebrate the uncommon courage that our everyday heroes display as they protect us and keep our families safe.



## Mission

**The California Fire Foundation**, a non-profit 501 (c)(3) organization, aids fallen firefighter families, firefighters and the communities they protect. Owned and operated by California Professional Firefighters (California Professional Firefighters is the largest statewide organization dedicated exclusively to serving the needs of career firefighters), the California Fire Foundation’s mandate includes an array of survivor and victim assistance projects and community initiatives.



# Who

## *Uncommon Courage Gala Host*

**Lauren Ash**  
*Superstore*

## *Honoree*

**Joe Berger**  
Executive Vice President & President,  
Americas, *Hilton*

### FOUNDATION BOARD CHAIR

**Lou Paulson**  
Contra Costa County Fire Department  
(retired) President, California Professional  
Firefighters

### FOUNDATION BOARD OF DIRECTORS

**Rose Conroy**  
Davis Fire Department (retired)

**Dave Gillotte**  
Los Angeles County Fire Department

**Tony Gamboa**  
Los Angeles City Fire Department

**Mike Lopez**  
CAL FIRE

**Chris Mahon**  
Ventura County Fire Department

**Mike Massone**  
Federal Fire Department, San Diego

**Brian Rice**  
Sacramento Metro Fire District (retired)

**Jeff DelBono**  
Alameda Fire Department

**Lew Stone**  
Burbank Fire Department (retired) Secretary-  
Treasurer, California Fire Foundation

**Tim Strack**  
Riverside City Fire Department

**Daniel A. Terry**  
President Emeritus California Professional  
Firefighters

**Bobby Weist**  
Davis Fire Department

### FOUNDATION ADVISORY COUNCIL

**Phil Angelides**  
President, Riverview Capital Investments and  
former California State Treasurer

**Bill Devine**  
Vice President, Legislative Affairs at AT&T

**John Garcia**  
Vice President of Government Relations at Kaiser  
Permanente

**Michael Rubio**  
Head of Government Affairs at Chevron  
Corporation and Former State Senator

**Shannon Shryne**  
Vice President of Business Development at ALS  
Therapy Development Institute

### CELEBRITY HEROES

**Lauren Ash**  
Actress: *Superstore*, *Scare Tactics*

**Ed Begley Jr.**  
Actor, Producer, Director: *Future Man*,  
*Portlandia*, *Arrested Development*, *Living with Ed*

**Jaime Camil**  
Actor: *Jane the Virgin*, *Coco*

**Eddie Cibrian**  
Actor: *The Young and The Restless*, *Third Watch*

**Drea de Matteo**  
Actress: *Shades of Blue*, *Sons of Anarchy*, *The  
Sopranos*

**Billy Eichner**  
Comedian, Actor, Writer: *Billy on the Street*,  
*Difficult People*, *Parks & Recreation*

**Brad Garrett**  
Comedian, Actor: *Everybody Loves Raymond*

**Kelli Giddish**  
Actress: *Law and Order SVU*, *Chicago Fire*

**George Lopez**  
Actor, Comedian: *Lopez Tonight*, *George Lopez*:  
*It's Not Me, It's You*, *George Lopez*

**Wendi McLendon-Covey**  
Actress, Producer: *The Goldbergs*, *Bridesmaids*

**Brian White**  
Actor: *Chicago Fire*  
**Olivia Munn**  
Actress: *Iron Man 2*, *X-Men: The Apocalypse*

### GALA HOST COMMITTEE

**Dusty Baker**  
Former MLB Player, MLB Manager, and ESPN Analyst

**Rachelle Carson-Begley**  
Actress, Producer: *Living with Ed*

**Bruce Bochy**  
Manager, San Francisco Giants

**Aaron Cooley**  
Producer/Head of Development, Joel Schumacher  
Productions, Screenwriter & Novelist: *Four Seats* and  
*Shaken, Not Stirred*

