

Dear Impact Fan,

Last fall, we created Impact's first-ever benefit, *Full Houses*, a poker tournament with all kinds of great prizes plus free pizza and desserts. We converted the basement of La Val's into a full-blown poker room with six tables, custom felt and chips, and pro-quality dealers who kept the game moving. It was a great success: we raised approximately \$2,500 (most first-time events *lose* money!). Best of all, everyone had a blast. In fact, we had such a great time that we're doing it again—and the second one is coming up very soon.



**Announcing Full Houses 2: A Poker Tournament to Benefit Impact Theatre: Saturday, June 14, 2008**

We need your help to make this event even better than the first. We need prizes to give away, and we also need event sponsors. **This is a fantastic opportunity for you to be a hero of the small theatre world and, at the same time, promote your business directly to people who have demonstrated that they're ready to spend money on their entertainment.** Not only will you reach the tournament players, but you'll also be included in marketing materials—an audience of thousands of people.

Specifically, we need:

- **2 or 3 big prizes.** Per California law, all prizes at charity poker tournaments must be non-cash and worth no more than \$500 each. Examples: hotel packages, consumer electronics, spa packages, gift certificates, etc. Last time the grand prize was an iPhone; the runner-up prize was \$200 in gift cards. Ideally the top prize would be worth as close to \$500 as possible, but we're aiming for prizes worth at least \$350.
- **Lots of smaller prizes.** One of the things that made Full Houses such a hit is that we gave away dozens of prizes worth \$10–100, including theatre and movie tickets to the best theatre companies and movie theatres in the Bay Area, gift certificates, a signed Simpsons script, and tons of other swag.
- **Event sponsors.** We have many sponsorships available. Last time we had two chip sponsors who got their name or logo on the purple and black chips, and we also had a table sponsor whose logo adorned the main table. Many sponsorships include complimentary admissions into the tournament; major sponsors get five, and the exclusive event sponsor gets 10!

**All donations and sponsorships are tax-deductible.** Enclosed are the prize donation and sponsorship sheets, as well as photos from the first event. Please help us however you can. If you have access to a cool prize you can donate or want to become an event sponsor, we really want to hear from you...and soon, since deadlines are coming up fast. Please call Cheshire at 510 551-9018 if you have any questions about the event, donations, or sponsorships.

Thanks so much for your consideration. We would love to have you be a part of this kickass fundraiser.

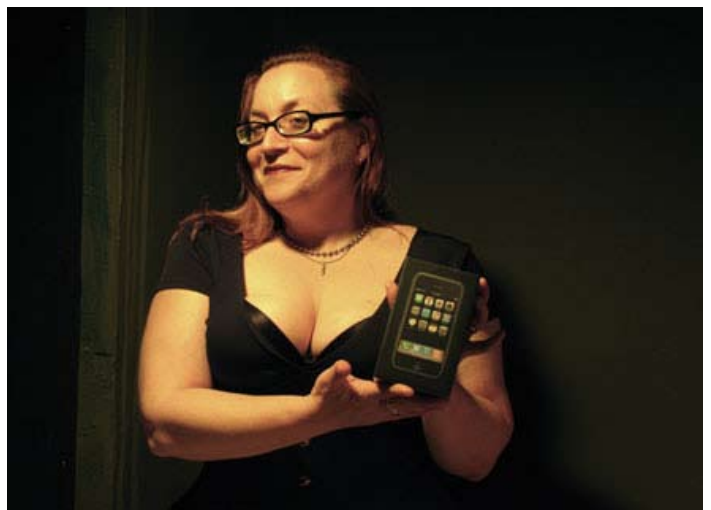
Sincerely,

Melissa Hillman  
Artistic Director

Cheshire Isaacs  
Managing Director

# Full Houses

PHOTOS FROM THE FIRST *FULL HOUSES*



# Full Houses

## A POKER TOURNAMENT TO BENEFIT IMPACT THEATRE

SATURDAY, JUNE 14, 2008 · 6PM-MIDNIGHT · LA VAL'S SUBTERRANEAN, 1834 EUCLID, BERKELEY

### EVENT SPONSORSHIP FORM

Thanks for helping Impact Theatre have a successful fundraiser! All sponsors receive recognition on all event materials and Impact's website, plus additional benefits as specified below each sponsorship.

