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**Participate in the Long Beach Grand Cru Wine Beer & Food Tasting on July 23rd, 2016 at
Rainbow Lagoon Park**

Dear Friends:

We are thrilled to announce the 22nd annual Long Beach Grand Cru Wine Beer & Food Tasting to take place on Saturday evening, July 23rd, 2016 at the Rainbow Lagoon Park in downtown Long Beach. The Tasting will feature wine and beer from around the world, tantalizing delicacies prepared and donated by local chefs and restaurants, and music and dancing under the night sky against the panoramic backdrop of the Long Beach shoreline.

This annual event benefits Legal Aid Foundation of Los Angeles (LAFLA), and we are requesting sponsorships from wineries, breweries, and retailers to pour their wine and beer at the event.

We ask that you commit to participating in our event this year, and maximize your marketing benefits by saying "yes" early!

Benefits of participation include:

- **The ability to sell your wine or beer for shipment from your facility! Including your wine/beer club!**
- Distribution of guest emails to wineries and breweries attending
- Marketing & Promotion of your brand to our mailing list and social media lists
- Inclusion on our website, marketing collateral, and press releases
- Exposure to approximately 1,000 wine and beer loving attendees
- No fee to participate

Your participation helps to underwrite our Tasting event, and **100 percent** of the net proceeds from the Long Beach Grand Cru will benefit LAFLA and its Greater Long Beach Community Medical Legal Partnership (GLBCMLP).

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Through the GLBCMLP, LAFLA partners with The Children's Clinic, a community health center for the medically-underserved low-income community, to create family safety, stability and health for adult and child victims of domestic violence through coordinated medical, legal and social services. This collaborative approach, combining the skills of attorneys, medical professionals and social workers, allows GLBCMLP to provide a holistic response to the complex needs of victims of domestic violence.

For more information, please visit our website at www.longbeachgrandcru.com or contact me by phone at (213) 640-3894 or email kimvu@lafla.org. Thank you for your kind consideration of this request, and we hope to see you on July 23rd at the Tasting!

Sincerely,

A handwritten signature in black ink, appearing to read "P. Kim Vu" with a stylized flourish at the end.

Kim Vu
Executive Producer, Long Beach Grand Cru
Legal Aid Foundation of Los Angeles



FACT SHEET

Long Beach Grand Cru
Public Tasting
July 23, 2016
Rainbow Lagoon

WHEN:

Event Date: Saturday, **July 23, 2016**

Event Time: 6:00 p.m. – 9:00 p.m.

Potential Marketing Opportunities: From beginning date of agreement to Event Date

WHERE:

The Rainbow Lagoon, East Shoreline Drive, Long Beach, CA

WHAT:

- Sponsorship, donor, and volunteer opportunities with LAFLA
- Wine tasting from notable vineyards in California and beyond
- Culinary sampling from Long Beach area restaurants
- Music, Dancing, and Entertainment
- Networking

WHO:

- The Legal Community of Long Beach, CA
- Major law firms, medium-sized firms, solo practitioners and staff
- Food and wine aficionados
- Dignitaries, elected officials and their representatives
- Business and community leaders in Long Beach and surrounding areas
- Age – 30 yrs+

WHY:

- To support LAFLA and the GLBMLP, promoting safety and stability in our community
- Opportunity to market your service or product to an audience with mid to upper level income
- Admission to the Long Beach Grand Cru Public Tasting for your clients, associates, family, and friends
- Promotion in pre-event marketing collateral, press releases, website, social media
- Advertising in event program book
- Recognition prior to and at the event
- On-site signage

To discuss how you can become a sponsor, donor, or volunteer, call

Kim Vu at (213) 640-3894 or email kimvu@lafla.org.

Join us today!



Winery & Brewery Letter of Appreciation & Understanding

Contact: _____ Company: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone: () _____ Fax: () _____ E-Mail: _____

Company Website URL _____

Staff Names (Limit 2) _____

YES! We agree to provide wine or beer for the Long Beach Grand Cru Public Tasting. Number of different wines/beers: _____

We estimate that you will pour about three cases of wine or four cases of beer. We welcome any amount.

YES! We will provide personnel to pour our wine. We will bring marketing materials and signage with us.

I acknowledge the following: Event is on Saturday July 23, 2016 at Rainbow Lagoon Park, Long Beach
Event Load in is at 2:30 p.m. Service begins at 5:00 p.m.

LAFLA will be providing to me:

8' Front Table with linen

Ice and Glassware

FREE parking for one vehicle

YES! We want to donate to the silent auction. Item description: _____

No, unfortunately we cannot attend. Please provide a volunteer to pour our wines on our behalf.

We understand that Legal Aid Foundation of Los Angeles does not have the funds to ship back any unopened wine/beer. We will deliver or ship the wine/beer to:

Long Beach Grand Cru
c/o Legal Aid Foundation of Los Angeles
601 Pacific Ave
Long Beach, CA 90802

Signed: _____

Date: _____

THANK YOU!

To respond or get more information:

Kim Vu, Executive Producer
(213) 640-3894 Office, (323) 801-7954 Fax
Email: kimvu@lafla.org
www.longbeachgrandcru.com