

WOMEN IN FILM

WIF
& TELEVISION
PALM SPRINGS

Women empowering women...

BROKEN GLASS AWARDS 2012

SPACE DEADLINE: February 3, 2012 ART DUE: February 10, 2012

Our fourth **Broken Glass Awards** dinner will take place **Friday, March 2**, at The Show Theatre at Agua Caliente Casino Resort to honor extraordinary women who have broken through the glass ceiling, paving the way for others in entertainment and the arts. This year the Co-Chairs are **Elaine Church** (PSWIFT Board, Producer, Actor) and **Mitch Blumberg** (PSWIFT Board, former studio executive & film producer; senior executive at Desert Arc).

Last year the Broken Glass Honorees were **Suzanne de Passe, Jacqueline Bisset, Della Reese, Helene Galen** and **Gloria Greer**. In 2010, the Honorees were **Gale Anne Hurd, Lindsay Wagner, Barbara Sinatra, Denise DuBarry Hay** and previously **Jennifer & Suzanne Todd, Donna Mills, Rozene Supple** and **Pattie Daly Caruso**. And joining this esteemed list, the 2012 winners are.....

SHIRLEY JONES Oscar® winner for Supporting Actress in 1961 in *Elmer Gantry*, Shirley's career has spanned Broadway musicals such as *South Pacific* to iconic Hollywood musicals *Oklahoma* and *Music Man* to the wildly popular Television series *The Partridge Family*.

RAQUEL WELCH "Contrary to popular myth, I didn't just hatch out of an eagle's nest circa One Million Years B.C. clad in a doe-skin bikini." So opens *Raquel: Beyond the Cleavage*, her recently published autobiography. She is a film, television and stage actress having starred in more than 45 films as well as Broadway musicals.

JENNIFER YUH NELSON Jennifer Yuh Nelson made her feature film directorial debut with *Kung Fu Panda 2*, the sequel to the Academy Award®-nominated original film from 2008. When the film crossed \$645 million at the worldwide box-office, she became the highest-grossing female director at the global box office.

BARBARA KELLER Barbara received the Outstanding Volunteer Award from the Association of Fundraising Professionals; the Palm Springs Athena Award; she is on the Board of the Desert AIDS Project, for which she co-chairs the Steve Chase Gala; and the Board of Jewish Family Service of the Desert. She has served as an Honorary Chair of Michael Childers' One Night Only charity event. She and her husband, Jerry Keller own two restaurants, Rancho Mirage's Acqua Pazza and Palm Springs' LULU.

KIM WALTRIP Kim is Vice Chair of Kim and Jim Productions. Recent feature titles include *Outrun, Expecting Mary, Adopt a Sailor, I Didn't Come Here to Die* and *A Thousand Cuts*. She has been honored with the Angel of the Year award by the Olive Crest Foundation for abused and neglected children, was the District Director for Congresswoman Mary Bono and was an international model for Wilhelmina.

Book your advertising space now to salute the honorees and promote your company, business, service or product to these influential members and supporters of PSWIFT. It will be beautifully written and designed to be a commemorative keepsake. Proceeds from the event will benefit PSWIFT's scholarship and educational programs including the Screen Actors Guild Foundation's Coachella Valley BookPALS (Performing Artists for Literacy in Schools) Program. <http://www.pswift.org/index.php/site/events>

CONTACT: Janet Spiegel

760-567-7639 janet@spiegelmedia.com fax: 877.315.2791

Click here to order dinner tickets:

<http://www.pswift.org/index.php/site/events/1777>



BROKEN GLASS AWARDS SPONSORSHIP OPPORTUNITIES

SPACE DEADLINE: February 3, 2012 ART DUE: February 10, 2012



Shirley Jones



Raquel Welch



Jennifer Yuh Nelson



Barbara Keller



Kim Waltrip

Presenting Sponsor (Exclusive, Only One per BGA): \$10,000

Includes Your Logo on all printed/online BGA materials (Tribute Book, Press Room Wall)	Publicity whenever possible including coverage in press releases
Your Logo shown on screen at BGA event	Advertising all year in PSWIFT Newsletter and at other PSWIFT Events
Two tables of ten to Dinner/Event	Distribute your materials at PSWIFT Luncheons
One Full Page of Advertising, Premium Position, in the Tribute Book	Two Patron PSWIFT Memberships

