



14TH ANNUAL DAY OF THE CHILD, 2012!
AMBASSADORS OF GOODWILL



PREVIOUS SPECIAL GUESTS

John Paul DeJoria - Felicity Huffman - Bijou Phillips - Marlon Wayans

NOVEMBER 18, 2012

Children's Uniting Nations 14th Annual, Day of the Child at fabulous Santa Monica Pier.

A celebration of the human spirit, where citizens of Los Angeles and New York come together to adopt a homeless child or foster child for a day of inspiration and love.



EVENT OVERVIEW



Children Uniting Nations' Day of the Child is a one-day event benefiting foster youth that features live entertainment by chart topping music groups, food and festivities. The goal of the event is to help create wonderful memories and special friendships for children living in foster care.

Over a thousand foster youth spend the day with their assigned mentor enjoying rides, games, live entertainment, food and fun -- bonding with their mentor to create a life-long relationship. At the end of the day, children receive care packages including books, educational materials and toiletries, which are donated by generous companies and organizations assembled by "MY STUFF BAGS". Community-based organizations participate by providing on-site information booths.

The Day of the Child is Children Uniting Nations' flagship recruitment event generating interest from over three thousand volunteer mentors per year. The magnitude of this large-scale event attracts a great deal of media and helps us to bring to the forefront the plight of children living in foster care.



MISSION STATEMENT



Children Uniting Nations (“CUN”) is a 501(c)3 non-profit organization dedicated to providing quality academic and community based mentoring and supportive services for at-risk and foster youth. CUN brings to the table private & public community collaborative partnerships designed by highly regarded experts in the mentoring and foster care communities. Children Uniting Nations aims to bring our global communities together to come to the aid of children most in need.



ABOUT CHILDREN UNITING NATIONS



Children Uniting Nations (CUN) was founded in 1999 by Daphna Ziman. Children Uniting Nations is proactive in its approach to advocacy, awareness, academic/community based programs and support services for foster youth, at-risk youth, families, and communities. CUN strives to build positive and supportive relationships through innovative academic/community mentoring programs throughout California.

The National DC Conference: Since 2005 has created a National platform and annual conference in Washington DC to bring political leaders, corporate executives, researchers and stakeholders together to discuss how our laws can better serve America's voiceless children. "Keeping the Promise to Our Youth", Washington DC Conference, supported by CUN, DLA Piper and Casey Family Programs with our nation's leading policy makers, corporate leaders/executives and academic researchers to discuss how our laws can better serve America's voiceless children.

The Children Dream Awards: The Children Dream Awards Celebration and Dinner is an extension of CUN's already successful annual Oscar Night Viewing Ball which has run successfully over the past 11 years. The Children Dream Awards ("CDA") is a reflection of CUN's desire to recognize the biggest and best stars in the world – Our Children. The CDA honors children for their talent in family films, television, music and other areas of artistic excellence. Angel Awards will also be presented to children in communities around the world whose excellence in service and good works serve as an inspiration to children and adults alike. The evening features entertainment, live performances and concludes with an after-party. These events have featured performances by Grammy Award® winning artists Black Eyed Peas, Lil Kim, Chaka Kahn, Terrence Howard, Wyclef Jean, Natalie Cole, Freda Payne, Al Jarreau, The Temptations, Ruben Studdard, Tweet, and DJ Spin-derella. Previous program emcees include FOX 11 News anchor Christine Devine, Tom Arnold, comedian Tommy Davidson and former American Idol judge Paula Abdul.

ACADEMIC PROGRAMS



The Children Uniting Nations Academic Mentoring Program is designed to provide students with supplemental academic support while also building self-esteem, life skills, and confidence. Mentors focus on activities designed to boost a child's school achievement by building a meaningful relationship and providing ongoing encouragement and academic assistance. CUN has nine Academic Mentor Centers located throughout South Los Angeles in both Los Angeles Unified School District and Los Angeles Mayor School Partnership.

COMMUNITY BASED PROGRAMS

Community Based/Life Skills Programs: CUN works with residential treatment facilities and foster family agencies throughout Los Angeles County to provide community based and life skills mentoring programs and support. Los Angeles County and the Department of Children and Family Services selected CUN as the primary agency to oversee Los Angeles County Mentoring community Based Programs. The goals of the program are:

- Improve upon the growth and development for youth in foster care through partnering with responsible adult mentors.
- Improve academic achievement
- Improve school attendance
- Raise self esteem and create positive values.

