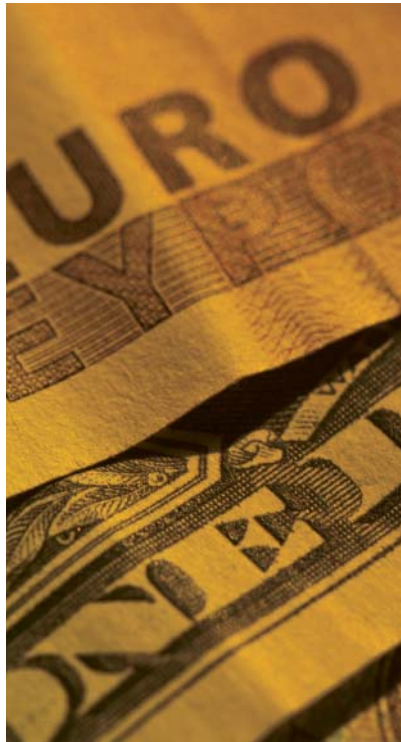




CFALA 2011 Economic and Investments Forecast Dinner  
**Sponsorship Opportunities**



**February 10, 2011**

Wilshire Grand Hotel • 930 Wilshire Boulevard • Los Angeles

5:00 pm *Cocktail Hour* • 6:00 pm *Dinner* • 6:30 pm *Panel Discussion*



Sponsorship provides an excellent way to spotlight your company to current and potential clients. As a sponsor you will receive the benefits described below and recognition as a unique member of a special community.

Additionally, you will be supporting a worthy charitable cause. The Chartered Financial Analysts Society of Los Angeles (CFALA) will donate up to 25% of the net proceeds of the Event Sponsor, Platinum and Gold categories towards its Investment Literacy Program. CFALA has engaged the California Council on Economic Education (CCEE) to help implement its Investment Literacy vision. For those so inclined, CFALA can arrange for a tax deductible contribution directly to the CCEE, a 501 (c) (3) charitable organization. Please ask about the Diamond Direct donation.

## Sponsorship Categories

### Event Sponsor *(limit 2)* .....\$10,000

- Invitation to attend cocktail reception with Moderator and Panelists
- Enlarged Front Stage signage, prominently displayed
- Logo placement on Lobby signage, prominently displayed
- Acknowledgment as an Event Sponsor in a half-page ad in the Dinner Program
- Premier table location
- One table at the Premier table location/10 dinner tickets
- Logo on event registration site with hyperlink to your company’s website – if committed by January 10

### Platinum .....\$5,000

- Front Stage signage
- Logo placement on Lobby signage
- Acknowledgment as a Platinum Sponsor in the Dinner Program
- Preferred table location
- One table at the Forecast Dinner/10 dinner tickets
- Logo on event registration page – if committed by January 10

### Gold .....\$3,000

- Logo placement on Lobby signage
- Acknowledgment as a Gold Sponsor in the Dinner Program
- Preferred table location
- One table at the Forecast Dinner/10 dinner tickets

### DIAMOND DIRECT *(limit 4)* .....\$5,000

*(Direct tax-deductible donation to the CCEE)*

- 501(c) (3) write off
- Front Stage signage
- Logo placement on Lobby signage
- Acknowledgment as a DIAMOND DIRECT Sponsor in the Dinner Program
- Preferred table location
- One table at the Forecast Dinner/10 dinner tickets

### Wine Sponsor .....\$1,500

- Acknowledgment as a Wine Sponsor in the Dinner Program
- One dinner ticket
- Logo placement on Lobby signage



## FUNDRAISING FOR CFALA INVESTMENT LITERACY PROGRAM 2011

**T**he CFA Society of Los Angeles (CFALA) is an organization of more than 2000 financial professionals, most who have earned or are in the process of earning the Chartered Financial Analyst designation CFA. CFALA is especially focused on promoting the importance of sound investment knowledge that leads to informed investment decisions. What better way to achieve this goal then to start with the education system?

For the seventh consecutive year, CFALA will sponsor **The Los Angeles Capital Markets Contest** that is conducted by the CCEE. This program consists of a competition at high schools in the greater Los Angeles metropolitan area. Teachers are recruited to assemble teams of four students each. The competition takes place over a ten-week period and incorporates a stock market simulation game in which teams invest a hypothetical \$100,000 in stocks and mutual funds. The contest combines the excitement of an athletic competition and the pride of academic achievement. Several analytical and mentoring elements help students develop the analytical tools essential to a long run perspective on financial investment. CFALA members volunteer as mentors and advisors.

Students are required to prepare a team essay using changes in economic indicators to describe the state of the economy during the period of the contest. A focus on changes in such indicators as CPI, durable goods orders and employment might be incorporated, as well as a commentary on the influence of any political or social events on the markets during the ten-week period. This is followed by an oral presentation to a grading panel and a round of questioning from a panel of judges, including members of CFALA. Pre- and post-tests on financial markets and economic indicators are administered and results are used to help identify the finalists.

Top teams and their teachers are awarded trophies and financial prizes. A trip to New York City and the New York Stock Exchange has been awarded to the first place team in the past.

**The Capital Markets Contest** is a motivating approach to learn about the American economic system and financial markets. Teacher recruitment emphasizes districts and schools that serve minority and lower socio-economic communities. For some students, this is their first exposure to a world outside of their neighborhood and their perceived limitations. The program often helps students to see their potential in a much wider arena.

# CFALA ■ 2011 Economic & Investments Forecast Dinner

## SPONSORSHIP REGISTRATION AND PAYMENT FORM

**Register to be a Sponsor** by faxing completed forms to 213.341.1164 and mailing payments to 350 S. Grand Ave., Ste. 1680, Los Angeles, CA 90071, **OR register and pay online** at [cfala.org/FDsponsors](http://cfala.org/FDsponsors)

*Please print or type:*

Company \_\_\_\_\_

Principal Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email Address \_\_\_\_\_

*Guest Names*

*Email Addresses*


- Guest Names must be submitted by **February 4, 2011**.
- By listing an email address you are agreeing to give CFALA permission to release the above names and email addresses to the speakers, if requested.

**SPONSOR LEVEL:**

- Event Sponsor .....\$10,000
- Platinum .....\$5,000
- Gold .....\$3,000
- DIAMOND/DIRECT .....\$5,000  
*Checks only. Make payable to "California Council on Economic Education"*
- Wine Sponsor .....\$1,500

Number of tables (10 seats per table) \_\_\_\_\_

Payment Amount: \$ \_\_\_\_\_

- Payment Type:  Check Enclosed       Online payment  
 American Express       Mastercard/VISA

Account Number \_\_\_\_\_  
*(for fax payment only)*

Name on Account \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**For sponsorship inquiries**, contact Laura Carney at 213.341.1164, x701, or [laura@cfala.org](mailto:laura@cfala.org). Sponsorship registration, company logos and specifications must be received by the CFALA Office by **Friday, January 21, 2011**. Please email logos to [laura@cfala.org](mailto:laura@cfala.org). Vector files (eps) are preferred, but hi-res .tif or .jpg (300 dpi) are acceptable. Logos not received by due date are not guaranteed placement as listed in the Sponsorship agreement.