



MISSION

**Sponsorship Opportunities /
More Information, Contact:**

Wafa Kanan or Michael Lloyd
Unique Image, Inc.
office: 818.727.7785
fax: 818.727.7735
uniqueimageinc@earthlink.net
www.uniqueimageinc.com
19365 Business Center Dr.,
Bldg. 1
Northridge, CA 91324

**Press Inquiries &
Registration /
Talent Submissions,
Contact:**

Avo Yermagyan
Gaudy PR
mobile: 310.903.9055
office: 310.274.0777
fax: 310.274.0888
avo@gaudypr.com /
www.gaudypr.com
9713 S. Santa Monica Blvd.,
Ste 207
Beverly Hills, CA 90210

Due to an immediate need for assistance to Lebanon, the Lebanon Relief initiative has called for immediate relief efforts to meet the needs of innocent civilians currently affected by war in the region. The response is **United Lebanon Relief Campaign and Telethon**, a program aimed to raise funds and awareness for humanitarian aid to victims of war in Lebanon.

The event is strictly a humanitarian effort free from any political, religious, or partisan agendas. Our goal is to raise over \$1 million in funds to assist civilians of Lebanon with medical attention, shelter, food and other forms of humanitarian relief.

The evening will simultaneously be a telethon, scheduled for broadcast to over 20 million homes around the world live from the glorious Kodak Theatre in Hollywood through media outlets including The Dish Network, Comcast, ART America, Al Hurra Television, Dandana, Free Speech, and more. **Sponsors can expect to achieve 300+ GRPs with a media value of over \$200,000.**

Proceeds made to the event beneficiaries (currently designated as CHF International, UNICEF and the Lebanese Red Cross) will provide humanitarian goods for children and families in Lebanon and is 100% tax deductible.

The plan calls to initially raise \$1 million through a 12-week PSA and Informercial media campaign and going to upwards of \$10 million through the benefit concert, telethon and post-event avenues such as web and pod casts.

Help us make a difference in the lives of displaced children and families suffering in Lebanon.

We sincerely thank you for your consideration and support,



Wafa Kanan
Campaign Co-Chair

Chris Nassif
Campaign Co-Chair



INFO



CAMPAIGN TIMELINE*

Through September 19th

PSA's will be running in :30s and :60s second spots.

Starting September 20th through November 10th

Five-minute Infomercials join rotation in a 50-50 split with PSAs.

November 21st/December 5th

Live Benefit Concert and Telethon from Hollywood, CA

A-list celebrities and entertainers

Scheduled to be broadcast on Dandana, ART America,

The Dish Network and Comcast.

Sponsors can expect to achieve 300+ GRPs with a media value of over \$200,000.

BENEFIT CONCERT DETAILS

* - Subject to change

VENUE*

KODAK THEATER

6801 Hollywood Boulevard

Hollywood, CA 90028

TICKETS

VIP TICKETS: \$500 (to include private post-event VIP Reception)

GOLD CIRCLE TICKETS: \$250

GENERAL TICKETS: \$100

STUDENTS: \$25

BENEFICIARY

CHF International will be the official beneficiary of the fund. All proceeds are tax deductible and will go directly to aid in United Lebanon Relief Fund. Please make checks payable to:

CHF/Lebanon Relief

8601 Georgia Ave, Suite 800

Silver Spring, MD 20910

EXPECTED MEDIA COVERAGE

TV: ART, Dubai, Future TV, Free Speech, Dandana and Dish Network Al Hurra International and more. Outreach over 21 million impressions.

PRINT: Various national and international newspapers.

WEB: CNN.com, LATimes.com, LATribes.com, LA Weekly.com and Hollyscoop.com



HELP

Facts on Lebanon Now

- Estimated cost of infrastructure hit exceeds U.S. \$ 2.5 billion
- More than 1 million displaced
- 90% of victims are civilians: (30%-45% children)
- More than 70 bridges and 94 roads destroyed
- Hariri International Airport, all national airways and major Lebanese ports bombed
- Bombing of media installations; radars of more than three TV stations, radio and mobile station
- Bombing of emergency installations: Red Cross ambulances, government's emergency centers
- Factories (food industries), warehouses, dams, schools, TV & radio stations, churches, mosques, hospitals, ambulances, civil defense centre and UN base bombed.
- Use of cluster and internationally banned bombs on heavily populated civilian areas
- More than 10 thousand tons of heavy oil pollute more than 80 km of sea coast
- \$208 million cost of electricity production and distribution damages
- \$173 million losses of water and telecommunication damages.
- \$1.5 billion losses of residences and commercial
- More than 22 fuel and gas stations bombed
- Complete destruction of tens of industrial factories worth at least \$190 million

Source: UN & Lebanese Government

It doesn't take much to make a difference. Here are a few examples of how you can help:

\$200:

Will feed one person for one month.