Annual Christmas/Holiday Toy Drive: CUN sponsors in conjunction with various community partners holiday spirit for several hundred foster youth. The event is hosted by local radio station 92.3 KDAY.



CUN'S CELEBRITY SUPPORTERS



Personalities from the worlds of film, television, music and politics attend in support of Children Uniting Nations' efforts to provide quality mentors to youth.



CELEBRITIES IN ATTENDANCE AT PAST CUN EVENTS



Adam Nelson, Al Jarreau, Andrea Robinson, Aaron Carter, Aaron Quinton, Adrian Grenier, Andy Dick, Black Eyed Peas, Bonnie-Jill Laflin, Boris Kudjoe, Burt Young, Buzz Aldrin, Congresswoman Diane Watson, CCH Pounder, Chaka Kahn, Chris Tucker, Darius McCreary, Daveigh Chase, David Archuleta, Cyrus Family, Emily Grace Reaves, David Walton, Debra Byrd, Ed Asner, Eddie Griffin, Edwin Hodges, Eduardo Yanez & Ana Carolina, Freda Payne, Former CA Governor Gray Davis and Sharon Davis, Gabrielle Union, Harry Hamlin, Jackson Family, James Van der Beek, Jeff Goldblum, Jim Brown, Joe Bologna, Joe Pantoliano, Kathleen Stanley, Katt Williams, Kelly Perine, Kenneth "Babyface" Edmonds and Tracey Edmonds, Lil Kim, La Laine, Lainie Kazan, Lindsay Lohan, Lisa Rinna, Maria Conchita Alonso, Martin Landau, Mary Green, Max Kennedy, Michael Michele, Michael Woods, Mickey Rooney, Missy Elliott, Nicole Ari Parker, Paris Hilton, Paula Abdul, Pete Wentz, Peter Weller, Phil Brock, Prince, Raven Symone, Renee Taylor, Rhonda Shear, Rosario Dawson, Robert Goulet, Samaria Graham Scott Glenn, Shin Koyamada, Secretary of State Hillary Clinton, Speaker Nancy Pelosi, Spinderella, Steve Valentine, Stevie Wonder, Terrance Howard, Tito Ortiz, Tom Arnold, Tommy Davidson, Victor William, Victoria Rowell, Vivica A. Fox and Wesley Snipes.



MEDIA RELATIONS



PRINT MEDIA

- Associated Press
- Back Stage Pass
- Brentwood Magazine
- Beverly Hills Courier
- Daily Variety
- Daily News
- Jewish Journal
- Los Angeles Confidential
- Los Angeles Magazine
- Los Angeles Times
- New York Daily News
- People Magazine
- Privilege Magazine
- STAR Magazine
- San Francisco Chronicle
- The Hollywood Reporter
- Variety
- Washington Post



WEB MEDIA



- 24-7 Press Release. com
- Biz Bash. com
- Celebrity Vibe. com
- E online. com
- Girl Site. com
- LA View TV. com
- People. com
- Power Magazine. com
- PR. com
- The Rose Review. com
- US Newswire. com
- Wire Image. com



TV & RADIO MEDIA COVERAGE



TELEVISION

- BBC
- E! Entertainment
- Entertainment Tonight
- EXTRA
- Fox TV News Channel
- Good Day L.A.
- Inside Edition
- KABC
- KCBS 2
- KCOP
- KMEX
- MSNBC
- RTL German TV
- The Oprah Winfrey Show

RADIO





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PREVIEWS
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PROFESSIONAL SALON PRODUCTS

