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PIONEERS

OF THE YEAR

2009 PIONEERS OF THE YEAR

Please join

WILL ROGERS MOTION PICTURE PIONEERS FOUNDATION

in honoring

MARC SHMUGER AND DAVID LINDE

Co-Chairmen

Universal Pictures

2009 PIONEERS OF THE YEAR

This year, in lieu of an event,
a Tribute Journal will be produced to celebrate the honorees.



All proceeds benefit the Motion Picture Pioneers Assistance Fund.



The MPPAF is managed by the Will Rogers
Motion Picture Pioneers Foundation.

HELPING OUR OWN

Dear Colleague

With so many people and organizations in this struggling economy, we can only imagine that every month there's a new cause asking for your support. But as Chairmen of a studio that has thousands of people working in the entertainment business, we'd like to draw your attention to a charity that helps many of our colleagues who are in dire need of medical, psychological and financial support.



Marc Shmuger and David Linde

Since 1939, the Motion Picture Pioneers Assistance Fund (MPPAF) has had one mission: to take care of industry veterans in their time of need. Over the years, the MPPAF has provided assistance to thousands of people, with respect and dignity, while maintaining the individual's anonymity. It is the only program providing both short- and long-term assistance to life-long veterans of the motion picture industry who are sick, elderly, disabled or a victim of an unfortunate circumstance. Currently, the MPPAF is assisting over 80 people per month with short- and long-term assistance. These are people affected by cancer, heart problems, movement disorders, psychological problems, or who are in need of financial or insurance assistance. The average age of a person who receives short-term assistance is 55 and the average age of someone receiving long-term assistance is 73.

We're proud to announce that we have been selected as this year's Pioneers of the Year — it means we have the distinguished privilege of helping this organization raise the funding needed

to continue providing the kind of support it has for almost 70 years.

This year, the MPPAF will spend close to \$1 million helping industry veterans, most of which generally comes from the annual tribute dinner for the Pioneer of the Year. And while the dinner has been an industry tradition for 69 years, having a lavish dinner this year in the face of tough financial times seemed particularly

inappropriate. As a charity, Will Rogers still needs to raise the funds necessary to keep the MPPAF intact. So this year, the organization is producing a tribute journal and asking sponsors to contribute at approximately half the level you normally donate to place an ad or attend the dinner.

We know that everyone has had a challenging year and certainly we are all preparing for the tough times ahead. But thanks to programs like the Motion Picture Pioneers Assistance Fund, we know that there is help for those from our industry who need it. Please join us in supporting them.

Thank you.

Sincerely,

Marc Shmuger and David Linde

SPONSORSHIP: JOIN THE LEGACY

Your donation will go directly to fund the services provided by the Pioneers Assistance Fund. As an acknowledgment of your generosity, donors will be included in the Pioneer Tribute Journal. Please consider becoming a sponsor at one of the following levels:

UNDERWRITER SPONSOR: \$30,000

Full color tribute ad on double-page foldout outside back cover of the Tribute Journal.

PHILANTHROPIST SPONSOR: \$25,000

Full color tribute ad on the outside back cover of the Tribute Journal (if available).

BENEFACTOR SPONSOR: \$20,000

Full color tribute ad on the inside of foldout back cover of the Tribute Journal (two available).

LEGACY PARTNER SPONSOR: \$15,000

Your LEGACY PARTNER donation will help provide a monthly quality-of-life grant, ranging from \$250 to \$1,740. This program helps on average 40 people per month, who have a median age of 73. For your generous donation, you will receive a *platinum full page* in the Tribute Journal.

HELPING HAND SPONSOR: \$7,500

Your donation will provide a much needed HELPING HAND in supplying short-term assistance to purchase food, pay for housing, utilities, and burial or cremation. Grants range from \$500 to \$3,000. For your generous donation, you will receive a *gold full page* in the Tribute Journal.

Please visit wrpioneers.org to donate online, for sponsorship and donation forms and further information about the Pioneer of the Year, as well as the Motion Picture Pioneer Assistance Fund. You can also call us at 888.994.3863 or email info@wrmail.org.

SPONSORSHIP: JOIN THE LEGACY

BACK ON YOUR FEET SPONSOR: \$5,000

Your donation will provide the assistance needed to get recipients BACK ON THEIR FEET through home health care, job retraining due to disability and psychotherapy. Average cost ranges from \$450 to \$2,500 per person. For your generous donation, you will receive a *silver page* in the Tribute Journal.

HOPE FOR TOMORROW SPONSOR: \$1,000

Your donation will provide HOPE FOR TOMORROW in the form of health insurance, therapy, medications and diagnostic tests. Costs for rehabilitation and medications range from \$100 to \$3,000. For your generous donation, you will receive a *full black and white page* in the Tribute Journal.

FREEDOM SPONSOR: \$500

Your donation will provide FREEDOM to enjoy life, in the form of hearing aids, orthotics, mobility aids, assisted devices and emergency call systems. Equipment costs range from \$25 to \$3,000. For your generous donation, you will receive a *black and white half page* in the Tribute Journal.

