

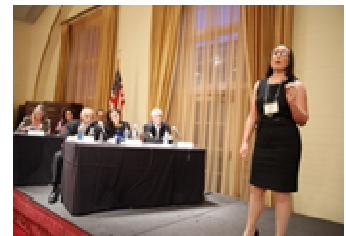
SOCIAL INNOVATION FAST PITCH SPONSORSHIP OVERVIEW

Thank you for your interest in supporting the Social Innovation Fast Pitch. We are excited to build on the program's continued success, and are seeking support from LA's most prominent and forward-thinking organizations for this dynamic program! Contributions are tax-deductible, and will build a stronger non-profit ecosystem in Los Angeles.

ABOUT THE SOCIAL INNOVATION FAST PITCH

The **Social Innovation Fast Pitch** is a free, two-month training and mentoring program for innovative nonprofits that are effecting social change in Greater Los Angeles, culminating in the Social Innovation Fast Pitch competition on October 25, 2011.

The goal of the Fast Pitch program is to build the capacity of and create visibility for innovative local nonprofits. Nonprofits are selected to participate based on their innovative approaches to creating social change *and* their potential for significant positive community impact. Leaders from 20 organizations participate in the program where they receive training and mentoring from 40 volunteer business professionals on how to succinctly and powerfully "tell their story".



The program culminates in a "Fast Pitch" competition – a high-energy, fast-moving, quick-fire presentation event. Ten finalists share the mission, vision, promise, and model of their organization with the audience and judges – *each in under three minutes!* In addition, over **\$100,000** in grants will be awarded at the event, including one winner that becomes the next LASVP investee, benefitting from multi-year grants and capacity-building support!



This year's competition will take place at the Annenberg Alchemy's Peer to Peer event, "*The Art of Human Engagement Through Effective Storytelling*", at L.A. LIVE's Club Nokia. With an expected audience of over 1,000 community and nonprofit leaders, the event is a day of innovative thinking, valuable networking, distinguished speakers and workshops – designed to engage all of Los Angeles in the process of positive change in our community. Following the formal program, there will be a networking reception where attendees can interact with the 20 nonprofits to learn more about their mission, needs, and opportunities for support and engagement. We are proud to partner with The Annenberg Foundation on this festive celebration honoring the valuable contributions of leaders in the nonprofit sector.

For a short highlight video from the 2010 Fast Pitch, see www.socialinnovationpitch.org.

Contact: Diane Helfrey, Executive Director, Los Angeles Social Venture Partners
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PROGRAM RESULTS & BENEFITS

Your support of the Social Innovation Fast Pitch program is highly leveraged both through the program's structure and the lasting impact on multiple audiences, including:

- 20 local nonprofits that develop a compelling "case for support" through training and mentoring
- Over 1,000 volunteer hours contributed annually by 40 coaches and other volunteers
- Valuable cross-sector connections and expand networks
- Event attendees who are educated and inspired to get involved with their money and their time

NONPROFITS

The training program...

- 77% indicated that the program motivated and energized their commitment and energy to promoting their organization, and agreed that the coaching sessions were a good forum for practicing their pitch.
- 100% agreed that their primary mentor was responsive and provided constructive feedback.

"This was a phenomenal experience and I'm proud to have had the chance to participate."

Within 60 days of the event...

- 77% of the program participants had opportunities to use elements of their pitch in their day-to-day work, including fundraising, marketing, public speaking, and training board members.
- Over 60% of respondents indicated that positive connections were made with other organizations or individuals as a result of participation in SIFP.
- 38% of the nonprofits had enlisted or were in conversations with new, professional volunteers.

"I use versions of my pitch every single day."

Within 9 months of the event...

- Nonprofit participants from the 2010 program have shared their fundraising success stories with us, reporting over \$290,000 in new donations that they attribute to their participation in the SIFP.



ATTENDEES

- 98% of attendees rated the event as "Excellent" or "Good"
- 100% of attendees rated the 3-minute pitches as "Excellent" or "Good" (Excellent = 89%!)
- 96% found the event to be inspiring and informative.

"This event is absolutely inspirational on so many levels! It is a highlight of my year!"

VOLUNTEER COACHES

- 80% of respondents said that the coaching sessions motivated and energized their commitment to the nonprofit sector.
- 94% indicated an interest in volunteering again in 2011.