AMERICAN
EXPRESS

TV
GUIDE
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Bank of America

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HOME

PAUL'S TV
the King of Big Screen

Coca-Cola

CHIVAS REGAL
12

TEQUILA
PATRÓN



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WATER

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SERVICES

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los angeles
MAGAZINE

THR
The Hollywood Reporter



PRESENTING SPONSOR



\$100,000

- Your support will pay for the mentoring of 100 children in Los Angeles or New York for a day of filling hopes and dreams.
- Provides support for training of permanent mentors for foster children.
- VIP parking at the Day of the Child.
- On-Stage recognition as a Presenting Sponsor during the program, by the event co-chairs.
- Opportunity for company representative to speak during program.
- Listing as Presenting Sponsor in all event materials including press releases, media interviews and other publicity associated with the Day of the Child.
- Logo Placement on event T-shirts and media backdrop.
- Corporate signage (if applicable).
- Corporate booth (if applicable).
- Opportunity to place product in gift bag (if applicable).
- Logo placement on Children Uniting Nations web site.
- Opportunity for you and your employees to mentor a child at the Day of the Child in New York or Los Angeles.
- Inclusion as Presenting Sponsor on Live broadcast streamed on the internet and mobile devices to millions of subscribed viewers
- Ten (10) Thirty second (:30) commercial spots to be aired throughout live internet broadcast and all mobile devices
- Five (5) Sixty second (:60) commercial spots to be aired throughout live internet broadcast and all mobile devices

PLATINUM CHAMPION



\$50,000

- Your support will pay for the mentoring of 75 children in Los Angeles or New York for a day of filling hope and dreams.
- Provides support for training of permanent mentors for foster children.
- VIP parking at the Day of the Child.
- On-Stage recognition as a Platinum Champion during the program, by the event co-chairs.
- Opportunity for company representative to speak during program.
- Listing as Platinum Champion in all event materials including press releases, media interviews and other publicity associated with the Day of the Child.
- Logo Placement on event T-shirts and media backdrop.
- Corporate signage (if applicable).
- Corporate booth (if applicable).
- Opportunity to place product in gift bag (if applicable).
- Opportunity for you and your employees to mentor a child at the Day of the Child in New York or Los Angeles.
- Inclusion as Platinum Champion Sponsor on Live broadcast streamed on the internet and mobile devices to millions of subscribed viewers
- Four (4) Thirty second (:30) commercial spots to be aired throughout live internet broadcast and all mobile devices
- Two (2) Sixty second (:60) commercial spots to be aired throughout live internet broadcast and all mobile devices



GOLD CHAMPION



\$25,000

- Your support will pay for the mentoring of 50 children for a day of filling hope and dreams.
- Provides support for training of permanent mentors for foster children.
- VIP parking at the Day of the Child.
- On-Stage recognition as a Gold Champion during the program, by the event co-chairs.
- Opportunity for company representative to speak during program.
- Listing as Gold Champion in all event materials including press releases, media interviews and other publicity associated with the Day of the Child.
- Logo Placement on event T-shirts and media backdrop.
- Corporate signage (if applicable).
- Corporate booth (if applicable).
- Opportunity to place product in gift bag (if applicable).
- Opportunity for you and your employees to mentor a child at the Day of the Child in New York or Los Angeles.
- Two (2) Thirty second (:30) commercial spots to be aired throughout live internet broadcast and all mobile devices
- Two (2) Sixty second (:60) commercial spots to be aired throughout live internet broadcast and all mobile devices



SILVER CHAMPION



\$15,000

- Your support will pay for the mentoring of 25 children for a day of hope and encouragement.
- Provides support for training of permanent mentors for foster children.
- On-Stage recognition as a Silver Leader during the program.
- Listing as Silver Leader in all event materials including press releases, media interviews and other publicity associated with the Day of the Child.
- Logo Placement on event T-shirts.
- Corporate signage (if applicable).
- Corporate booth (if applicable).
- Opportunity to place product in gift bag (if applicable).
- Opportunity for you and your employees to mentor a child at the Day of the Child in New York or Los Angeles.



BRONZE ADVOCATE



\$10,000

- Your support will pay for the mentoring of 10 children for a day of food, fun and hope.
- Listing as Bronze Advocate in all event materials including press releases, media interviews and other publicity associated with the Day of the Child.
- Opportunity to place product in gift bag (if applicable).
- Opportunity for you and your employees to mentor a child at the Day of the Child in New York or Los Angeles.



GUARDIAN ANGEL



\$2,500

- Your support will pay for the mentoring of 5 children for a day of food, fun and hope.
- Listing as Guardian Angel in all event materials including press releases, media interviews and other publicity associated with the Day of the Child.
- Opportunity to place product in gift bag (if applicable).
- Opportunity for you and your employees to mentor a child at the Day of the Child in New York or Los Angeles.



HOPE PROVIDER



\$1,000

- Your support will pay for the mentoring of two children for a day of food, fun and hope.
- Opportunity to mentor a child at the Day of the Child.



CONTACT US



For all sponsor submission and information please contact:

Craig Nobles

Craig@SwaggMedia.com
(310) 722-5668

