



About Lucky7

Founded in 2003, Lucky 7 is the 7th fundraising guild for the Assessment and Treatment Services Center (ATSC). The organization is comprised of men and women ages 21-40 who volunteer their efforts in fundraising events benefiting ATSC. Lucky7 hosts four events a year with all proceeds donated to ATSC.

About ATSC

Since its inception in 1974, ATSC has helped more than 10,000 families in Orange County. Relying primarily on private contributions, ATSC is the only agency in the community offering complimentary mental health counseling services. ATSC is dedicated to the purpose "Arrest the Problem, Not the Child." The organization works to divert children from destructive behavior that interferes with family, social relationships and educational success. ATSC serves children and families referred by schools, police and other authorized sources.



Demographics

Our members are primarily:

- Single with no children
- Ages 25-35
- Full-time professionally employed
- Reside in Southern Orange County
- Enjoy restaurants and/or bars atleast 3 times per week
- Have disposable income

Our members are likely to:

- Buy a new automobile
- Make important vendor decisions at work
- Move in the next 1-5 years
- Get married in the next 1-5 years
- Have children in the next 1-5 years
- Spend money on travel/vacation
- Spend significant money monthly on clothes and other retail goods
- Enjoy sporting events, music festivals, concerts, etc.
- Seek financial services



**2005-2006
Cash Underwriters**

Sponsorship Packages:

Platinum: \$2500+

- Logo and Linkage on Lucky7foratsc.com and ATSCforkids.org websites under sponsor sections
- Banner ad on Lucky7foratsc.com
- Advertisement in 4 issues of the Lucky 7 Newsletter
- 2 time use of Lucky7 mailing list to promote your business
- Banner at all Lucky7 events (provided by donor)
- Opportunity to provide brochure or offer in gift bags at all Lucky7 events
- Free admission for 4 people to all Lucky events
- Complimentary 2 tickets to the Concourse de Elegance event
- Name on all Lucky7 invitations for all events

Gold \$1000

- Linkage on Lucky7for atsc.com website
- Signage at all Lucky7 events (provided by donor)
- 1 time use of Lucky7 mailing list to promote your business
- Opportunity to provide brochure or offer in gift bags at all Lucky7 events
- Free admission for 2 people to all Lucky7events
- Logo and name mention in 4 issues of the Lucky 7 Newsletter

Silver \$500

- Name on Lucky7foratsc.com website
- Signage at all Lucky7 events (provided by donor)
- Opportunity to provide brochure or offer in gift bags at all Lucky7 events
- Free admission for 1 person to all Lucky7 events
- Name mention in 4 issues of Lucky7 Newsletter

Personal \$150

- Name on personal donors page of website
- Name listed in last issue of Lucky7 Newsletter