



MISSION

Sponsorship Opportunities /

More Information, Contact:

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www.uniqueimageinc.com
19365 Business Center Dr.,
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Northridge, CA 91324

Press Inquiries &

Registration /

Talent Submissions,

Contact:

Avo Yermagyan
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9713 S. Santa Monica Blvd.,
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On June 30, 2006 Los Angeles and Beirut officially became sister cities. Lebanon carries 4,000 years of history, incredible antiquities and amazing sights. The Lebanese community here in the United States, including Casey Kasem, Tony Shalhoub, Shakira, have achieved tremendous success while living the American Dream. But now, just weeks after this historic agreement, Lebanon needs the help of his sister city and the world at large.

Children have lost hope and schools to attend. The country needs re-building and many have no shelter. Families are struggling for clean water. Beaches needed to be cleaned from the oil spills so fish can thrive again to nourish the Lebanese people. The winter is on its footsteps. Blankets are needed to warm bodies. Medication to fight the common cold is virtually non-existent. Restoring the land and the people will take all of us to help.

Join us to reach out and help the children and families of Lebanon rebuild a happy home and the future of democracy in Lebanon. On **November 21st** we will bring you the **United Lebanon Relief Campaign and Telethon** so you can visit Lebanon yourself. We need your sponsorship to support the telethon, a strictly a humanitarian effort free from any political, religious, or partisan agendas. Our goal is to raise over \$10 million in funds to assist civilians of Lebanon with medical attention, shelter, food and other forms of humanitarian relief.

We need your donation. Please consider a telethon sponsorship. The benefits to your organization are numerous, including an extensive PSA program and a telethon broadcast where you can expect to achieve 300+ GRPs with a media value of over \$200,000. **This programming is scheduled to appear in over 20 million homes around the world** including The Dish Network, Comcast, ART America, Al Hurra Television, Dandana, Free Speech, and more.

Help us make a difference in the lives of displaced children and families suffering in Lebanon and overcome the overwhelming task of helping the innocent who are suffering.

We sincerely thank you for your consideration and support,

Wafa Kanan
Campaign Co-Chair

Chris Nassif
Campaign Co-Chair

All sponsorships are 100% tax deductible supporting CHF International, Unicef and the Lebanese Red Cross.



INFO

For Sponsorship and Ticket Information
please call: Unique Image, Inc. at 818.727.7785

CAMPAIGN TIMELINE*

Through September 19th

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

Starting September 20th through November 20th

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.

BENEFICIARY

CHF International is a non-profit 501(c)(3) organization registered as the Cooperative Housing Foundation in the state of New Jersey and, as such, donations are tax deductible and will go directly to aid in Lebanon Relief via CHF International benefiting organizations such as UNICEF, the Lebanese Red Cross and other approved NGO.

For inquires about CHF International, send emails to:
mailbox@chfinternational.org

EXPECTED MEDIA COVERAGE

TV: ABC Affiliates, ART, Dubai, 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:

\$300:

Will feed one person for one month.

\$500:

Will re-equip a damaged medical clinic.

\$1,000:

Will restore access to clean water for one community.

\$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).

With more than 12 years of experience in Lebanon, CHF International has strong ties to hundreds of communities, has been able to respond immediately to the growing humanitarian crisis, and is committed to the long-term redevelopment of the country.



GIVE

TELETHON SPONSORSHIP PACKAGES

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 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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 mobile: 310.903.9055
 office: 310.274.0777

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

The **United 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: Unique Image, Inc.
 c/o UNITED LEBANON RELIEF
 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
State Senator

