

PRESENTED BY



Los Angeles Area
Chamber of Commerce

2008 CAMPAIGN PARTNERS

Office of Mayor Antonio Villaraigosa

*City of Los Angeles
Workforce Investment Board*

*City of Los Angeles Employment
Development Department*

*Los Angeles Area
Chamber of Commerce*

*Los Angeles Community
College District*

*Los Angeles Unified
School District*

UNITE – LA

United Way

350 S. Bixel Street
Los Angeles, CA 90017

213-580-7566 • tel
213-482-0814 • fax

www.lachamber.org

April 2008

Dear Colleagues and Supporters,

The Los Angeles Area Chamber of Commerce, through its LA Youth at Work Program, is partnering with the Mayor, the City of Los Angeles, and the Workforce Investment Board on **HIRE L.A. 18-24**, an initiative focused on connecting youth in Los Angeles to employment opportunities in the City.

The future of your business depends on the quality of its future employees. The youth of today will be the leaders and workers of tomorrow. Young adults must be prepared to meet the challenges that lie ahead. Your business can join us by helping to create thousands of employment and internship opportunities for enthusiastic and outgoing Los Angeles youth who have a desire to excel.

The Mayor's HIRE L.A. 18-24 campaign is a commitment from Los Angeles employers to hire youth ages 18-24 during the year. By offering jobs to deserving youth, businesses and corporations help Los Angeles take a monumental step towards building a productive 21st century workforce.

Sponsors play an integral role in helping the Mayor and the City of Los Angeles achieve its goal of getting more than 15,000 young adults hired this year. By becoming a Sponsor, you will join the family of businesses and community organizations working towards a stronger, healthier Los Angeles.

The **2008 Sponsorship Opportunities** page highlights ways in which you can contribute and the benefits your company will receive at various sponsorship levels.

The Program will generate significant media coverage. Please complete a Sponsorship Pledge & Payment Form and April 30, 2008 indicating your sponsorship pledge to receive maximum exposure. On behalf of the people of Los Angeles, we hope you will make this investment in our common future.

If you would like to learn more about the HIRE L.A. Campaign, please join the Mayor and other distinguished business leaders on **Thursday, April 24, 2008 at 9:00 a.m.**, City Hall, 3rd Floor to learn more about this effort.

To confirm your participation at the April 24th meeting or for more information regarding job pledges or sponsorships, please contact Alma Salazar, Education and Workforce Development Director at 213.580.7566 or asalazar@lachamber.org.

Respectfully yours,

Gary Toebben
President & Chief Executive Officer
Los Angeles Area Chamber of Commerce

2008-2009 HIRE L.A. 18-24 Sponsorship Opportunities

BENEFACTOR — \$25,000

033108

The flyer features a black header with the text 'MAYOR ANTONIO R. VILLARAIGOSA and the LOS ANGELES CITY COUNCIL Present' and 'HIRE LA's YOUTH' in large yellow letters. Below the header is a large orange section with the text 'get a job!' in large black letters. A silhouette of a person jumping is shown in the center. The text 'www.hirelayouth.org' is in a black box. Below the main text are several logos: the City of Los Angeles, the Los Angeles Area Chamber of Commerce, WorkSource California, and the Workforce Investment Board. At the bottom, there is a small disclaimer: 'This WIA Title I Financially assisted program or activity is an equal opportunity employment program. Auxiliary aids and services are available upon request to individuals with disabilities. Phone Number (213) 744-7333 TTY/TTD Number (213) 744-9395'.

Media

- The Work Readiness Certificate and HIRE L.A. marketing campaign, in association with local media partners to raise awareness of HIRE L.A. 18-24 and the Work Readiness Certification program among employers & job seekers.
- Inclusion in high frequency radio campaign on Los Angeles Clear Channel Stations to raise program awareness and drive traffic to HIRE L.A.
- Company visibility on internet streaming and leaderboard advertising
- Company recognition in PSA Announcements on all eight Los Angeles Clear Channel Stations.

