The Valley Economic Alliance

30th ANNIVERSARY

Valley of the Stars

AWARDS GALA

PRESENTED BY:

MISSION VALLEY BANK

Sponsor Invitation

Become a champion for economic growth by fueling programs that support small businesses, attract new talent, promote job growth and ensure a resilient and thriving local economy.

THURSDAY, APRIL 17, 2025 | 5:30–8:30 PM

HILTON LOS ANGELES/UNIVERSAL CITY

The Valley Economic Alliance

SONYA KAY BLAKE
President & CEO
The Valley Economic Alliance

About Us

The Valley Economic Alliance is a 501(c)(3) non-profit strategic private-public collaborative made up of businesses, government, education and community organizations representing more than 160,000 businesses across the five-city region—Burbank, Calabasas, Glendale, Los Angeles and San Fernando.

Our Mission

The mission of The Valley Economic Alliance is to engage and unite Valley stakeholders to raise the standards of living and economic vitality across the San Fernando Valley.

Our Vision

We envision thriving neighborhoods all across the Valley.

OUR IMPACT

46,203
Valley businesses assisted to remain and expand

125,031
Jobs saved in the San Fernando Valley

$8.6M
Emergency assistance facilitated since the pandemic

8,016
Registered attendees since 2020

Fostering a Thriving, Sustainable and Equitable Economy in the

San Fernando Valley

THE AWARDS GALA

Celebrate With Us!

Join us for our most anticipated event of the year, the prestigious **Valley of the Stars Awards Gala presented by Mission Valley Bank**. This event recognizes and celebrates the exemplary businesses, people, and organizations positively impacting the economic vitality of the Valley.

This annual fundraiser generates critical funds that support Alliance Business Assistance and Workforce Development Programs. These programs are vital for ensuring a strong local economy, and are responsible for attracting new businesses, driving tourism and improving the quality of life of the people of our region.

This year, we'll be celebrating the 30th anniversary of The Valley Economic Alliance. Join over 500 government, corporate, small business, and community leaders at the premier gala of the season.

30TH ANNIVERSARY

Valley of the Stars Awards Gala

THURSDAY, APRIL 17, 2025
HILTON LOS ANGELES/ UNIVERSAL CITY

- Networking Cocktail Reception **5:30 P.M.**
- Gala Dinner & Awards Show **7:00-8:30 P.M.**

AWARD SHOW TO INCLUDE:

- Exclusive cocktail reception with the Valley's most influential leaders
- Silent auction with luxury travel packages, art, goods, and services
- Red carpet step-and-repeat photo booth
- Seasonally inspired and Passover-friendly 3-course menu

2025 EMCEE & HONOREES

2025 MASTER OF CEREMONIES

Fritz Coleman

Emmy-Award Winning
Comedian & Weathercaster

COMMUNITY BUILDER HONOREE

Providence Saint Joseph Medical Center

Accepting: Mr. Karl Keeler, CEO

BUSINESS LEADERSHIP HONOREE

Los Angeles Rams

Commitment to Community Partnership, Regional Investment, and Workforce Development

ENTERTAINMENT HONOREE

Ray Wise

Daytime Emmy-Award Winning Actor

HUMANITARIAN HONOREE

Dale Surowitz

President & CEO
LA Jewish Health

FOUNDER'S AWARD

Alliance Founders

A Tribute to 30 Years of Foresight, Collaboration, and Enduring Impact

The Alliance advances its mission **through four initiative areas:**

- Economic Development
- Education & Workforce Development
- Promoting the Valley
- Livable & Sustainable Communities

Thank you to these honorees who help build a better community.

SPONSOR BENEFITS

Incredible Opportunities
For Your Business And The Valley

- Be seen as a **thought leader** raising the standards of living and promoting economic vitality across the San Fernando Valley.
- **Align with the Alliance**—an organization that is fostering a more vibrant, inclusive, prosperous, environmentally sustainable, and equitable region.
- Fuel a **strong local economy** by providing impactful education and consulting services to help emerging companies—particularly those owned by diverse, low-income, and small business owners, thrive.
- **Attract new businesses** and **drive tourism** across the region.

5 Cities **1** Valley
Support Business Growth in the
San Fernando Valley

Development Committee Co-Chairs

NATASHA MADARIAN
Concierge Autoworks Inc.

KATHY MCINTYRE
CMTC

The Valley Needs Your Support
NOW MORE THAN EVER!

The San Fernando Valley region is home to leading corporate citizens that fuel our economy and contribute to our quality of life.