\$400:

Will feed one family for one month.

\$1,000:

Will construct a water gathering and storage system.

\$5,000:

Will provide medical care for an entire village.

\$10,000:

Will provide temporary shelter for an entire year for one family.

\$20,000:

Will build and furnish a classroom.

\$50,000:

Will build an apartment for up to 25 people.

Any amount regardless of how small or large will assist the children and families in the war torn regions. Your immediate donation will make these humanitarian projects possible.

Note: A family is designated in persons of six (6).



**Lebanon
Relief**

United for Peace



GIVE

S P O N S O R S H I P P A C K A G E S

CEDAR SPONSOR \$100,000 DONATION

Presenting sponsor of the evening with the following benefits:

- Celebrity check presentation on stage/live telecast
- Sponsor of both hours of the broadcast
- Logo placement throughout entire telecast
- Recognition as Title Sponsor four times during the telethon
- Prominent signage at event and VIP reception
- Inclusion in all press materials
- Logo on tote board for entire show
- Logo rotation beside pledge phone number
- Two 2-minute interview segments with company representative
- Top of each hour :30 PSA or commercial for your company
- Logo placement on press wall
- 2 VIP tables of ten
- 10 representatives answering phones in company logo shirt

PLATINUM SPONSOR \$50,000 DONATION

Brought to you by sponsor of the evening with the following benefits:

- Celebrity check presentation on stage/live telecast
- Sponsor of one hour of the broadcast
- Recognition as Platinum Sponsor two times during the telethon
- Prominent signage at event and VIP reception
- Inclusion in all press materials
- Logo rotation beside pledge phone number
- One 2-minute interview segments with company representative
- Top of second hour :30 PSA or commercial for your company
- Logo on tote board for entire show
- Logo placement on press wall
- 1 VIP table of ten
- 5 representatives answering phones in company logo shirt

GOLD SPONSOR \$25,000 DONATION

- Celebrity check presentation on stage/live telecast
- 30 minutes of logo placement on live telecast
- Recognition as Gold Sponsor two times during the telethon
- Inclusion in all press materials
- Logo on tote board for 30 minutes
- One 1-minute interview segments with company representative
- One :30 PSA or commercial for your company
- 2 representatives answering phones in company logo shirt

SILVER SPONSOR \$10,000 DONATION

- Check presentation on stage/live telecast
- 15 min logo placement throughout entire telecast
- Recognition as Silver Sponsor two times during the telethon
- Signage at event
- Inclusion in all press materials

PATRON SPONSOR \$5,000 DONATION

- On stage mention of name and donation
- Inclusion in all press materials

FAMILY SPONSOR \$1,000 DONATION

- On stage mention of name and donation
- Inclusion in press materials

For additional sponsorship information please contact:

Michael Lloyd or Wafa Kanan at 818.727.7785



United For Peace: Lebanon Relief is a benefit concert and telethon aimed to raise funds for immediate humanitarian aid to victims of war in Lebanon. The event is strictly a humanitarian effort, bringing people together from all walks of life, to join hand in hand, free from any political, religious, or partisan agendas. The goal is to raise over \$1 million in funds to assist civilians of Lebanon with medical supplies, food and other forms of humanitarian relief.

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YES!... I Want to Become a Sponsor and Help the Children of Lebanon!

The **United For Peace: Lebanon Relief** telethon kicks-off with a live production beamed across the United States on Comcast, Dandana, ART America, The Dish Network and Comcast. With a potential of 20 million impressions, sponsors are guaranteed a top media presence while making a difference in the world.

