



**motion picture
pioneers
assistance
fund**

70TH ANNIVERSARY HONORING
2011 PIONEER OF THE YEAR
DICK COOK
HUMANITARIAN, PHILANTHROPIST
& ENTERTAINMENT INDUSTRY LEGEND

MARCH 30, 2011
CINEMA CON – LAS VEGAS, NV

WHAT IS THE PIONEER OF THE YEAR DINNER?

Since 1947, the Foundation of Motion Picture Pioneers has staged an annual fund-raising gala, at which a worthy recipient is honored as an industry pioneer. For the past two years, during a time of economic hardship for many, we held no lavish event. In 2011, the Pioneer of the Year Award Dinner returns and will be celebrated at CinemaCon in Las Vegas. The event has become a mainstay in the motion picture industry and attracts members from all aspects of the entertainment community. Past honorees have included industry leaders such as Cecil B. DeMille, Jack Warner, Darryl F. Zanuck, Dr. Jules Stein, Frank G. Mancuso, Jack Valenti, Terry Semel, Sumner Redstone, Robert Shaye, Michael Eisner, Alan Horn, Jeff Blake and the 2010 honoree, Rob Moore.

WHO ARE THE MOTION PICTURE PIONEERS?

In 1939, a group of industry personalities gathered for an annual social and contributed money to “establish a self-perpetuating fund to assist pioneers of the motion picture industry who find themselves in need.” Since that time, the Foundation membership has been comprised of individuals who work in theatrical production, distribution or trade services. The officers and directors of the Foundation are the leaders of major studios and entertainment companies.

WHAT IS THE WILL ROGERS MEMORIAL FUND?

In 1936, the Will Rogers Memorial Hospital was established in honor of the great humanitarian and entertainer – Will Rogers. Since then, the Will Rogers organization has provided financial assistance for healthcare needs to industry members. In 2002, the Will Rogers Institute and Memorial Fund merged with the Foundation of Motion Picture Pioneers to create the Will Rogers Motion Picture Pioneers Foundation. The merger of the Pioneers and Will Rogers is a perfect match, allowing the new organization to provide assistance to more people than ever under the Motion Picture Pioneers Assistance Fund (MPPAF).

HOW DOES THE MOTION PICTURE PIONEERS ASSISTANCE FUND HELP INDUSTRY VETERANS?

The MPPAF is a program with five levels of assistance offered to industry veterans in need. Assistance can range from a monthly stipend to medical rehabilitation, equipment aid, emergency grants or vocational retraining. The funds raised from this event are restricted to the Motion Picture Pioneers Assistance Fund.

SAVE THE DATE ■ FORMAL INVITATION TO FOLLOW

FOR ADDITIONAL INFORMATION REGARDING THE DINNER, TRIBUTE JOURNAL OR CHARITY:

888.994.3863 WWW.WRPIONEERS.ORG PAT@WRMAIL.ORG



2011 PIONEER OF THE YEAR CINEMA CON

SPONSORSHIP AND TICKET OPPORTUNITIES

VIP COCKTAIL RECEPTION SPONSOR: \$35,000 *(Only one available)*

You will be profiled as the exclusive host for the private cocktail reception with the honoree and VIP guests.

- VIP reserved table for 10 in the Orchestra Section at the Awards Dinner
- Full-color, double-page ad in Tribute Journal
- 10 limited-use CinemaCon day passes for Wednesday

Contact us about a special opportunity to maximize your sponsorship.

SPIRIT & BEVERAGE DINNER SPONSOR: \$35,000 *(Only one available)*

You will be profiled as the exclusive host for the spirit bars at the event.

- Invitation for 10 to the private cocktail reception with the honoree and VIP guests
- VIP reserved table for 10 in the Orchestra Section at the Awards Dinner
- Full-color, double-page ad in Tribute Journal
- 10 limited-use CinemaCon day passes for Wednesday

Contact us about a special opportunity to maximize your sponsorship.

UNDERWRITER SPONSOR: \$30,000 *(Only one available)*

- Invitation for 10 to the private cocktail reception with the honoree and VIP guests
- Full-color, back cover of the Tribute Journal
- VIP reserved table for 10 in Orchestra Section at the Awards Dinner
- 10 limited-use CinemaCon day passes for Wednesday

TRIBUTE SPONSOR: \$25,000 *(Only one available)*

- Invitation for 10 to the private cocktail reception with the honoree and VIP guests
- Full-color, inside back cover in the Tribute Journal
- VIP Reserved table for 10 in the Orchestra Section at the Awards Dinner
- 10 limited-use CinemaCon day passes for Wednesday

PHILANTHROPIST SPONSOR: \$20,000

- Invitation for 10 to the private cocktail reception with the honoree and VIP guests
- VIP Reserved table for 10 in prime location at Awards Dinner
- Full-color, double-page ad in the Tribute Journal
- 10 limited-use CinemaCon day passes for Wednesday

DAY PASS AND DINNER TICKET: \$1,000

- With the purchase of each individual dinner ticket, you will receive a limited-use CinemaCon day pass for Wednesday.