Public Relations

- Acknowledgement and participation in HIRE L.A. press events with key elected and civic leaders such as the Mayor, City Council, etc.
- Opportunity for a company representative to participate in Sunday Morning Interviews on Community Involvement Shows with Mayor and/or Deputy Mayor
- Acknowledgement and participation in HIRE L.A. Kick-off and Culmination events with key elected and civic leaders
- Volunteer opportunities for employees to participate in Work Readiness Certification mock interviews, job skills workshops and hiring events
- Job shadowing, internships and/or job placement opportunities for youth at your company and or partner, supplier or customer offices and worksites
- Visibility and acknowledgement in campaign incentives and giveaways for youth.

Outreach

- Prominent acknowledgement in all employer and youth marketing materials such as campaign brochures, fliers and press releases distributed to more than 10,000 businesses, partners, youth and civic leaders
- A feature in quarterly Chamber Voice and weekly electronic newsletters
- Logo placement on layoutthatwork.org and unitela.com websites generating more than 8,000 visitors
- Prominent placement and free admission to all HIRE L.A. Hiring Events

2008-2009 HIRE L.A. 18-24 Sponsorship Opportunities

SUSTAINING – \$10,000

Public Relations

- Acknowledgement and participation in HIRE L.A. press events with key elected and civic leaders such as the Mayor and City Council members
- Acknowledgement and participation in HIRE L.A. Kick-off and Culmination events with key elected and civic leaders
- Volunteer opportunities for employees to participate in Work Readiness Certification mock interviews, job skills workshops and Hiring Events
- Job shadowing, internships and/or job placement opportunities for youth at your company and or partner, supplier or customer offices and worksites
- Visibility and acknowledgement in campaign incentives and giveaways for youth

Outreach

- Prominent acknowledgement in all employer and youth marketing materials such as campaign brochures, fliers and press releases distributed to more than 10,000 businesses, partners, youth and civic leaders
- A feature in quarterly Chamber *Voice* and weekly electronic newsletters
- Logo placement on layouthatwork.org and unitela.com websites generating more than 8,000 visitors
- Prominent placement and free admission to all HIRE L.A. Hiring Events

SUPPORTING – \$5,000

Outreach

- Prominent acknowledgement in all employer and youth marketing materials such as campaign brochures, fliers and press releases distributed to more than 10,000 businesses, partners, youth and civic leaders
- A feature in quarterly Chamber *Voice* and weekly electronic newsletters
- Logo placement on layouthatwork.org and unitela.com websites generating more than 8,000 visitors
- Prominent placement and free admission to all HIRE L.A. Hiring events

Become a Youth Sponsor

A donation of **\$2,500** will provide a deserving youth with a 10-week stipend while they participate in an unpaid internship. Your cash contribution leverages the staff and training time contributed by the employer supervising the internship, and the support and follow-up services provided to the participating youth by LAYAW and the Mayor's office. Youth Sponsors increase the number of challenging jobs and inspiring work placements available to youth who might otherwise not be able to participate.

2008-2009 HIRE L.A. 18-24 Sponsorship Opportunities

Sponsor Levels—Please Check Box Below

- | | |
|--|---|
| <input type="checkbox"/> \$25,000 • PRESIDENT/CEO | <input type="checkbox"/> \$ 5,000 • DIRECTOR |
| <input type="checkbox"/> \$10,000 • VICE PRESIDENT | <input type="checkbox"/> \$ 2,500 • YOUTH SPONSOR |

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I am unable to be a Major Sponsor but would like to contribute \$ _____

To acknowledge my contribution, please list my company name as _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Check. Please make checks payable to **Los Angeles Area Chamber of Commerce Foundation.** Complete this form and mail with check to:

Los Angeles Area Chamber of Commerce Foundation
Attn: Alma Salazar, 350 South Bixel Street, Los Angeles, CA 90017.

Credit Card. Please complete the information below and fax this form to 213-482-0814.

___ VISA ___ MasterCard ___ AMEX in the amount of \$ _____

Card # _____ Expiration Date _____

Name on the Card _____

For information contact Alma Salazar at 213-580-7566 or email asalazar@lachamber.org

All contributions are tax deductible to the fullest extent allowed by law.

Los Angeles Area Chamber of Commerce Foundation is a nonprofit organization (Federal Tax ID No. 95-2597392)

The initial set of promotional materials will be distributed in May—Please respond soon!