



October 21, 2010

This year the Lycée Français de New York celebrates its 75th Anniversary!

Gala 2011 will take place in the spectacular setting of the Park Avenue Armory in New York City on Saturday, February 5, 2011.

Each year, we honor an individual from the French-American community with the Charles de Ferry de Fontnouvelle Award, named after the founding president of the school. This year we are proud to honor renowned French journalist, Anne Sinclair!

Last year's Gala was attended by more than 900 guests and raised \$1.5 million for the school. It was the highlight of the social season of the French-American community in New York with the participation of over 50 prominent corporate sponsors. The Gala offers your company high visibility within this international community.

The Lycée Français de New York is a non-profit, private school that enrolls 1,350 students representing over 50 nationalities from pre-kindergarten through 12th grade. Your support of Gala 2011 will enable us to continue to provide an education that both encourages and respects diversity between people and cultures. Proceeds from the annual Gala are used towards various school initiatives. In addition, the proceeds help fund the scholarship program that is currently assisting 24% of our student body.

Please review the enclosed materials for Gala 2011 and kindly indicate your commitment by December 1, 2010. All contributions to the Lycée Français de New York are tax-deductible. Thank you in advance for your consideration and your support of the Lycée Français de New York and Gala 2011.

We hope that you will join us in celebrating our 75th Anniversary Gala which promises to be a memorable event!

Camille Bidermann-Roizen
Gala Co-Chair

Véronique Gabai-Pinsky
Gala Co-Chair

Agathe Lerolle
Gala Co-Chair

Kelly Rutherford
Gala Co-Chair

505 EAST 75TH STREET, NEW YORK, NY 10021
WWW.LFNYGALA.ORG

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KELLY RUTHERFORD | (310) 383 2605 | KR@LFNYGALA.ORG



Gala 2011 Corporate Sponsorship Opportunities

\$50,000 Dinner Sponsor

- Private reception with members of the Board of Trustees of the Lycée Français de New York
- Prominent corporate logo projection during Gala dinner
- Invitation to pre-gala cocktail reception
- Full page color advertisement on the back cover of the exclusive Gala Program
- Corporate logo on the Gala website www.lfnygala.org
- Table for 10 guests with prominent placement

\$40,000 Auction Sponsor

Underwrite interactive software used for silent auction bidding

- Corporate logo featured on the back cover of the Gala Silent Auction Catalog
- Invitation to pre-gala cocktail reception
- Full page color advertisement in the exclusive Gala Program
- Corporate logo on the Gala website www.lfnygala.org
- Table for 10 guests with prominent placement

\$30,000 Cocktail Sponsor

- Prominent corporate logo projection during Gala cocktail reception
- Full page color advertisement on the inside front cover of the exclusive Gala Program
- Corporate logo on the Gala website www.lfnygala.org
- Table for 10 guests with prominent placement

Gala 2011 Table Opportunities

\$25,000 Platinum Table

- 2 invitations for table host(s) to attend a private reception with members of the Board of Trustees of the Lycée Français de New York
- Corporate logo projection during Gala dinner
- Full page color advertisement in the exclusive Gala Program
- Table for 10 guests with prominent placement

\$20,000 Gold Table

- Corporate logo projection during Gala dinner
- Full page color advertisement in the exclusive Gala Program
- Table for 10 guests

\$10,000 Silver Table

- Full page color advertisement in the exclusive Gala Program
- Table for 10 guests



Gala 2011 Auction Donors

All live and silent auction lots will be featured in the Gala Auction Catalogs and highlighted in the sponsor thank you list. As an in-kind donor, you will receive the following benefits:

For in-kind items valued at \$15,000 and up:

- One full page color advertisement in the exclusive Gala Program

For in-kind items valued between \$10,000 and \$14,999:

- Half page color advertisement in the exclusive Gala Program

Gala 2011 Advertising Opportunities

Our exclusive Gala Program is circulated to approximately 1500 individuals including guests, participating sponsors and the Lycée Français de New York community.

We offer the following advertising opportunities:

Full Page Color Advertisement (7" x 10") Vertical: \$3,000

Half Page Color Advertisement (7" x 5") Horizontal: \$2,000

Advertisement Specifications:

- The magazine size is 8.5" x 11" and is saddle-stitched.
- Native files are recommended, preferably Adobe Photoshop, Adobe InDesign or Adobe Illustrator (up to version CS4), saved with linked pictures and fonts enclosed in a stuffed (.sit) or zipped (.zip) folder.
- Hi-res print-ready pdfs (PDF/X-1a:2001 format) are also acceptable.
- All file colors and pictures need to be saved in CMYK mode, with resolution at no less than 300dpi.
- Include 1/4" bleeds if applicable.
- Please contact Marysella Castillo at mcastillo@lfny.org to request an ftp login.

For additional Gala information visit www.lfnygala.org

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Gala 2011 Participation Agreement

Sponsorships

- \$50,000 Dinner Sponsor
- \$40,000 Auction Sponsor
- \$30,000 Cocktail Sponsor

Auction

- Gift In-Kind
Value \$ _____

(See attached auction donation agreement)

Student Scholarships

- \$20,000 Scholarship
- \$10,000 Scholarship
- \$5,000 Scholarship

Tables

- \$25,000 Platinum Table
- \$20,000 Gold Table
- \$10,000 Silver Table

Advertising Opportunities

- \$3,000 Full Page Color Vertical Advertisement
- \$2,000 Half Page Color Horizontal Advertisement

Cash Donation

- \$ _____

Please print name(s) exactly as you would like it to appear in the exclusive Gala Program.

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Telephone: _____

Signature: _____ Date: _____

Payment Options

- Enclosed is a check for \$ _____
(All checks should be made payable to the Lycée Français de New York)

Please charge my:

- American Express Visa MasterCard

Name on Card: _____ Signature: _____

Card Number: _____ Expiration Date: _____

Security Code: _____

*****Payments are due by January 20, 2011*****

Kindly return Participation Agreement to:

Lycée Français de New York /Attention: Marysella Castillo

505 East 75th Street/ New York, NY 10021/ Tel: 212.439.3853/ Fax: 212.439.4210/ Email: mcastillo@lfny.org

For additional Gala information visit www.lfnygala.org