"The progression was astonishing from unpolished, unfocused to smooth, crisp concepts in 3 minutes. I do hope to be involved as a coach again —it is always the case that the coaches learn the most."

SPONSORSHIP LEVELS

LEAD SPONSOR: The Annenberg Foundation

We are very excited to have *The Annenberg Foundation* as a Lead Sponsor and event partner this year. The Foundation's support makes a much bigger event and audience possible, and allows us to channel other support to the training/mentoring program and increased award amounts.

"IPO": \$10,000

Sponsor Benefits:

- Inclusion in press materials and media outreach
- Complimentary table to display promotional materials during the showcase reception
- 10 VIP tickets to Annenberg Alchemy's Peer to Peer event, featuring the Social Innovation Fast Pitch, including pre-paid parking and reserved seating
- Logo projected on large screens during event
- Recognition in printed event program, Social Innovation Fast Pitch website, online marketing (Facebook, Twitter, etc)
- Verbal acknowledgement of support during the event
- Promotional materials in speaker and judge gift bags



Watch a 4-minute highlight video from 2010
www.socialinnovationpitch.org

"ANGEL": \$7500

Sponsor Benefits:

- Complimentary table to display promotional materials during the showcase reception
- 8 VIP tickets to Annenberg Alchemy's Peer to Peer event, featuring the Social Innovation Fast Pitch, including pre-paid parking and reserved seating
- Logo projected on large screens during event
- Recognition in printed event program, Social Innovation Fast Pitch website, online marketing (Facebook, Twitter, etc)
- Verbal acknowledgement of support during the event
- Promotional materials in speaker and judge gift bags

To check out 2010 "Fast Pitch" videos with judges' feedback, see:
<http://tinyurl.com/2010pitches>

"FRIENDS & FAMILY": \$5,000

Sponsor Benefits:

- 5 VIP tickets to Annenberg Alchemy's Peer to Peer event, featuring the Social Innovation Fast Pitch, including pre-paid parking and reserved seating
- Logo projected on large screens during event
- Recognition in printed event program, Social Innovation Fast Pitch website, online marketing (Facebook, Twitter, etc)
- Verbal acknowledgement of support during the event

Read a Ventura County Star article about 2010 Award Winner Food Forward's expanding impact here:
<http://tinyurl.com/FFinVCS>

IN-KIND SPONSORS

We are also open to in-kind sponsorships that would directly reduce program costs or offer additional benefits to program participants.

ABOUT LASVP



LASVP (www.lasvp.org) is a diverse network of professionals who are pioneering a new model of giving – Venture Philanthropy. LASVP brings the collective expertise and resources of our members and their networks to innovative nonprofits in Los Angeles, collaborating with them to strengthen their organizations and expand their capacity to address major needs in our local communities. LASVP fosters a community of socially-conscious and well-informed donors through engagement with Investees, collaboration with other SVP Partners, and participation in educational events. As a result, LASVP partners and other community members become more informed and strategic in their philanthropic endeavors, and more actively committed to addressing the needs of Los Angeles. LASVP is a 501(c)3 public charity and an affiliate of Social Venture Partners International (www.svpi.org).

SPONSORS & PARTNERS



The Annenberg Foundation is a private family foundation that provides funding and support to nonprofit organizations in the United States and globally. The Foundation and its Board of Directors are also directly involved in the community with innovative projects that further its mission to advance the public well-being through improved communication. The Foundation encourages the development of effective ways to share ideas and knowledge. (www.annenbergfoundation.org)



STAPLES Center Foundation is committed to serving its Los Angeles residents by improving the quality of life through educational and recreational grants and programming with special emphasis on the neighborhoods surrounding the arena. Since the Foundation's inception in 1999, more than ten million dollars in funding and in-kind support has been donated to the local community.



Located in Los Angeles, a global center for arts, technology and international trade, the University of Southern California is one of the world's leading private research universities. USC enrolls more international students than any other U.S. university and offers extensive opportunities for internships and study abroad. With a strong tradition of integrating liberal and professional education, USC fosters a vibrant culture of public service and encourages students to cross academic as well as geographic boundaries in their pursuit of knowledge. Many of the departments at USC are working together to support the Social Innovation Fast Pitch program, including the Society and Business LAB at the USC Marshall School of Business (www.marshall.usc.edu.sbl) and the USC Stevens Institute for Innovation (<http://stevens.usc.edu>).