

# TOI+MOI= **BEYOND THE SELF**

Dear Gala Friend,

The Lycée Français de New York (LFNY) is pleased to announce its 18th annual Gala, to be held on Saturday, February 4, 2017, at the Park Avenue Armory.

This year's Gala theme, "Toi + Moi = Beyond the Self," celebrates the idea that we can, and should, strive to shape and affect the collective good. In so doing, Gala 2017 focuses on one of the most essential aspects of LFNY's mission, fostering the values of respect, empathy, courage and kindness among our students and helping them to translate these values into action for the benefit of the world as a whole. "Toi + Moi = Beyond the Self" is a call to consider that the true measure of success is more than personal achievement, but entails deep engagement in the service of others.

Attached for your review are materials for Gala 2017. We invite you kindly to participate as a sponsor. Past Lycée Français Galas have brought together 1,000 guests and raised more than \$2 million in a single evening. For many, this special occasion is seen as the primary event of the year for the Francophone and francophile community of New York. Past honorees have included Gad Elmaleh, Christine Lagarde, Sidney Toledano, Jean Paul Gaultier, Thierry Henry, Charlie Rose and JR. Proceeds from the Gala support important need-based scholarships for LFNY students, as well as our educational and cultural initiatives.

The Lycée Français de New York is a non-profit, independent school founded in 1935 that welcomes over 1350 students representing 54 nationalities from pre-K through 12th grade. The school's unique program combines French and American educational principles in a bilingual, culturally immersive curriculum that inspires students to be the thinkers, innovators and leaders of their generation, with an understanding of others and an openness to the world around them.

Thank you very much for your deeply appreciated support of the LFNY. We hope that you will join us on Saturday, February 4, 2017. To ensure your participation in Gala 2017, we ask that you please indicate your commitment by December 15, 2016. All contributions to the Lycée Français de New York are tax deductible to the full extent permitted by law.

Sincerely,



Claudia Fleming Bitar  
Gala co-chair



Jordan Phillips  
Gala co-chair



Orla Coleman  
Gala co-chair



Monique Frumberg  
Gala co-chair

Stephan H. Haimo  
CHAIRMAN OF THE BOARD

Sean Lynch  
HEAD OF SCHOOL

Veronique Chistry  
DEVELOPMENT COMMITTEE CHAIR

Amira Amro  
Fadwa Robb  
DEVELOPMENT COMMITTEE VICE CHAIRS

Claudia Fleming Bitar  
Orla Coleman  
Monique Frumberg  
Jordan Phillips  
GALA CO-CHAIRS

Kate Lubinger  
DEVELOPMENT OFFICE

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917.941.9444  
212.281.9600

212.439.3873

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## GALA 2017 SPONSORSHIP OPPORTUNITIES

Toi + Moi = Beyond The Self, Gala 2017 will be an unforgettable evening for a culturally rich and diverse audience with an array of attendees from all industries, including luxury goods, beauty, finance, healthcare, technology, education, entertainment, art and media. Your commitment as a sponsor will position your company and products with top business leaders, entrepreneurs, corporate executives and international travelers.

### Corporate Sponsorships

#### **Dinner Sponsor (\$60,000)**

- Recognition during opening remarks at the Gala dinner
- Brand media advertising - 30 second commercial spot during the Gala Dinner (advertisement upon approval of the LFNY)
- Prominent corporate logo projection during the Gala dinner
- Full page ad on the back cover of the Gala Program
- Table for 12 guests with premier placement

#### **Auction Sponsor (\$50,000)**

- Corporate logo displayed on the screen of our interactive bidding devices
- Corporate logo projection during the auction.
- Full page ad on the inside front cover of the Gala Program
- Table for 12 guests with premier placement

#### **Cocktail Sponsor (\$40,000)**

- Exclusive corporate logo projection during the Gala cocktail reception
- Full page ad on the inside back cover of the Gala Program
- Potential brand integration during the cocktail reception (upon approval of the LFNY)
- Table for 12 guests with premier placement

### Corporate Tables

#### **Platinum Table (\$30,000)**

- Corporate logo projection during the Gala dinner
- Full page ad in the Gala Program
- Table for 12 guests with prominent placement

#### **Gold Table (\$25,000)**

- Corporate logo projection during the Gala dinner
- Full page ad in the Gala Program
- Table for 10 guests

#### **Silver Table (\$20,000)**

- Full page ad in the Gala Program
- Table for 10 guests

For additional Gala information, visit [www.lfnygala.org](http://www.lfnygala.org)

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## GALA 2017 ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Gala Program

Our Gala Program is distributed to approximately 1500 individuals including guests, participating sponsors, corporations and Lycée Français de New York community members.