**David Dickerson**  
Co-Founder/Co-Owner, *kitchen24*  
Restaurant

**Tim Dowling**  
Screenwriter: *Pixels*, *Role  
Models*

**Sandra Fluke**  
California State Director, *Voices For Progress*

**Dwight Hicks**  
Former NFL San Francisco 49ers Defensive Captain  
and 2x Super Bowl Champion, Actor

**Dawn Holliday**  
Executive Director, Market Research, *Paramount Pictures*

**Scott Karol**  
Head of Business and Legal Affairs at *Cinelou Films*,  
Partner at *Karol/Williams*

**Leandra McPartlan-Karol**  
Model, Marketing & PR Consultant; Member, *Avant  
Garde*, *LACMA*

**Jason Kramer**  
DJ and On-Air Personality for *KCRW 89.9*

**Tony La Russa**  
Former MLB Player, MLB Manager, Chief Baseball  
Officer and Hall of Fame Inductee

**Jodi Lieberman**  
Talent Manager, Producer; Co-Founder and Head of  
Production, *Comedy Gives Back* and Co-President  
of *JLC Entertainment Group*

**Robin Lippin**  
Artios Award Winning Casting Director

**Magnolia Memoir**  
*Mela Lee & Alexander Burke*

**Bryan "Birdman" Mier**  
Photographer, Art Curator

**Larry Miller**  
Comedian, Actor: *Pretty Woman*, *10 Things I Hate About You*

**Charles Papert**  
Director of Photography: *Key & Peele*, *Ryan Hansen  
Solves Crimes on Television*

**Susan Rovner**  
Exec. Vice President, *Warner Bros. TV*, Co-President,  
*Warner Horizon Television*

# What

### EVENT DESCRIPTION

Join us on March 28, 2018 and help us celebrate our 5th Annual Gala hosted by Lauren Ash honoring California's firefighters. Your exclusive, invite-only access includes: mingling with firefighters, celebrities, and corporate and entertainment executives; cocktail reception with sponsored bars and appetizers; a three-course gourmet catered dinner; stand-up comedy; live music; celebrity presenters; exclusive access to specialty, high-demand artwork from world-renowned artists.



Kaiser Permanente (sponsor)



Josh Brolin, actor, and wife Catherine Boyd

# 2018 Sponsors

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TITLE ENGINE COMPANY SPONSOR



CALIFORNIA  
ASSOCIATION  
OF REALTORS®

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PLATINUM ENGINE COMPANY SPONSOR



KAISER PERMANENTE® **thrive**

**Charter**  
COMMUNICATIONS

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GOLD ENGINE COMPANY SPONSOR

 **LION**®  
ready for action

 **SoCalGas**  
A  Sempra Energy utility



**IMPRENTA**  
COMMUNICATIONS GROUP  
PUBLIC AFFAIRS | CAMPAIGNS | ETHNIC MARKETING



# A Special Thanks From the Foundation Goes to the Following:

Art Gallery Sponsor: Thinkspace Gallery,  
Curator: Bryan "Birdman" Mier,  
Vesta Home for donating the materials,

And our supporting artists:

*Alex Pardee, Anthony Ausgang, Beau Roulette, Birdman, Brett Crawford, Carly Ealey, Chris Konecki, CRYPTIK, Darcy Yates, Drew Merritt, Geoff Melville, Hueman, Jeff Frost, Mear One, Mikael B, Michael "Cookie" Cook, Persue, Risk, Ron English, Steve Martinez, Sugarfueled, Van Arno, Victor, Castillo, Wyatt Mills, Thrashbird, Ken Flewellyn, Sonny Boy, Leba and Bumblebee.*

Art by 2017 Artists *Photos by Brian Birdman Mier*



# 2017 Uncommon Courage Gala Highlights

At the 4th Annual Uncommon Courage Gala, honoring Lorenzo di Bonaventura (Producer, Transformers, Only the Brave) and Bernard J. Tyson (President, Kaiser Permanente) on March 22, 2017, the California Fire Foundation raised approximately \$250,000 for critical programs serving firefighters and our communities. A sold-out crowd of 300 guests including celebrities and entertainment and corporate executives mingled with firefighters while celebrating these real life heroes. Guests enjoyed an entertaining evening of comedy from emcee Gina Yashere and stand-up comedians Thomas Lennon and Ben Garant (Reno 911!), live music from All-4-One, exquisite food and wine, extraordinary art for each guest to own from some of the hottest artists, and more.