SPONSORSHIP PACKAGES

	Legacy	Visionary	Ambassador
	$10,000	$5,000	$2,500
GALA TICKETS			
Sponsor table package	One (1) preferred seating table of 10	One (1) sponsor table of 8	Four (4) tickets
PRE-EVENT RECOGNITION			
Logo inclusion on promotional assets	X	-	-
Logo inclusion on event landing page	Large logo	Medium logo	Small logo
ON-SITE EVENT RECOGNITION			
Dedicated sponsor highlight on Alliance LinkedIn page	X	-	-
Logo inclusion on step and repeat photo booth	X	-	-
Verbal sponsor recognition and thank you	X	-	-
Logo inclusion on digital display at awards reception	Large logo	Medium logo	-
Logo inclusion in program book	Large logo	Medium logo	Small logo
Full-color ad in program book	Full page	Half page	Quarter page
POST-EVENT RECOGNITION			
Inclusion in social media sponsor thank you post	Large logo	Medium logo	Small logo
Inclusion in LABJ Inside The Valley thank you ad	Large logo	Medium logo	Small logo
Inclusion in event wrap up e-blast	Large logo	Medium logo	Small logo

INDIVIDUAL TICKET – $300 BEFORE MARCH 14, 2025 | TABLE OF 10 – $2,750

TO RESERVE YOUR SPONSORSHIP, CONTACT:

ASHLEY MOSTEK
DIRECTOR OF MARKETING
AMOSTEK@ECONOMICALLIANCE.ORG

AD/LOGO SPECS & DEADLINE

PROGRAM BOOK

Ad Pricing

- **Full Page:** $1,500
- **Half Page:** $850
- **Quarter Page:** $500

LOGOS/PROGRAM BOOK

Ad Specs & Deadline

All logos and ads should be submitted as high resolution (300 dpi) electronic art in PDF or JPEG format via email. All ads must fit exactly to the ad space dimensions. *The Valley Economic Alliance is not responsible for errors in supplied electronic artwork and copy.*

- **Full Page (With Bleed):**
  8.75" wide x 11.25" high (trim is 8.5"x11")
- **Half Page (No Bleed):**
  7.5" wide x 4.5" high
- **Quarter Page (No Bleed):**
  3.5" wide x 4.5" high

Payment Methods

- **Check:** Made payable to The Valley Economic Alliance and send to 5121 Van Nuys Blvd., Suite 200, Sherman Oaks, CA, 91403
- **Credit Card:** Contact Charyn Harris at (818) 379-7000 ext. 100 to pay via credit card. Please consider covering the 3% transaction fee.
- **ACH:** Please contact Charyn Harris at (818) 379-7000 ext. 100 for ACH payments.

Invoice payable net 30.
Final payments due by April 1, 2025.

SCAN TO VIEW THE 2024 PROGRAM BOOK

Ads must be submitted no later than **March, 14, 2025** via email to **jhemsworth@newmangrace.com**

2025 SPONSORS

PRESENTING SPONSOR

MISSION VALLEY BANK

CORNERSTONE SPONSOR

GALPIN Motors

LEGACY SPONSORS

Banc of California Charitable Foundation
BMO
Century Housing
Goodwill Southern California
Keosian Law LLP
LADWP
Providence Saint Joseph Medical Center
Supervisor Kathryn Barger
Supervisor Lindsey Horvath
US Bank

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Newman Grace Inc.
Southland Regional Association of Realtors
Tim Gaspar and Family
UCLA Health
United Way of Greater Los Angeles

AMBASSADOR SPONSORS

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CCRC
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City of Glendale
Councilmember Bob Blumenfield
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Gaines & Stacey, LLP
Hilton Los Angeles/Universal City
L.A. Valley College
LA Fogata Restaurant
LA Mission College
LA Valley College Foundation
Los Angeles Pierce College
Los Angeles Rams
Los Angeles Tourism & Convention Board
MAXIMUS
Miller, Kaplan & Arase
NBCUniversal
Port of Long Beach
Randy Witt Productions
Republic Services/Sunshine Canyon Landfill
Robert Hertzberg, Former Assembly Speaker & Former Senate Majority Leader
Rosenheim & Associates
San Fernando Valley Community Health Center
Scott Silverstein
SMBC Manubank
SoCal Corporate Growth Partners
SoCalGas
Steve and Nicole Fazio
Surface Productions, Inc.
Tierra del Sol
Turner & Townsend Heery
Verdugo Workforce Development Board

Thank You to Our Partners who Promote Economic Vitality Across the

San Fernando Valley