



March 2014

**Sponsorship of the Long Beach Grand Cru International Wine Competition and Public Tasting on August 16th, 2014 at Rainbow Lagoon Park**

Dear Friends:

Please join the Legal Aid Foundation of Los Angeles (LAFLA) at the twentieth annual Long Beach Grand Cru Public Tasting, to take place on **Saturday evening, August 16, 2014 at the Rainbow Lagoon Park in downtown Long Beach**. The Public Tasting will feature competition wines from around the world, tantalizing delicacies prepared and donated by local chefs and restaurants, a silent auction, music and dancing under the night sky against the panoramic backdrop of the Long Beach shoreline.

The Long Beach Grand Cru will raise funds to benefit LAFLA and its Greater Long Beach Community Medical Legal Partnership (GLBCMLP). Through the GLBCMLP, LAFLA partners with The Children's Clinic, a community health center for the medically underserved low-income community, to create family safety, stability and health for adult and child victims of domestic violence through coordinated medical, legal and social services. This collaborative approach, combining the skills of attorneys, medical professionals and social workers, allows GLBCMLP to provide a holistic response to the complex needs of victims of domestic violence.

As a sponsor of the Long Beach Grand Cru International Wine Competition and Public Tasting, your company will be highlighted in pre-event marketing and throughout the events. LAFLA/LBGC offers sponsorships at a variety of levels from \$2,000-\$50,000.

Sponsors who make early commitments prior to April 30, 2014, and those with a serious commitment to helping the community, will receive an invitation to and special recognition at a complimentary "pre-event" Sponsor Party on Wednesday, May 7, 2014 to help launch our fundraising efforts. The Sponsor Party will take place from 6:00 – 8:00 p.m. in the elegant atmosphere of The Grand Empire Ballroom located at the historic Breakers Hotel, 210 E Ocean Blvd, Long Beach. A selection of award-winning wines from the 2013 Grand Cru International Wine Competition and hors d'oeuvres will be served and we will learn more about the Medical Legal Partnership and how we can support this signature project as sponsors of the Grand Cru.

If you are interested in joining us at the "pre-event" Sponsor Party on May 7th, please return the enclosed reply form by mail or email at your earliest convenience. Meanwhile, we are enclosing additional information about the levels of Grand Cru Public Tasting sponsorship and the benefits and marketing opportunities for your business. For more information, please visit our website at [www.longbeachgrandcru.com](http://www.longbeachgrandcru.com).

Should you have any questions, please contact Grand Cru Executive Producer Kim Vu by phone at (213) 640-3894 or email [kimvu@lafla.org](mailto:kimvu@lafla.org). Thank you for your kind consideration of this request, and we hope to see you on May 7th at the Sponsor Party and have you support us by being a Sponsor for the August 16th Public Tasting!

Sincerely,

A. Mina Tran

Chair, Long Beach Grand Cru Board of Directors