



*Landesa's annual celebration of  
International Women's Day*

**LANDESA'S ANNUAL SEED THE CHANGE GALA**  
**A CELEBRATION OF INTERNATIONAL WOMEN'S DAY**

**March 16, 2017**  
*Four Seasons Hotel*  
*99 Union Street, Seattle, WA 98101*  
6:00 pm – 9:00 pm

**ABOUT SEED THE CHANGE**

The *Seed the Change* event celebrates International Women's Day and highlights Landesa's commitment to bettering the lives of women and their families around the globe. Women comprise the majority of agricultural labor in many parts of the world, but often lack secure rights to the land they farm and are denied equal rights to access, inherit, or own it. But when women have rights to land – their most substantial asset and their source of food, income, and shelter – amazing things can happen. Women are more empowered and better able to lift themselves, their family, and their community out of poverty.

This year's event will mark the 50 years since Landesa's founder, Roy Prosterman, began his initial work on land reform, which planted the seeds for the founding of Landesa and has translated into secure land rights for 120 million families around the world. Former *Seed the Change* event Honorary Chair Bill Gates Sr. has noted that Landesa's programs "address a root cause of global poverty – the absence of enforceable and secure rights to land. Landesa demonstrates the leveraged power of the law as a tool for social and economic progress."

As we prepare to celebrate 50 years of land rights, the *Seed the Change* gala will reflect on the valuable impact this work has had around the world. The *Seed the Change* event itself has helped elevate the power of land, raised over one million dollars to support Landesa's mission, and introduced Landesa to new allies in the community.

**ABOUT LANDESA**

Landesa is an international non-governmental organization that fights poverty and provides opportunity and security for the rural poor through the power of land rights. The impacts of secure land rights cut across the spectrum of global development – from health to economic growth, from women's empowerment to political stability – and Landesa is one of the few NGOs in the world dedicated to this work. Founded in Seattle, Landesa has helped secure land rights for more than 120 million families in over 50 countries. In 2015, Landesa was awarded the Hilton Humanitarian Prize, the largest humanitarian prize in the world, in recognition of Landesa's extraordinary contributions to alleviating human suffering.



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## **SPONSORSHIP OPPORTUNITIES**

Sponsoring Landesa's *Seed the Change* gala is a unique opportunity to demonstrate your commitment to global poverty reduction. Your support will be celebrated by an audience of leaders from around the Seattle area and across the globe. Sponsors ensure that every dollar raised at this event can go directly towards our work securing land rights for the rural poor.

*For more information on the below levels of sponsorship or for tailored sponsorship opportunities, please contact Kristen Casapulla at [kristenc@landesa.org](mailto:kristenc@landesa.org) or 206-257-6133.*

### **Champion — \$50,000**

- Opportunity for sponsor representative to serve as event Honorary Co-Chair
- Listed as a Champion in all event-related material
- Up to twenty (20) complimentary seats at two premium tables
- A full page color ad featured in printed program
- Premium placement of company logo on venue wall throughout the event & during event slideshow
- Company logo featured prominently during pre-event reception
- Special recognition of your company during event program
- Invitations to VIP reception prior to event
- Premium placement company logo (with hyperlink) on the event promotion webpage
- Recognition through Landesa's Facebook page and Twitter account

### **Presenting Sponsor — \$25,000**

- Listed as a Presenting Sponsor in all event related material
- Up to ten (10) complimentary seats at a premium table
- A full page color ad featured in printed program
- Company logo displayed on venue wall throughout the event & during event slideshow
- Verbal acknowledgement of your company during event program
- Invitations to VIP reception prior to event
- Company logo (with hyperlink) on the event promotion webpage
- Company logo on all event-related communication
- Recognition through Landesa's Facebook page and Twitter account

### **Village Sponsor — \$10,000**

- Up to ten (10) complimentary seats at a table
- Company logo featured in printed program
- Company logo displayed on venue wall throughout the event & during event slideshow
- Verbal acknowledgement of your company during event program
- Invitation to VIP reception prior to event
- Company logo (with hyperlink) on the event promotion webpage
- Company logo on all event-related communication
- Recognition through Landesa's Facebook page and Twitter account



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## TABLE HOST AND TICKET OPPORTUNITIES

### Premier Table Host - \$5,000

- \$3,950 of this donation is tax-deductible
- Up to ten (10) complimentary seats at a table
- Company logo or individual name featured in printed program
- Company logo or individual name displayed during event slideshow
- Verbal acknowledgement of you or your company during event program
- Invitations to VIP reception prior to event
- Company logo or individual name on the event promotion webpage
- Company logo or individual name on all event-related communication

### Table Host - \$3,000

- Opportunity to fill a table of 10 guests by either 1) sponsoring a table for \$3,000 or 2) recruiting guests to purchase their own tickets.
- Recognition in event program
- Invitation to VIP reception prior to event

### Individual Ticket Prices

- Premier Ticket - \$500
  - Includes invitation to VIP reception prior to event and exclusive seating
- Partner Ticket - \$300
- General Ticket - \$200
  - Limited quantities available

*For logo and name features in the printed materials, we kindly ask you to  
submit table host and sponsorship requests by January 31, 2017.*

## PAST SEED THE CHANGE SPONSORS

**PACCAR**

  
OMIDYAR NETWORK™

K&L|GATES

BILL & MELINDA  
GATES foundation

SEATTLE  
INTERNATIONAL  
FOUNDATION

Citi Private Bank



**Microsoft®**

  
FOSTER PEPPER PLLC  
ATTORNEYS AT LAW



JPMORGAN CHASE & CO.

**APCO**  
worldwide®

  
A CAREER PARTNERS INTERNATIONAL FIRM



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### EVENT COMMITMENT FORM

Thank you for your interest in Landesa's annual *Seed the Change* gala. Your support ensures that every donor dollar raised at this event can go directly towards our work securing land rights for the world's poorest. For more information about the event, please visit [landesa.org/seedthechange](http://landesa.org/seedthechange).

Please fill out this form and return via email to: [kristenc@landesa.org](mailto:kristenc@landesa.org)  
or via mail to: Kristen Casapulla  
Landesa  
1424 Fourth Avenue, Ste. 300  
Seattle, WA 98101

I will support the *Seed the Change* event at the:

- Champion Level (\$50,000)
- Presenting Level (\$25,000)
- Village Level (\$10,000)
- Premier Table Host (\$5,000)
- Table Host (\$3,000)
- Premier Ticket (\$500 each) **Qty:** \_\_\_\_\_
- Partner Ticket (\$300 each) **Qty:** \_\_\_\_\_
- General Ticket (\$200 each) **Qty:** \_\_\_\_\_
- I am unable to attend, but want to support Landesa with a donation of \$ \_\_\_\_\_*

**TOTAL AMOUNT: \$ \_\_\_\_\_**

**Contact and Payment Information:**

- Enclosed is my check, made payable to **Landesa**
- Send me an invoice for my event support
- Please charge my credit card (info below)

Name / Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Security Code: \_\_\_\_\_