Sponsors included: Kaiser Permanente, AT&T, California Association of Realtors, California Hospital Association, SoCal Gas & San Diego Gas & Electric, Lion, Imprenta, Paramount Pictures, and more.

To view video highlights from the 2017 Gala, [click here](#).



A set of unique, take home, display artwork pieces by artist Thrashbird

Photo by Brian Birdman Meir



Thomas Lennon and Ben Garant performing



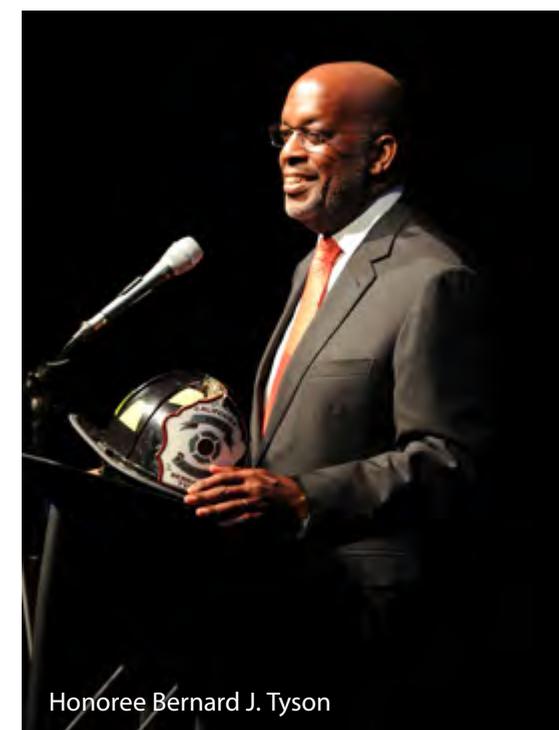
Beth Grant, Actress (The Mindy Project)



Foundation Chair Lou Paulson and Actor Jaime Camil



Bobby Weist (Davis Fire), Jeff DelBono (Alameda City Fire), Chris Mahon (Ventura County Fire), Mike Massone (San Diego Federal Fire)



Honoree Bernard J. Tyson



Honoree Lorenzo di Bonaventura



Melissa Peterman and Josh Brolin interacting during the live auction



Gina Yashere performing



All-4-One performing



Dwight Hicks, Super Bowl champion, and wife, Dana Hicks

# Highlights from Previous Galas



A set of unique, take-home, display artwork pieces by LA based artist, Bumblebee



Lou Paulson, Foundation Chair; Frank Lima, Former Foundation Board Member; Honoree Eric Garcetti, LA Mayor



Mayor Eric Garcetti with Honoree Ken McNeely



Ozomatli performing



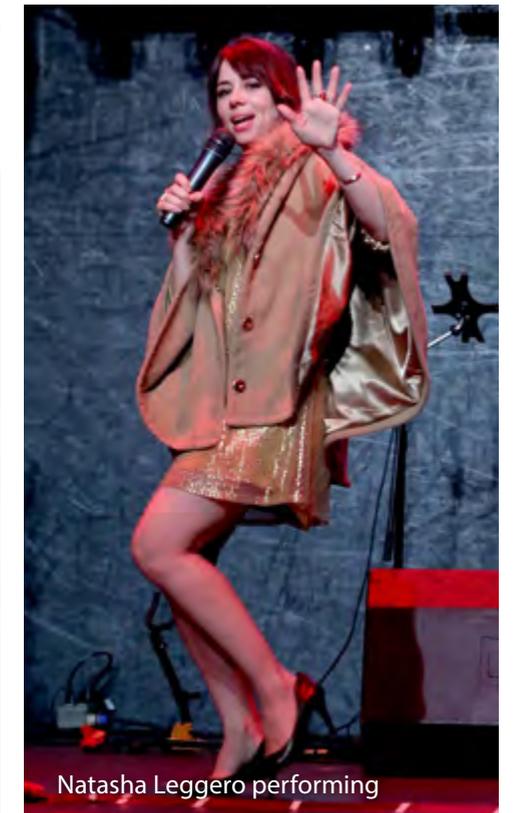
A set of unique, donated, take-home, display artwork pieces by LA based artist, Steve Martinez