\$100,000 CEDAR SPONSOR agrees to:
Provide \$100,000 to United Lebanon Relief Fund Telethon.
Promote telethon using company resources for a minimum of four weeks prior to event.
Display posters and distribute advance pledge envelope solicitation and sponsorship.
Provide broadcast quality :30 commercials, for hourly broadcast. (Sponsor may want to provide more than one.)
Arrange for video and/or live interview segments to fulfill on-air broadcast opportunities
Make a responsible effort to incorporate representatives at telethon to present check on-air
Provide electronic logos as needed for sponsorship material development.
Include telethon promo in purchased air time on a local radio station and during live remotes from sponsor location.

\$50,000 PLATINUM SPONSOR agrees to:
Provide \$50,000 to United Lebanon Relief.
Make a responsible effort to incorporate representatives at telethon to present check on-air.
Display posters and distribute advance pledge envelope solicitation and sponsorship.
Promote telethon using company resources for a minimum of four weeks prior to event.
Provide electronic logo as needed for sponsorship material development.
Arrange for video and/or live interview segment to fulfill on-air broadcast opportunity.
Produce :30 PSA or commercial to be shown during the show.

\$25,000 GOLD SPONSOR agrees to:
Provide \$25,000 to United Lebanon Relief.
Provide electronic logo as needed for sponsorship material development.
Make a responsible effort to incorporate representatives at telethon to present check on-air.

\$10,000 SILVER SPONSOR
Provide electronic logo as needed for sponsorship material development.

\$5,000 PATRON SPONSOR

\$1,000 FAMILY SPONSOR

SPONSOR INFORMATION

Contact Name	Company		
Address			
City	State	Zip	
Phone	Fax	Email	

Return completed form to: United LEBANON RELIEF
c/o Unique Image, Inc.
19365 Business Center Dr., Bldg. 1
Northridge, CA 91324



MOST INFLUENTIAL LEBANESE-AMERICANS

This list includes Artists, Musicians, Politicians, Sports Figures, Entrepreneurs, and Philanthropists, who are just a few of the countless Lebanese-Americans who have greatly contributed to the Artistic, Political, and Cultural growth and development of the United States of America.

“Better than a thousand
hollow words is one
word that brings peace.”