DINNER TICKET: \$350

- Individual dinner ticket.

Note: Event is complimentary for delegates of CinemaCon.



2011 PIONEER OF THE YEAR CINEMA CON

TRIBUTE JOURNAL SPONSORSHIPS

LEGACY SPONSOR: \$15,000

- Full-page ad in the Platinum section of the Tribute Journal

LEGACY SPONSOR donations will help retired industry veterans who are frail or disabled with medical treatments such as chemotherapy, personal nursing care and basic living expenses.

HERITAGE SPONSOR: \$10,000

- Full-page ad in Gold section of the Tribute Journal

HERITAGE SPONSOR donations will provide much needed aid in supplying short-term assistance to purchase food, pay for housing, utilities, and burial or cremation services.

HELPING HANDS SPONSOR: \$7,500

- Full-page ad in Silver section of the Tribute Journal

Your donation will lend a HELPING HAND in providing assistance to recipients with home health care, vocational retraining due to disability, psychotherapy and much needed dental care.

BACK ON YOUR FEET SPONSOR: \$5,000

- Full-page ad in the Bronze section of the Tribute Journal

Your donation will help industry veterans get BACK ON THEIR FEET in the form of health insurance, therapy, medication and diagnostic tests.

HOPE FOR TOMORROW SPONSOR: \$1,000

- Full-page ad in the Black and White section of the Tribute Journal

HOPE FOR TOMORROW sponsors will provide for annual and monthly Tribute Club items, such as meals during the holidays and memberships to book of the month or fruit of the month club.

FREEDOM SPONSOR: \$500

- Half-page ad in the Black and White section of the Tribute Journal

Your donation will provide FREEDOM to enjoy life, in the form of hearing aids, orthotics, mobility aids, assisted devices and emergency call systems.



2011 PIONEER OF THE YEAR – CINEMA CON SPONSORSHIP REPLY FORM

SPONSORSHIP AND TICKET OPPORTUNITIES

- VIP COCKTAIL RECEPTION SPONSOR: \$35,000** (Full-color, double-page ad in Tribute Journal)
- SPIRIT & BEVERAGE DINNER SPONSOR: \$35,000** (Full-color, double-page ad in Tribute Journal)
- UNDERWRITER SPONSOR: \$30,000** (Full-color, back cover of the Tribute Journal)
- TRIBUTE SPONSOR: \$25,000** (Full-color, inside back cover in the Tribute Journal)
- PHILANTHROPIST SPONSOR: \$20,000** (Full-color, double-page ad in the Tribute Journal)
- DAY PASS AND DINNER TICKET: \$1,000** Number of tickets _____ Total amount \$ _____
- DINNER TICKET: \$350** Number of seats _____ Total amount \$ _____

TRIBUTE JOURNAL SPONSORSHIPS

- LEGACY SPONSOR: \$15,000** (Full-page ad in the Platinum section of the Tribute Journal)
- HERITAGE SPONSOR: \$10,000** (Full-page ad in Gold section of the Tribute Journal)
- HELPING HANDS SPONSOR: \$7,500** (Full-page ad in Silver section of the Tribute Journal)
- BACK ON YOUR FEET SPONSOR: \$5,000** (Full-page ad in the Bronze section of the Tribute Journal)
- HOPE FOR TOMORROW SPONSOR: \$1,000** (Full-page ad in the Black and White section of the Tribute Journal)
- FREEDOM SPONSOR: \$500** (Half-page ad in the Black and White section of the Tribute Journal)

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PHONE _____ **EMAIL** _____

Please charge to my: **VISA** **MASTERCARD** **AMERICAN EXPRESS**

CARD # _____ **EXP. DATE** _____

SIGNATURE _____

Please make checks payable to: Motion Picture Pioneers Assistance Fund (MPPAF).

Please mail form to:

Attn: Pat Samuelson, Will Rogers Motion Picture Pioneers Foundation

10045 Riverside Drive, Third Floor, Toluca Lake, CA 91602

Fax form to 818.508.9816

For more information, call Pat Samuelson at 818.755.2340 or email pat@wrmail.org

The Motion Picture Pioneers Assistance Fund is a program of the Will Rogers Motion Picture Pioneers Foundation. Federal Tax ID # 15-0533551.

FORMAL INVITATION TO FOLLOW