Saint Motel performing



Melissa Petermah and Ed Begley Jr. onstage during the live auction



Natasha Leggero performing

# When and Where

Wednesday, March 28, 2018 at the **AVALON** in Hollywood | 6:00 pm to 10:00 pm

1735 Vine St., Hollywood, CA 90028

6:00pm – 6:30pm  
Invite-Only, Private VIP  
Cocktail Reception\*

6:30pm – 7:30pm  
General Cocktail Reception/  
High-End Raffle

7:30pm  
Dinner

8:00pm  
Program/Entertainment/  
Live Auction

Evening hosted by  
Lauren Ash

AVALON is one of Hollywood's most historic landmarks. The Avalon has been the premiere event space dating back to The Beatles first West Coast performance in 1964 to ABC's hit television variety show "The Hollywood Palace," and more recently to Rolling Stone's Grammy parties, to Pre-Oscar Parties, movie premier events, award shows, and concerts several times a week.

\* 6:00pm Private VIP Reception is by special invite only. Email Hedi Jalon at [hjalon@cpf.org](mailto:hjalon@cpf.org) for more information.

# Corporate Sponsorship Levels

We would like to offer you the opportunity to become a partnered sponsor. As a sponsor, your brand will be associated with the only organization in California dedicated to serving over 30,000 frontline firefighters. You will receive maximum exposure with prominent brand visibility across the board including online and social media properties, media campaigns, and print materials. You will also have the opportunity to intimately network with firefighters, corporate and entertainment executives and celebrity talent.



California Association of Realtors ( Title Sponsor)

## TITLE ENGINE COMPANY SPONSOR - \$50,000

*A donation at this level will enable the Foundation to provide 25 scholarships, each in the amount of \$2000, for children of fallen firefighters; or will help to support 500 fire/disaster victims in need in the aftermath of a fire or disaster, allowing them to purchase basic necessities such as food, water or clothing.*

- \* Large-sized logo on the red carpet step and repeat and on large screens throughout the Avalon listed as title sponsor
- \* Large-sized logo/website listed on all invitations and event related material and on the Foundation's website listed as title sponsor
- \* Your company listed on pre and post press releases
- \* Full page ad in the event program listing your organization as the title sponsor
- \* Your company thanked on California Professional Firefighters and Foundation social media pages (reaching over 33,000 social media followers)
- \* A live "thank you" at the Gala in front of all celebrities, media, press, and attendees
- \* Complimentary admission for up to 9 guests with a special VIP table located right by the stage
- \* Your sponsorship guarantees a heroic firefighter attends the benefit at no cost and will join you at your table for dinner
- \* All access VIP passes for up to 9 guests to the VIP Reception; and to the Talent/Green Room
- \* Potential exclusive one-on-one access to VIPs.
- \* Complimentary, exclusively curated art pieces by renowned artists for up to 9 guests
- \* Signage with your logo in the Exclusive Performer Green Room
- \* Networking and interacting with firefighters, entertainment and corporate executives, and celebrities
- \* Video clips/photographs taken by professional videographers/photographers to use for your marketing and promotional use

## PLATINUM ENGINE COMPANY SPONSOR - \$25,000

*A donation at this level will enable the Foundation to provide 12 scholarships, each in the amount of \$2000, for children of fallen firefighters; or will help to support 250 fire/disaster victims in need in the aftermath of a fire or disaster, allowing them to purchase basic necessities such as food, water or clothing.*

- \* Large-sized logo on the red carpet step and repeat and on large screens throughout the Avalon
- \* Large-sized logo/website listed on all invitations and event related material and on the Foundation's website
- \* Your company listed on pre and post press releases
- \* Your company thanked on California Professional Firefighters and Foundation social media pages (reaching over 33,000 social media followers)
- \* A live "thank you" at the Gala in front of all celebrities, media, press, and attendees
- \* Complimentary admission for up to 9 guests
- \* Your sponsorship guarantees a heroic firefighter attends the benefit at no cost and will join you at your table for dinner
- \* All access VIP passes for up to 9 guests to the Exclusive VIP Reception; and to the Talent/Green Room
- \* Complimentary, exclusively curated art pieces by renowned artists for up to 9 guests
- \* Signage with your logo in the Exclusive Performer Green Room
- \* Special VIP table located right by the stage
- \* Networking and interacting with firefighters, entertainment and corporate executives, and celebrities
- \* Video clips/photographs taken by professional videographers/photographers to use for your marketing and promotional use