TRIBUTE JOURNAL DEADLINE: JULY 31, 2009

JOURNAL PUBLICATION SIZE: 8 1/2" x 11"

Full page: 8 1/2" x 11" + 1/4" bleed

Half-page black and white page: 5" x 7 1/2" HORIZONTAL FORMAT ONLY (no bleed)

- **MAC ONLY.** Native files preferred. QUARK, INDESIGN (DO NOT save page as eps); include all fonts and placed elements in job folder. PHOTOSHOP: tif, jpg, eps (images must be 300 dpi at 100% actual size). ILLUSTRATOR (CONVERT ALL FONTS TO OUTLINE). PDF PRESS READY format with fonts and supporting files embedded. WORD docs will be typeset by publisher (line art or logo must be sent as separate file 100% actual size at 300 dpi).
- Publisher is not responsible for proofreading, spelling or grammatical errors.
- Ads should be submitted in black and white format only. Final ads will print in a metallic ink plus black ink on white stock. Metallic color will be determined by your sponsorship level (platinum, gold or silver).
- If you prefer, Will Rogers can create your tribute page for you at no additional charge. Please email jill@jvhdesign.com for details.

THE PIONEERS ASSISTANCE FUND

WHO IS THE PIONEER OF THE YEAR?

Starting in 1947, the Motion Picture Pioneers Foundation has honored an individual(s) as Pioneer of the Year. The honor is given to celebrate personal and professional accomplishments, as well as the contributions he or she has made to the motion picture industry. Past honorees include Dr. Jules Stein, Cecil B. DeMille, Jack Warner, Darryl F. Zanuck, Frank Mancuso, Jack Valenti, Sumner Redstone, Sidney Sheinberg, Terry Semel, Sherry Lansing, Michael Eisner, Alan Horn, Jeff Blake and the 2008 honoree, Mike Campbell, CEO of Regal Entertainment.

WHO IS THE MOTION PICTURE PIONEERS ASSISTANCE FUND (MPPAF)?

In 1936, 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.” MPPAF membership is comprised of individuals who work in theatrical production, distribution or trade services. The officers and directors of the MPPAF are the same leaders of the studios and entertainment companies.

TAX ID INFORMATION

The Motion Picture Pioneers Assistance Fund is managed by the Will Rogers Motion Picture Pioneers Foundation, Federal Tax ID #15-0533551.

WHAT IS THE WILL ROGERS MOTION PICTURE PIONEERS FOUNDATION?

In January 2002, the Will Rogers Institute and the Motion Picture Pioneers Foundation merged to create one of the greatest and most meaningful charities in the history of the motion picture industry. 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. The merger of the Pioneers and Will Rogers is a perfect match, allowing the new organization to provide assistance to more people under the Will Rogers Motion Picture Pioneers Assistance Fund.

HOW DOES THE PIONEER 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 journal are restricted to the MPPAF.

PAST PIONEERS OF THE YEAR

2008	MIKE CAMPBELL	1985	JOHN ROWLEY	1964	HAROLD J. MIRISCH
2007	JEFF BLAKE	1984	SIDNEY SHEINBERG	1963	DARRYL F. ZANUCK
2005-2006	TRAVIS REID	1983	BERNARD MYERSON	1962	MILTON R. RACKMIL
2004	ALAN F. HORN	1982	FRANK PRICE	1961	ABE MONTAGUE
2003	MICHAEL D. EISNER	1981	SALAH M. HASSANEIN	1960	JOSEPH E. LEVINE
2002	JONATHAN L. DOLGEN	1980	BOB HOPE	1959	STEVE BROIDY
2001	ROBERT REHME	1979	HENRY G. PLITT	1958	ROBERT S. BENJAMIN
2000	ROBERT J. DOWLING	1978	DR. JULES STEIN		& ARTHUR B. KRIM
1999	KURT C. HALL	1977	SHERRILL C. CORWIN	1957	JOSEPH R. VOGEL
1998	BUD STONE	1976	CARL L. PATRICK	1956	ROBERT J. O'DONNELL
1997	BRUCE C. CORWIN	1975	E. CARDON WALKER	1955	HERMAN ROBBINS
1996	SHERRY LANSING	1974	HENRY H. MARTIN	1954	SIMON H. FABIAN
1995	ROBERT SHAYE	1973	TED ASHLEY	1953	BARNEY BALABAN
1994	WALTER H. DUNN	1972	LEO JAFFE	1952	NATE J. BLUMBERG
1993	STANLEY H. DURWOOD	1971	SAMUEL Z. ARKOFF	1951	JACK, HARRY
1992	MIKE MEDAVOY		& JAMES H. NICHOLSON		& ALBERT WARNER
1991	SUMNER M. REDSTONE	1970	IRVING H. LEVIN	1950	SPYROS P. SKOURAS
1990	TERRY SEMEL	1969	HARRY BRANDT	1949	CECIL B. DEMILLE
1989	ALLEN PINSKER	1968	LAURENCE A. TISCH	1948	GUS S. EYSSEL
1988	JACK VALENTI	1967	LEONARD H. GOLDENSON	1947	ADOLPH ZUKOR
1987	FRANK G. MANCUSO	1966	WILLIAM R. FORMAN		
1986	MICHAEL R. FORMAN	1965	ROBERT H. O'BRIEN		

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