

**AGF Special Events Committee Meeting Minutes**  
**March 15, 2010 3:00 – 4:00 pm**

In Attendance: Gene D'Adamo, Harold, Dorenbecher (via conference call), Marissa Theisen, and Tom Torretta.

Marissa Theisen called the meeting to order at 3:05 pm.

Marissa suggested that since everyone participating was familiar with the rationale for the Special Event and the role of the committee, that discussion move to specifics of this year's event.

**Event Topic**

The first topic of discussion was the exact focus for the presentation. The speaker will be Marc Kielburger, CEO of *Free the Children* had provided a list of 4 possible topics. The committee discussed these as well as other possible options. The committee discussed the possibility of broadening the audience to include many more youth and their families and possibly planning a less expensive event at a larger venue. Eventually, the group came to agree that the target audience should remain mid to high net worth individuals and their family members. They decided that the option, "The World Needs Your Children" would be the best topic.

**10<sup>th</sup> Anniversary Grant**

The committee discussed the 10<sup>th</sup> anniversary grant concept and various options for presenting the grant check. The committee decided that New Global Citizens was a good fit to receive the grant. The grant amount will be \$10,010.10. The reasoning behind the use of the "10's" is that this is AGF's 10<sup>th</sup> anniversary, the year is 2010, and every penny counts.

**Tables**

The committee discussed the possibility of approaching AGF members to purchase tables with the idea that many of these seats could be made available to students, who would not otherwise not be able to afford the \$100 ticket price.

**Sponsorships and Partners**

The committee next discussed sponsorship and partner opportunities for the event. Marissa noted the Arizona Community Foundation signed on as a \$5,000 sponsor. She is hopeful that Chase will also contribute \$3,000. The budget calls for generating a total of \$22,000 in sponsorship revenue. Someone suggested that if the link between student community service and academic performance was solid, there might be an opportunity to approach Helios about becoming a major event sponsor.

The committee discussed possible table sales including SVP, Flinn Scholars, New Global Citizens, Quest for Kids, ASU Women in Philanthropy, Phoenix Council on Foreign Relations, Charter 100. Some of these table sales may need underwriting.

Marissa agreed AGF staff will follow up Lowry Hill, Lodestar Foundation, Fennemore Craig, Ibis Foundation, Catholic Community Foundation, McMurry, Thunderbird Charities and PetSmart Charities.

Gene D'Adamo offered to follow up with Helios, Blue Cross Blue Shield, Dorrance Family Foundation, Halle Family Foundation, National Bank, University of Phoenix, and Phoenix Children's Hospital, Cox Communications, Sachs Fifth Avenue.

AGF staff will approach the same partners as participated last year. Marissa suggested inviting the Thunderbird Graduate School and Brophy Prep to become involved.

AGF staff will revise the Sponsorship and Event flyers to reflect the selected event topic, and share these with committee members as soon as possible.

Marissa adjourned the meeting at 4:15 pm.