# Sponsorship Levels



## **GOLD ENGINE COMPANY SPONSOR - \$10,000**

*A donation at this level will enable the California Fire Foundation to provide five scholarships, each in the amount of \$2000, to children of fallen firefighters; or will help to support 100 fire/disaster victims in need in the aftermath of a fire or disaster, allowing them to purchase basic necessities such as food, water or clothing.*

- \* Your company's medium-sized logo on red carpet step and repeat
- \* Complimentary admission for up to 7 guests
- \* Your company's medium sized logo/website listed on all invitations and event related material
- \* Exclusive access to specially curated art pieces by renowned and popularly collected artists for up to 7 guests
- \* Your company listed on pre and post press releases
- \* Your sponsorship guarantees a heroic firefighter attends the benefit at no cost and will join you at your table for dinner
- \* Your company's logo/website listed on the California Fire Foundation website
- \* Networking and interacting with firefighters, entertainment and corporate executives, and celebrities
- \* Your company thanked and mentioned on California Professional Firefighters and California Fire Foundation social media pages (reaching over 33,000 social media followers)
- \* Video clips/photographs taken by professional videographers/photographers to use for your marketing and promotional use
- \* A live "thank you" at the event in front of all celebrities, media, press, and attendees

## **SILVER ENGINE COMPANY SPONSOR - \$5,000**

*A donation at this level will enable the California Fire Foundation to commemorate the bravery of firefighters and honor their memory at the California Firefighters Memorial Ceremony.*

- \* Your company's small-sized logo on all online invitations
- \* Complimentary admission for up to 5 guests
- \* Your company listed on pre and post press releases
- \* Floor seating guaranteed
- \* Your company listed on the California Fire Foundation website
- \* Exclusive access to specially curated art pieces by renowned and popularly collected artists for up to 5 guests
- \* Your company thanked and mentioned on California Professional Firefighters and California Fire Foundation social media pages (reaching over 33,000 social media followers)
- \* Your sponsorship guarantees a heroic firefighter attends the benefit at no cost and will join you at your table for dinner
- \* A live "thank you" at the event in front of all celebrities, media, press, and attendees
- \* Networking and interacting with firefighters, entertainment and corporate executives, and celebrities

# In-Kind Sponsorship Levels

## \$15,000 IN-KIND VALUE

- \* Your company's large-sized logo on the red carpet step and repeat
- \* Your company's small-sized logo on all online invitations
- \* Your company listed on pre and post press releases
- \* Your company listed on the California Fire Foundation website
- \* Your company thanked and mentioned on California Professional Firefighters and California Fire Foundation social media pages (reaching over 33,000 social media followers)
- \* A live "thank you" at the event in front of all celebrities, media, press, and attendees
- \* Complimentary admission for up to 5 guests
- \* Exclusive access to specially curated art pieces by renowned and popularly collected artists for up to 5 guests
- \* Your sponsorship guarantees a heroic firefighter attends the benefit at no cost and will join you at your table for dinner
- \* Networking and interacting with firefighters, entertainment and corporate executives, and celebrities



## \$10,000 IN-KIND VALUE

- \* Your company's medium-sized logo on the red carpet step and repeat
- \* Your company's small-sized logo on all online invitations
- \* Your company listed on pre and post press releases
- \* Your company listed on the California Fire Foundation website
- \* Your company thanked and mentioned on California Professional Firefighters and California Fire Foundation social media pages (reaching over 33,000 social media followers)
- \* A live "thank you" at the event in front of all celebrities, media, press, and attendees

## \$5,000 IN-KIND VALUE

- \* Your company's small-sized logo on all online invitations
- \* Your company listed on the California Fire Foundation website
- \* Your company thanked and mentioned on California Professional Firefighters and California Fire Foundation social media pages (reaching over 33,000 social media followers)
- \* A live "thank you" at the event in front of all celebrities, media, press, and attendees