James Abdnor
US Senator

F. Murray Abraham
Academy Award Winning Actor

Spencer Abraham
Secretary of Energy

James Abourezk
US Senator

Ron Affif
Musician

Moustapha Akkad
Producer

Rafik Al-Hariri
Philanthropist

Paul Anka
Musician

William N. Aswad
State Representative

Victor Atiyeh
Governor

Abdel Rahman El-Bacha
Musician

John Baldacci
Congressman

Benjamin C. Baroudy
State Representative

William Peter Blaty
Author

John Bolus
Diplomat

John Bowab
Director

Don Bustany
Producer

David Cappiolo
State Representative

Casey Casem
American Radio Icon

Kerri Casem
Artist

George Crady
State Representative

Dick Dale
Musician

Pat Danner
Congresswoman

Yamila Diaz
Supermodel

George S. Dibie
Cinematographer

Rosalind Elias
Opera Prima Donna

George Ellis
Court of Appeals

Shannon Elizabeth
Actress

Jamie Farr
Actor

Joe Farris
State Delegate

Elias Francis
Lieutenant Governor

Edward Gabreil
US Ambassador

Gibran Khalil Gibran
Famous Poet

Philip Habib
US Ambassador

Sammy Haggag
Musician

Khrystyne Haje
Actress

William A. Hamzy
State Representative

Jack Hanna
Popular TV Host

Salma Hayek
Actress

Carlos Slim Helou
Telecommunications Tycoon

Waleed Howrani
Musician

Daniel Issa
State Senator

Darrel Issa
Congressman

Richard Iyoub
Attorney General

Colonel James Jabara
US Air Force

Paul Jabara
Musician

Michael A. Jarjura
State Representative

Chris John
Congressman

Ralph Johns
Key Activist in Civil Rights Movement

Four-star Gen. George Joulwan
Commander of US and NATO Forces

James Kado
Superior Court Judge

Stephen Kafoury
State Senator

David Karem
State Senator

George Kasem
Congressional Member

Theodore Kattouf
US Ambassador

Abraham Kazen Jr.
Congressional Member

Herber Khaury
Singer

Ray Lahood
Congressman

George Latimer
Mayor

Anthony Elias Lewis
Diplomat

Cindy Lightner
Founder of MADD

Malooof Brothers
Business Tycoons

James Maloof
Mayor

Marianne Yarid Mcguire
State Board of Education

Kristy McNicols
Actress

Brian Peter Medawar
Nobel Laureate Winner in Medicine

George Mitchell
Congressman

Toby Moffett
Congressional Member

Michael Nader
Actor

Ralph Nader
Presidential Candidate

Joseph Nabra
Court of Appeals

Lt. Alfred Naifeh
Navy Hero

Kathy Nijamy
Actress and Activist

Michael Nouri
Actor

George Shadid
State Senator

Anthony Solomon
State Treasurer

Mary Rose Oakar
Congressional Member

Nick Joe Rahall II
Congressman

Keanu Reeves
Actor

Maj. Gen. Fred Safay
World War II Army Officer

Salwa Roosevelt
American Ambassador, White House Chief of Staff

Ellie Saab
Designer

Fouad Said
Cinematographer

Elie Samaha
Producer

Neil Sedaka
Singer

Jean Shaheen
Governor

Shakira
Musician

Donna Shalala
Secretary of State

Tony Shalhoub
Actor

Omar Sharif
Actor

Tom Shadyac
Director

John Sununu
Governor, White House Chief of Staff

John E. Sununu
Congressman

James Stacy
Actor

System of a Down
Lebanese-Armenian Musicians

Tiffany
Musician

Danny Thomas
Philanthropist

Helen Thomas
White House Press Corps.

Marlo Thomas
Actress

Tony Thomas
Producer

Gabriel Yared
Musician

Amy Yazbeck
Actress

David Yazbeck
Actor

Tracy A. Yokich
State Representative

LEAVE NO ONE BEHIND.

Imagine a world ...

...without basic needs, like meals and
MEDICINE to sustain health...

...where families are forced to live in
temporary **SHELTERS**, in the
chilling cold of winter...

...where children cannot go to
SCHOOL, because their schools
have been destroyed...

NOW IMAGINE THIS IS REAL.

IT IS.



**Lebanon
Relief
UNITED**

Nearly one million children and their families are living in these conditions throughout Lebanon. It is up to us to restore this beautiful land, create hope for a better future through humanitarian aid and promote a unified message of peace. This can only be achieved through your kind donations.

DONATE NOW: www.chfinternational.org

For questions, call 1-866-7792-CHF

CHF
International
www.chfinternational.org

Building a Better World

CHF International's mission is to be a catalyst for long-lasting positive change in low- and moderate income communities. Since 1952, CHF International has served in more than 100 countries.