

# The Diamond Ball

*An Evening of Inspiration Committed to Changing Lives*



A benefit for The Canine Companions Veterans Initiative  
Veteran's Day Weekend – Saturday, November 12, 2016  
The Ritz-Carlton, Laguna Niguel



# The Diamond Ball

I am inviting you to join our fundraising efforts by becoming a sponsor or individual contributor today!

The Diamond Ball will be held Saturday, November 12, 2016 at The Ritz-Carlton, Laguna Niguel. The Diamond Ball is a gala evening with a mission of raising funds and awareness for animal charities. Our chosen recipient for the 2016 Diamond Ball is once again **The Canine Companions Veterans Initiative**.

Canine Companions for Independence (CCI) helps veterans put their lives back together after being injured by providing assistance dogs that play an integral role in the veterans ability to regain independence. We are proud of the success The Diamond Ball has contributed in just three years since inception with nearly \$520,000.

If you are unable to participate as a sponsor, I hope you will consider a donation to our live or silent auction. This extraordinary evening to honor our veterans and our charity partner will be a night to remember. Tickets are \$250 per person. The Diamond Ball features a live and silent auction, lavish four-course dinner presented by the resort's Executive Chef Brian Sundeen, live entertainment with a special guest, and dancing. The centerpiece of the evening is The Diamond Drop, a unique opportunity for guests to donate diamonds and other jewelry to the cause. The jewelry is appraised and transformed into an official tax-deductible donation and entry into the evening's Opportunity Drawing. For additional information and to purchase tickets, please visit [www.TheDiamondBall.org](http://www.TheDiamondBall.org)

On behalf of The Diamond Ball Committee, Ladies and Gentlemen of The Ritz-Carlton, Laguna Niguel, and this year's chosen recipient, we sincerely appreciate your kind consideration in helping to make a difference.

With respect and appreciation,

Bruce Brainerd, General Manager  
The Ritz-Carlton, Laguna Niguel



# About the Event

## The Diamond Ball

The mission of The Diamond Ball is to raise funds for animal charities that change lives.

Held Veteran's Day Weekend, Saturday, November 12, 2016 at The Ritz-Carlton, Laguna Niguel, this incredible evening is a meaningful exchange of like minded individuals coming together for a common cause. You will be delighted with our stage presentation as you get to know our veterans whose lives were changed because of The Canine Companions Veterans Initiative. Through the Veterans Initiative, CCI provides veterans with physical disabilities such as hearing loss, limb amputations and spinal cord injuries with assistance dogs. For a veteran making a new start putting their life back together from an injury, an assistance dog can provide the help they need to regain their independence.





# About the Event

The evening features an extensive live and silent auction with unique offerings, extraordinary trips, and one-of-a-kind experiences. The Ritz-Carlton, Laguna Niguel's Executive Chef Brian Sundeen will present a lavish four-course dinner followed by live entertainment with a special guest and dancing. The evening culminates with The Diamond Drop, a unique opportunity for guests to donate diamonds and other jewelry. The jewelry is appraised and transformed into an entry into the evening's Opportunity Drawings and an official tax-deductible donation that supports The Canine Companions Veterans Initiative.





# 2016 Beneficiary

## The Canine Companions Veterans Initiative

Canine Companions for Independence (CCI) provides highly-trained assistance dogs to people with disabilities. Through The Canine Companions Veterans Initiative, veterans with physical disabilities such as hearing loss, limb amputations and spinal cord injuries are served. Established in 1975, CCI has five regional training centers across the country. CCI is recognized worldwide for the excellence of its dogs, and the quality and longevity of the matches it makes between dogs and people. For more information, visit [www.cci.org](http://www.cci.org) or call 1-800-572-BARK.





# Yappy Hour

**Yappy Hour provides you with the opportunity for exposure for your business to our affluent backyard.**

This monthly cocktail party for canines and their companions is held at the resort from May through October with an average attendance of 700 people and their dogs. All of the canines enjoy complimentary flavored waters and house-made dog biscuits, while their companions can purchase cocktails and appetizers with proceeds supporting a local animal organization. Over the years, Yappy Hour proceeds have been donated to Pet Project Foundation, Laguna Beach Animal Shelter, Friends of Orange Counties Homeless Pets, Canine Companions for Independence and The Canine Companions Veterans Initiative. Yappy Hour brings the local community together, but also generates awareness and support for pet-related causes.