Gold Sponsor: \$7,500

Includes Logo on all printed/online BGA materials (Tribute Book, Press Room Wall)	Publicity whenever possible including coverage in press releases
Your Logo shown on screen at BGA Event	Acknowledgement all year in PSWIFT Newsletter and at other PSWIFT Events
One Table of ten to Dinner/Event	One Patron PSWIFT Membership
One Full Page Advertising in the Tribute Book	

Silver Sponsor: \$5,000

Includes Your Logo on all printed/online BGA materials (Tribute Book, Press Room Wall)	One Half-Page Advertising in the Tribute Book
Your Logo shown on screen at BGA Event	One General PSWIFT Memberships
One Table of Ten to Dinner/Event	

Bronze Sponsor: \$2,500

Includes Logo on all printed materials (Tribute Book, Press Room Wall)	One Quarter-Page Advertising in the Tribute Book
Your Logo shown on screen at BGA event	One General PSWIFT Membership
Four Tickets to Dinner/Event	

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SPONSORSHIP ORDER FORM

Fax, Email or Call No Later Than--Space: February 3 Art: February 10

Fax to 877.315.2791 -or-

Scan and email order to: janet@spiegelmedia.com and call 760-567-7639 to confirm

Presenting Sponsor	\$10,000	
Gold Sponsor	\$7,500	
Silver Sponsor	\$5,000	
Bronze Sponsor	\$2,500	
<i>Ad Size</i>	<i>Ad Specs</i>	
<i>Full pg</i>	Full Pg = Bleed 8.75 x 11.25, Trim 8.5 x 11, Live Area 8 x 10.5	
<i>Half pg</i>	Half pg Vertical Bleed= 4-1/25 x 11.25, Trim 4-1/8 x 11, Live area 3-5/8 x 10	Half Pg Horizontal Bleed = 5.375 x 8.75, Trim 5.5 x 8.5, Live Area 4-7/8 x 8
	Half Pg Horizontal = 4-7/8 x 8	Half Pg Vertical = 3-5/8 x 10
<i>Quarter pg</i>	Quarter Pg Vertical = 3-5/8 x 4-7/8	Quarter Pg Horizontal = 8 x 2-5/8

All ads are four-color, should be 300dpi, press ready pdf in CYMK format. If your file is larger than 3mb, please call Art Director, Cathy Teal at 323-252-8031 for FTP instructions.

Email art to: cathy@firebrand-design.com

Name: _____

Company/URL: _____

Street Address: _____

City/State/Zip: _____

Phone/Fax/Email: _____

Check here to acknowledge \$50 art creation fee if raw materials are provided

I authorize you to charge my Credit Card for \$ _____

Visa/MC/AmEx# _____ Expires: _____

Or Check, payable to PSWIFT due with artwork. Mail check to

PSWIFT 78-140 Calle Tampico La Quinta, CA 92253

Please check here to acknowledge deadline: I agree that my press-ready artwork and check/credit card will be delivered to PSWIFT no later than **February 10!**

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<i>Full pg</i>	<i>\$700</i>	Full Pg = Bleed 8.75 x 11.25, Trim 8.5 x 11, Live Area 8 x 10.5	
<i>Half pg</i>	<i>\$400</i>	Half pg Vertical Bleed = 4-1/25 x 11.25, Trim 4-1/8 x 11, Live area 3-5/8 x 10	Half Pg Horizontal Bleed = 5.375 x 8.75, Trim 5.5 x 8.5, Live Area 4-7/8 x 8
		Half Pg Horizontal = 4-7/8 x 8	Half Pg Vertical = 3-5/8 x 10
<i>Quarter pg</i>	<i>\$230</i>	Quarter Pg Vertical = 3-5/8 x 4-7/8	Quarter Pg Horizontal = 8 x 2-5/8
<i>Full Pg & Table of 10</i>	<i>\$1,500</i>	Save 30%, regular Non-Member price is \$2,200	

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