- Buddha

A few American-Lebanese
names that have been
embedded in American culture



Paul Anka



Katby Najimy



Casey Kasem



Wendie Malick



Jamie Farr



Tony Shalhoub

- | | | | |
|---|---|---|---|
| Chris Abboud
<i>State Senator</i> | George Ellis
<i>Court of Appeals</i> | David Karem
<i>State Senator</i> | Nick Joe Rahall II
<i>Congressman</i> |
| James Abdnor
<i>US Senator</i> | Shannon Elizabeth
<i>Actress</i> | George Kasem
<i>Congressional Member</i> | Keanu Reeves
<i>Actor</i> |
| F. Murray Abraham
<i>Academy Award Winning Actor</i> | Jamie Farr
<i>Actor</i> | Theodore Kattouf
<i>US Ambassador</i> | Maj. Gen. Fred Safay
<i>World War II Army Officer</i> |
| Spencer Abraham
<i>Secretary of Energy</i> | Joe Farris
<i>State Delegate</i> | Abraham Kazen Jr.
<i>Congressional Member</i> | Salwa Roosevelt
<i>American Ambassador, White House Chief of Staff</i> |
| James Abourezk
<i>US Senator</i> | Elias Francis
<i>Lieutenant Governor</i> | Herber Khaury
<i>Singer</i> | Ellie Saab
<i>Designer</i> |
| Ron Affif
<i>Musician</i> | Edward Gabreil
<i>US Ambassador</i> | Ray Lahood
<i>Congressman</i> | Fouad Said
<i>Cinematographer</i> |
| Moustapha Akkad
<i>Producer</i> | Gibran Khalil Gibran
<i>Famous Poet</i> | George Latimer
<i>Mayor</i> | Elie Samaha
<i>Producer</i> |
| Rafik Al-Hariri
<i>Philanthropist</i> | Philip Habib
<i>US Ambassador</i> | Anthony Elias Lewis
<i>Diplomat</i> | Neil Sedaka
<i>Singer</i> |
| Paul Anka
<i>Musician</i> | Sammy Haggard
<i>Musician</i> | Cindy Lightner
<i>Founder of MADD</i> | Jean Shaheen
<i>Governor</i> |
| William N. Aswad
<i>State Representative</i> | Khrystyne Haje
<i>Actress</i> | Malooof Brothers
<i>Business Tycoons</i> | Shakira
<i>Musician</i> |
| Victor Atiyeh
<i>Governor</i> | William A. Hamzy
<i>State Representative</i> | James Maloof
<i>Mayor</i> | Donna Shalala
<i>Secretary of State</i> |
| Abdel Rahman El-Bacha
<i>Musician</i> | Jack Hanna
<i>Popular TV Host</i> | Marianne Yarid Mcguire
<i>State Board of Education</i> | Tony Shalhoub
<i>Actor</i> |
| John Baldacci
<i>Congressman</i> | Salma Hayek
<i>Actress</i> | Kristy McNicols
<i>Actress</i> | Omar Sharif
<i>Actor</i> |
| Benjamin C. Baroudy
<i>State Representative</i> | Carlos Slim Helou
<i>Telecommunications Tycoon</i> | Brian Peter Medawar
<i>Nobel Laureate Winner in Medicine</i> | Tom Shadyac
<i>Director</i> |
| William Peter Blaty
<i>Author</i> | Waleed Howrani
<i>Musician</i> | George Mitchell
<i>Congressman</i> | John Sununu
<i>Governor, White House Chief of Staff</i> |
| John Bolus
<i>Diplomat</i> | Daniel Issa
<i>State Senator</i> | Toby Moffett
<i>Congressional Member</i> | John E. Sununu
<i>Congressman</i> |
| John Bowab
<i>Director</i> | Darrel Issa
<i>Congressman</i> | Michael Nader
<i>Actor</i> | James Stacy
<i>Actor</i> |
| Don Bustany
<i>Producer</i> | Richard Iyoub
<i>Attorney General</i> | Ralph Nader
<i>Presidential Candidate</i> | System of a Down
<i>Lebanese-Armenian Musicians</i> |
| David Cappielo
<i>State Representative</i> | Colonel James Jabara
<i>US Air Force</i> | Joseph Nabra
<i>Court of Appeals</i> | Tiffany
<i>Musician</i> |
| Casey Casem
<i>American Radio Icon</i> | Paul Jabara
<i>Musician</i> | Lt. Alfred Naifeh
<i>Navy Hero</i> | Danny Thomas
<i>Philanthropist</i> |
| Kerri Casem
<i>Artist</i> | Michael A. Jarjura
<i>State Representative</i> | Kathy Nijamy
<i>Actress and Activist</i> | Helen Thomas
<i>White House Press Corps.</i> |
| George Crady
<i>State Representative</i> | Chris John
<i>Congressman</i> | Michael Nouri
<i>Actor</i> | Marlo Thomas
<i>Actress</i> |
| Dick Dale
<i>Musician</i> | Ralph Johns
<i>Key Activist in Civil Rights Movement</i> | George Shadid
<i>State Senator</i> | Tony Thomas
<i>Producer</i> |
| Pat Danner
<i>Congresswoman</i> | Four-star Gen. George Joulwan
<i>Commander of US and NATO Forces</i> | Anthony Solomon
<i>State Treasurer</i> | Gabriel Yared
<i>Musician</i> |
| Yamila Diaz
<i>Supermodel</i> | James Kado
<i>Superior Court Judge</i> | Mary Rose Oakar
<i>Congressional Member</i> | Amy Yazbeck
<i>Actress</i> |
| George S. Dibie
<i>Cinematographer</i> | Stephen Kafoury
<i>State Senator</i> | | David Yazbeck
<i>Actor</i> |
| Rosalind Elias
<i>Opera Prima Donna</i> | | | Tracy A. Yokich
<i>State Representative</i> |

LEAVE NO ONE BEHIND.

Imagine a world ...

...without the basic **MEDICINE**
and balanced meals to restore health

...where families will have to live in
temporary **SHELTERS** in the
middle of winter

...where children cannot go to
SCHOOL because one out of every
two schools has been destroyed...

NOW IMAGINE THIS IS REAL.

IT IS.



**Lebanon
Relief**
United for Peace

Nearly one million children and families are living this way throughout Lebanon. It's up to us to help restore this beautiful land and build a better future with humanitarian aid.

Donation lines are open NOW...

CALL 1-866-7792-CHF

Or log on to: www.chfinternational.org

CHF
International