**Yappy Hour** is held on The Dana Lawn from 5 to 8 p.m., Thursdays beginning May 19, June 16, July 21, August 18, and September 15.

**Yappy Howl-O-Ween** - Thursday, October 27, 2016, 4 to 7 p.m.

Yappy Howl-O-Ween is the chance for pups to strut their stuff in their favorite costume. A panel of judges will determine which canine will take home the prize in the costume categories of Dynamic Duo, Most Creative, Cute and Cuddly and, of course, Best in Show.

**Yappy Howl-iday Celebration** - Sunday, December 4, 2016, 11 a.m. to 2 p.m.

Santa Claus makes a special appearance at the Yappy Howl-iday Celebration. This festive gathering provides Fido with the opportunity to be photographed with the “Big Dog” himself – Santa Claus.





# Sponsorship Opportunities

- Diamond Sponsor - \$25,000
- Emerald Sponsor - \$10,000
- Sapphire Sponsor - \$5,000
- Ruby Sponsor - \$2,500
- Pearl Sponsor - \$1,000

*The earlier a commitment is secured the greater the exposure leading up to the event.*





# Diamond Sponsor - \$25,000

- One VIP table for 10 at The Diamond Ball
- One certificate for a three-night stay in a Ritz-Carlton Suite, including The Club Level experience, at The Ritz-Carlton, Laguna Niguel (*certificate valid November 12, 2016 through November 12, 2017*)
- Opportunity to name a Canine Companions for Independence puppy
- One two-page advertisement in The Diamond Ball program
- Recognition as a Diamond Sponsor on [ritzcarlton.com/lagunayappyhour](http://ritzcarlton.com/lagunayappyhour)
- Logo on auction item solicitation letterhead (*if commitment by June 30, 2016*)
- Exposure through The Ritz-Carlton, Laguna Niguel social media channels
- Valet parking for you and your guests the night of the event (*maximum 10 cars*)
- Logo recognition at The Diamond Ball
- Logo on The Diamond Ball webpage with a link back to your website
- Opportunity for exposure in the live or silent auction by donating an item
- Opportunity to include an item or gift certificate in the gift bag





# Emerald Sponsor - \$10,000

- One VIP table for 10 at The Diamond Ball
- One certificate for a one-night stay in a Ritz-Carlton Suite, including The Club Level experience, at The Ritz-Carlton, Laguna Niguel (*certificate valid November 12, 2016 through November 12, 2017*)
- One full page ad in The Diamond Ball program
- Valet parking for you and your guests the night of the event (*maximum 10 cars*)
- Logo recognition at The Diamond Ball
- Logo on The Diamond Ball webpage with a link back to your website
- Opportunity for exposure in the live or silent auction by donating a package or item
- Opportunity to include an item or gift certificate in the gift bag



# Sapphire Sponsor - \$5,000

- One VIP table for 10 at The Diamond Ball
- One certificate for a one-night stay in a Club Ocean View guestroom at The Ritz-Carlton, Laguna Niguel *(certificate valid November 12, 2016 through November 12, 2017)*
- Half page ad in The Diamond Ball program
- Valet parking for you and your guests the night of the event *(maximum 10 cars)*
- Logo recognition at The Diamond Ball
- Logo on The Diamond Ball webpage with a link back to your website
- Opportunity for exposure in the silent auction by donating a package or item
- Opportunity to include an item or gift certificate in the gift bag



# Ruby Sponsor - \$2,500

- Four VIP tickets to The Diamond Ball
- One certificate for a one-night stay in a Pool/Garden View guestroom at The Ritz-Carlton, Laguna Niguel  
*(certificate valid November 12, 2016 through November 12, 2017)*
- Logo on The Diamond Ball webpage with a link back to your website
- Name in The Diamond Ball program
- Opportunity for exposure in the silent auction by donating a package or item
- Opportunity to include an item or gift certificate in the gift bag