# Additional Sponsorship Opportunities

## **TABLE OF 10 - \$2,500**

*Includes 10 tickets to dinner and general cocktail reception*

*Guaranteed floor seating*

## **TABLE OF 6 - \$1,500**

*Includes six tickets to dinner and general cocktail reception*

*Floor or Balcony seating*

## **SINGLE, FULL PAGE AD IN EVENT PROGRAM - \$1,000**

*Includes one color, full-page ad in event program*

## **VIP INDIVIDUAL TICKET - \$350**

*Includes one ticket to the VIP reception, general cocktail reception and dinner*

*Guaranteed floor seating*

## **INDIVIDUAL TICKET - \$250**

*Includes one ticket to dinner and general cocktail reception*

*Floor or Balcony seating*

# California Fire Foundation Programs Include

## CALIFORNIA FIREFIGHTERS MEMORIAL

The Foundation designed, built and maintains this unique memorial to fallen firefighters at the State Capitol in Sacramento. Every year, the Foundation holds a special, annual ceremony to commemorate the bravery of those who lost their lives in the line of duty. To view a video from the 2017 California Firefighters Memorial Ceremony, where Attorney General Xavier Becerra spoke in commemoration of the lives of 31 fallen firefighters who recently died in the line of duty, please [click here](#).

## FIREFIGHTERS AND THEIR FAMILIES

The Foundation supplies emergency support to departments and families of firefighters killed in the line of duty and provides educational assistance to the children of fallen firefighters through the California Firefighters Endowment and Daniel A. Terry Scholarship program. The Foundation has given out over \$200,000 in Daniel A. Terry scholarship awards to date. [Click here](#) for an overview of the Daniel A. Terry College Scholarship program.

## VICTIM ASSISTANCE

The Foundation recently launched its Supplying Aid to Victims of Emergency (SAVE) program in order to provide immediate financial assistance to victims of fire and disaster in California. Working with firefighters throughout the state, the Foundation offers \$100 gift cards to individuals and families, right on-scene of an incident, where there has been more than 25% loss in a fire or natural disaster. To date, SAVE has enabled over 15,000 individuals and families struck by tragedy to instantly purchase basic necessities such as food, medicine or clothing. Corporate support has been provided by Chevron, Inc. The goal is to expand the program into all communities in California and ultimately increase the value on the cards. [Click here to view recent coverage in the press regarding SAVE.](#)

## COMMUNITY IMPROVEMENT

The Foundation offers information about fire safety and conducts public outreach and education about fire safety issues through its Firefighters On Your Side program. Additionally, the Foundation contributes to other organizations that aim to enhance and improve the communities of California.

The Foundation is the only organization in California providing these essential services and programs for firefighters, their families and our communities, including Los Angeles. Less than 20% of funds raised go to administrative/overhead costs, which means that over 80% of funds raised go directly to our programs.





# Sponsor Requirements

Please email/fax the Sponsor form and contact the Foundation as soon as possible to reserve your seats.

*Please provide image of logo and company information.*  
All forms and payment, logos and company information must be in by **March 1<sup>st</sup>** at the latest.

For more information, please contact Executive Director, Hedi Jalon at [hjalon@cpf.org](mailto:hjalon@cpf.org) or (916) 641-1707. For additional information about the California Fire Foundation, go to [www.cafirefoundation.org](http://www.cafirefoundation.org).

Please return this form with your payment to:  
California Fire Foundation · 1780 Creekside Oaks Drive, Sacramento, CA 95833

Contact Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_  
Please Charge \$ \_\_\_\_\_ to my:    Visa    Mastercard    American Express    Discover  
Card Number \_\_\_\_\_ Exp. \_\_\_\_\_ CCV: \_\_\_\_\_  
Enclosed is my check payable to California Fire Foundation in the amount of \$ \_\_\_\_\_

**Thank you. We look forward to seeing you on March 28th, 2018!**

At the current time, the fair market value of each ticket purchased is estimated to be \$180.  
The remainder of your donation is tax deductible to the extent allowed by law. (tax id#68-0118991)