

CALL TO ACTION 2011: Senior and Professional Symposium

Event Brief & Sponsorship Opportunities



Event Brief

Wednesday, November 2, 2011
The Center at Cathedral Plaza
555 W. Temple Street, Los Angeles 90010
8:30 am – 3:30 p.m.



On Wednesday November 2, 2011, Elder Financial Protection Network (EFPN) will present *Call to Action: Southern California*, our 11th annual national summit on elder financial abuse prevention. *Call to Action* is EFPN's signature annual event and offers an innovative conference program and awards ceremony honoring leaders in the fight against elder financial abuse. *Call to Action: Southern California* brings together hundreds of seniors and professionals representing financial institutions, law enforcement, social services, elder justice advocates, and the legal community to share best practices to stop the financial exploitation of elders.

Call to Action: Southern California will take place at the Center at Cathedral Plaza, 555 West Temple Street in Los Angeles. Registration opens at 7:30 am, with a continental breakfast.

The Honorary Chair for *Call to Action: Southern California* is iconic actor and elder abuse survivor, Mickey Rooney, who will provide the luncheon keynote address. The honorary Co-Chair and Master of Ceremonies for the luncheon and award ceremony is The Honorable Kim R. Hubbard, Judge of the Superior Court, Orange County.

Los Angeles District Attorney, Steve Cooley, is invited to provide the morning welcome address and California Attorney General, Kamala Harris, is invited to provide a luncheon address. The moderator will be Helen Karr, Esq., an EFPN Board Member. Speakers for the conference include: Pat Huddleston, CEO, *Investor's Watchdog*, Michael R. Augustine, Esq., *Augustine & Seymour*, Vivian L. Thoreen, Esq., *Holland & Knight*, Ingrid Evans, Esq., *The Evans Law Firm*, Lou Holtz Jr., Deputy District Attorney, *Los Angeles County DA's Office*, Debra Deem, Victim Specialist, *FBI*, Jackie Wiley-Sistrunk, Outreach Speaker, *California Department of Corporations*, and others TBA.

Sponsors are Capital Source Bank, Bank of the West, First Bank, Far East National Bank, WesPay, California Bank and Trust, the California Department of Consumer Affairs - Professional Fiduciary Division (pending), Department of Corporations, Seniors Against Investment Fraud (SAIF), the California Department of Insurance, and the California State Sheriff's Association (CSSA). Sponsors will provide handouts and door – prizes for senior attendees.

EFPN is a 501(c)(3) nonprofit organization dedicated to fighting elder financial abuse through innovative partnerships that build public awareness, drive community outreach, and provide professional training. Since 2000, EFPN has reached over 250,000 seniors, professionals and community members with our community outreach, public awareness and professional education programs.

Elder Financial Protection Network
550 Montgomery Street, Suite 485, San Francisco, CA 94111 | P: 415-956-5556 | F: 415-956-5559
www.bewiseonline.org

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About EFPN

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About the Call to Action 2011: Senior and Professional Symposium

Location

This year's Southern California Call to Action will take place at the Center at Cathedral Plaza on November 2nd, 2011. The event will begin at 7:30am and continue until 3:30pm. The Center at Cathedral Plaza is located at 555 West Temple Street, Los Angeles, CA 90266.

Nearby Hotel Options

Hilton Checkers Los Angeles

www.hiltoncheckers.com

535 South Grand Avenue

Los Angeles, CA 90071

Reservation Line: 1-800-445-8667

Omni Los Angeles Hotel at California Plaza

www.omnihotels.com

251 South Olive Street

Los Angeles, CA 90012

Reservation Line: 213-617-3300

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Title Sponsor (\$20,000)-Exclusive

- Exclusive sponsor of Conference and Luncheon
- 16 VIP tickets for Conference and two reserved tables, with preferential seating at Luncheon; includes guest **Mickey Rooney** at table with Photo Op.
- 6ft. table for display to network with participants during breaks
- Brief speaking/speaker introduction opportunity
- Banner displayed at Conference
- Title sponsorship listing in program and recognition from the podium during Conference and Luncheon program, handout materials, etc.
- *Recognition in all promotional materials including: email blasts to community network of 6000+ contacts, VIP branding placement on Call to Action/website home page, exclusive EFPN Reporter/Blog posting, special mention on EFPN Facebook page, listing in all EFPN press releases, and more TBA. Plus co-sponsoring 3 community events.*

Platinum Sponsor (\$10,000)

- 12VIP tickets for the Conference and one reserved table for 8 at Luncheon, with VIP seating
- 6ft. table for display to network with participants during breaks
- Photo Opportunity with Honorary Chair, **Mickey Rooney**
- Sponsorship of panel presentation at conference
- Podium recognition during Luncheon program
- Acknowledgement/listing in program
- *Recognition in promotional materials including: email blasts to community network of 6000+ contacts, Call to Action/website home page, EFPN Reporter/Blog, Facebook, and all press releases. Plus co-sponsoring of 2 community events.*

Gold Sponsor (\$5,000)

- 8 VIP tickets for the Conference and one reserved table for 8 at Conference and Luncheon

- 6ft. table for display to network with participants during breaks
- Podium recognition during Luncheon program
- Acknowledgement/listing in program
- *Recognition in promotional materials including: email blasts to community network of 6000+ contacts, Call to Action/website home page, EFPN Reporter/Blog posting, Facebook, and all press releases. Plus co-sponsorship of 1 community event.*

Silver Sponsor (\$2500)

- 6 VIP tickets to Conference and Luncheon
- Acknowledgement/listing in program
- *Recognition in promotional materials including: email blasts to 6000+ contacts, Call to Action/website home page, Facebook, and EFPN Reporter/Blog.*

Bronze Sponsor (\$1500)

- 3 VIP tickets to Conference and Luncheon
- Acknowledgement/listing in program
- *Recognition in promotional materials (e.g., website, media, agency newsletter,) email blasts to 6000+ contacts, and EFPN Reporter/Blog and Facebook.*

Exhibitor (\$750)

- 2 VIP tickets to Conference and Luncheon
- 6ft. table for display to network with participants during breaks
- Acknowledgement/listing in program
- *Visibility and recognition in promotional materials (e.g., website, media, agency newsletter), email blasts and EFPN Reporter/Blog and Facebook.*

Friends of EFPN (\$500)

- 2 VIP tickets to Conference and Luncheon
- Acknowledgement/listing in program and *email blasts to community network of 6000+ contacts,*
- *Recognition in promotional materials and EFPN Reporter/Blog and Facebook.*



**ELDER
FINANCIAL
PROTECTION
NETWORK**

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Event Sponsorship Form

Company Name (as it will appear on program materials):

Contact _____ E-mail _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Company Representative:

Name _____ E-mail _____

Title _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Sponsorship Level

Sponsorship	Price	Quantity
Title Sponsor	\$20,000	
Platinum Sponsor	\$10,000	
Gold Sponsor	\$5,000	
Silver Sponsor	\$2,500	
Bronze Sponsor	\$1,500	
Exhibitor	\$750	
Friends of EFPN	\$500	
		TOTAL \$

Please send completed form with payment to: Elder Financial Protection Network, 550 Montgomery St, Suite 485, San Francisco, CA 94111, email to shannon@prodevmeetings.com OR complete credit card information below and fax to 812-339-0138.

Charge \$ _____ to my credit card. Credit Card Number _____

Visa MasterCard Exp. Date _____ 3 Digit Security Code _____