PLEASE MAIL THIS FORM WITH YOUR CHECK (PAYABLE TO IMPACT THEATRE) TO:  
Impact Theatre  
PO Box 12666  
Berkeley, CA 94712-3666

**QUESTIONS?**  
Please contact  
Cheshire Isaacs,  
Managing Director,  
at 510 464-4468  
or email [cheshire@  
impacttheatre.com](mailto:cheshire@impacttheatre.com)

Thank you for your support of Impact Theatre. Impact Theatre is a tax-exempt organization under the provision of Section 501 (c)(3) of the Internal Revenue Code, Federal ID No. #94-3322504. Charitable contributions are tax-deductible to the extent provided by law.

#### EXCLUSIVE SPONSORSHIPS—EARLY DEADLINE: APRIL 21, 2008

- \$5,000 EXCLUSIVE TOURNAMENT SPONSORSHIP**  
(Supersedes all other sponsorships, excluding prize donations)  
Includes ALL naming opportunities listed below, plus TEN tournament admissions, AND you keep the chips!
- \$3,000 EXCLUSIVE CHIP SPONSORSHIP—YOU KEEP THE CHIPS  
Includes your initials or logo on ALL 3,000 chips, plus five tournament admissions
- \$2,000 EXCLUSIVE CHIP SPONSORSHIP—IMPACT KEEPS THE CHIPS  
Includes your initials or logo on ALL 3,000 chips, plus five tournament admissions
- \$2,000 EXCLUSIVE TABLE SPONSORSHIP  
Includes your name or logo on ALL tables, plus five tournament admissions

#### INDIVIDUAL SPONSORSHIPS—DEADLINE: MAY 5, 2008

- \$600 TOURNAMENT CHIP SPONSORSHIP—YOU KEEP THE CHIPS  
Includes your logo or initials on all chips of one color, plus one tournament admission, AND you keep the chips!
- \$400 TOURNAMENT CHIP SPONSORSHIP—IMPACT KEEPS THE CHIPS  
Includes your logo or initials on all chips of one color, plus one tournament admission
- \$400 FOOD SPONSORSHIP  
Includes your name or logo on signage near food table, plus one tournament admission
- \$200 TOURNAMENT TABLE SPONSORSHIP  
Includes your name or logo on one table, plus one tournament admission
- \$25+ GENERAL SPONSORSHIP: \$ \_\_\_\_\_  
Helps us with other fees and costs associated with mounting the event  
NOTE: general sponsorships of \$100 or more include one tournament admission

Please let us know how you wish to be acknowledged:

#### SPONSOR INFORMATION

NAME

COMPANY

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

EMAIL

# Full Houses

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### PRIZE DONATION FORM

Thanks for helping Impact Theatre have a successful fundraiser! All prize donors receive recognition on all event materials and Impact's website.

Major prize donors (those who donate prizes valued at \$300 or higher) receive one tournament admission.

PLEASE MAIL THIS FORM WITH YOUR PRIZE DONATION TO:  
Impact Theatre  
PO Box 12666  
Berkeley, CA 94712-3666

**QUESTIONS?**  
Please contact  
Cheshire Isaacs,  
Managing Director,  
at 510 464-4468  
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Impact Theatre reserves the right to reject prize donations it deems to be inappropriate.

**PRIZE DONATION DEADLINE: MAY 5, 2008**

**I would like to make the following prize donation to Impact Theatre's Full Houses fundraiser:**

Item: \_\_\_\_\_  
\_\_\_\_\_

Restrictions: \_\_\_\_\_  
(Suggested expiration date for gift certificates: October 31, 2008)

APPROXIMATE RETAIL VALUE (MINIMUM \$10, MAXIMUM \$500): \$ \_\_\_\_\_

### PRIZE DONOR INFORMATION

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_