



May 2008

Dear Manager:

We would like to invite you to join us for our **True Blue Celebration** event to be held on **Saturday, June 7th, 2008** at the John Wooden Center on the UCLA campus. You can play an integral role in making the event a success by participating in our **Taste of UCLA** portion of the event. Our attendees would greatly enjoy having the opportunity to sample your food and learn more about your restaurant. We hope that you will join us for this very special event designed to raise funds for our UCLA Bruin student-athletes. With steadily rising educational costs, we must constantly find new resources to maintain our level of excellence. We are asking you to support our efforts to keep UCLA at the top in both academics and athletics.

Please keep in mind that your participation will come with promotional opportunities. The True Blue Celebration will be attended by a multitude of Bruin Coaches, including Head Football Coach Rick Neuheisel and Head Basketball Coach Ben Howland. During the silent auction we will be serving hors d'oeuvres and have our favorite wineries providing wine tasting to all guests. The silent auction will be followed by the *Taste of UCLA* (buffet dinner) and an exciting and extensive Live Auction hosted by a prominent member of the UCLA Alumni family. With such high-profile Bruins in attendance, the event is sure to be an exciting one, drawing over 1,000 Bruin fans and donors. Last year's event sold out and we expect the same enthusiasm this year! For more information on our event, please go to www.truebluecelebration.com.

We are hoping that as a Taste of UCLA participant, that you will provide 400 to 600 generous sample sizes of item(s) you have selected to serve and feature. Samples can be of appetizers, breads, main entrée, or dessert - this is the perfect opportunity for you to feature one or more of your signature items, or perhaps promote a new one.

In appreciation of your participation, we will provide the following:

- Restaurant name and/or logo on Event program, True Blue Celebration website – lists your restaurant name and a link to your website, Taste of UCLA coupon/ad page in goodie bag
- Sign with your restaurant name to display over your food station
- Tax Donation Credit for your cost for the food you provide. (*Participation form enclosed*)
- Four Football Tickets for one Home Game - excluding Tennessee and USC
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We would greatly appreciate your sponsorship, and we know that your involvement will help form an even greater connection with the Bruins. Please call me for more information at (310) 206-3302. I sincerely hope that you will be able to join us on June 7th. Please take advantage of this opportunity to get your restaurant's name out in front of our most loyal and generous Bruin fans, and to be a part of a great Bruin Tradition of giving. It really is a win-win situation. Help create a great collegiate tradition!

Yours truly,

A handwritten signature in black ink, appearing to read "Gina Garrett", written in a cursive style.

Gina Garrett
Special Events Director



**Restaurateur Donation Form
3rd Annual True Blue Celebration**

Participation Form – please fill out completely and return by MAY 23, 2008

1) Restaurant Name and Address (for website and printed materials):

2) Contact Person: _____

3) Contact Person Phone & Fax #'s: P(____) ____ - ____ F(____) ____ - ____

4) Email Address: _____

5) Restaurant Website Address: _____

6) **Day of Event Contact Person:** _____

Cell Phone #: _____

7) Food Item(s) To Be Served (*400-600 servings each*) _____

*****Must complete the following line and sign at #10 in order to receive tax credit*****

8) Food Value (cost to donor): \$ _____

9) Additional Notes/Special Needs: _____

10) Signature of Donor _____ Date _____

Please return completed forms by MAY 23, 2008 to receive maximum exposure on the website and in all printed materials.

Please mail or fax this form to:

Sharon Takeda – UCLA Wooden Athletic Fund Office, P.O. Box 24044, Los Angeles, CA 90024-0044

FAX: (310) 206-2783

For questions, please call Sharon Takeda at (310)206-3302 or e-mail at stakeda@athletics.ucla.edu

Employer Identification Number: 95-2250801