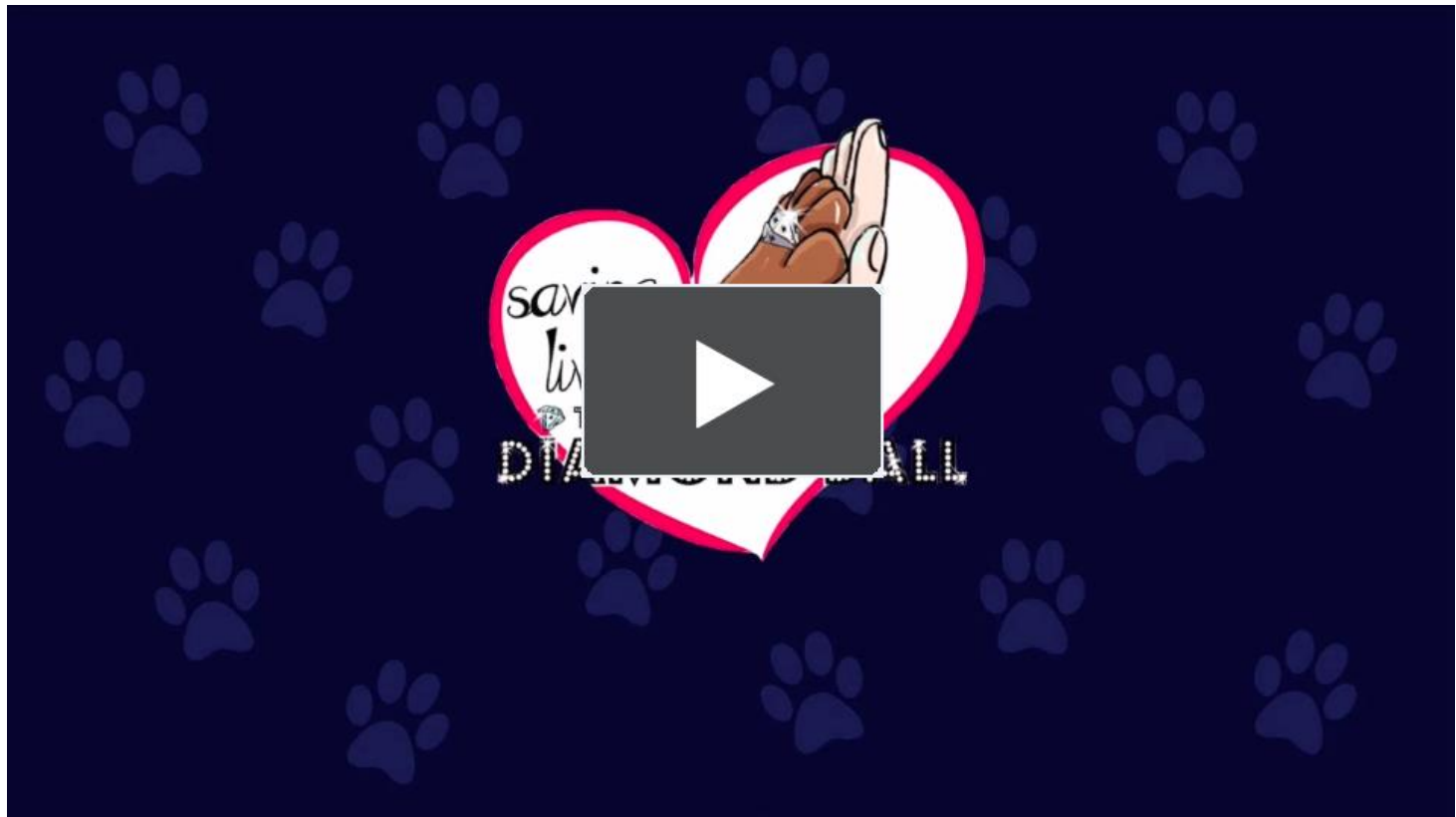


# Pearl Sponsor - \$1,000

- Two VIP tickets to The Diamond Ball
- Name in The Diamond Ball program
- Opportunity for exposure in the silent auction by donating a package or item
- Opportunity to include an item or gift certificate in the gift bag



# 2015 Diamond Ball Video Presentation





# Contact

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