We offer the following advertising opportunities in the Gala Program:

- Double page spread: \$5,000
- Full page ad: \$3,000

### Artwork specifications:

- **Artwork is due no later than December 15, 2016**
- Please contact Kate Lubinger at [klubinger@lfny.org](mailto:klubinger@lfny.org) to request a dropbox login.
- Native files are recommended, preferably Adobe Photoshop, Adobe InDesign or Adobe Illustrator (up to version CS5), saved with linked pictures and fonts.
- All file colors and pictures need to be saved in CMYK mode, with resolution at no less than 300dpi.
- For double page spread, artwork should be 17"x 11"+ .125" bleed if possible.
- For full page, artwork should be 8.5"x 11"+ .125" bleed if possible.

### Auction Donations

- All live lots will be featured in the Gala Program and silent auction lots will be featured online and on our bidding devices, as well as highlighted in the Sponsor thank you list.
- In-kind gifts valued at \$15,000 and above will receive a full page ad in the Gala Program.

### Gift Bags

- Possible inclusion of products in 1100 gift bags (exclusions may apply).

For additional Gala information, visit [www.lfnygala.org](http://www.lfnygala.org)

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## GALA 2017 SPONSORSHIP AGREEMENT

Sponsorship Agreement is due by December 15, 2016, and can be completed online at:  
[www.lfnygala.org/sponsorship](http://www.lfnygala.org/sponsorship)

### Corporate Sponsorships

- \$60,000 Dinner Sponsor
- \$50,000 Auction Sponsor
- \$40,000 Cocktail Sponsor

### Additional Sponsorships

- \$5,000 double page spread in the Gala Program
  - \$3,000 full page in the Gala Program
  - Auction Gift In-Kind
- (Visit [www.lfnygala.org/auction](http://www.lfnygala.org/auction) to complete the form)

### Corporate Tables

- \$30,000 Platinum Table
- \$25,000 Gold Table
- \$20,000 Silver Table

### Student Scholarships

- \$20,000 Scholarship
- \$10,000 Scholarship
- \$5,000 Scholarship
- Other Amount \$ \_\_\_\_\_

**Please print name(s) exactly as you would like this information to appear in the Gala Program.**

Company or Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Payment Options

- Enclosed is a check for \$ \_\_\_\_\_  Invoice on \_\_\_\_\_  
 (All checks should be made payable to the Lycée Français de New York)

Please charge my:  American Express  Visa  MasterCard

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

**Thank you in advance for your sponsorship.  
 For additional Gala information, visit [www.lfnygala.org](http://www.lfnygala.org)**

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## GALA 2017 AUCTION DONATION AGREEMENT

Auction Donation Agreement is due by December 15, 2016, and can be completed online at [www.lfnygala.org/auction](http://www.lfnygala.org/auction)

**Donor or Company Name:** \_\_\_\_\_

*List all individual or corporate donors exactly as they should appear in the Gala Program.*

Person in charge of donation (name and title):	Telephone:
Address:	Email address:
Donation description (please include designer name, collection name, season, material, or any other relevant information):	Donation Value \$:  <i>All gifts are tax deductible to the full extent permitted by law.</i>
Restrictions/Black Out Dates:	<input type="checkbox"/> Donation cannot be included on a third-party auction website.
Donor's Signature:	

**Thank you in advance for your donation.**

**Please mail or deliver donations on or before January 8, 2017 to:**

Lycée Français de New York  
 Attention: Kate Lubinger  
 505 East 75<sup>th</sup> Street, New York, NY 10021  
**E:** [gala@lfny.org](mailto:gala@lfny.org) **T:** 212.439.3873

**For additional Gala information, visit [www.lfnygala.org](http://www.lfnygala.org)**