



**Dear Fellow Dallas Citizens,**

I am writing on behalf of the Dallas Junior Chamber of Commerce Foundation (DJCC Foundation), the Dallas Police Department (DPD), and the Assist The Officer Foundation (ATO). The DJCC Foundation is the 501c3 sector of Dallas' premier young professionals network, providing its members opportunities in personal and professional growth and community involvement.

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Stephanie Jayko

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This year The DJCC Foundation is hosting the 64<sup>th</sup> Annual Johnny Sides Rookie of the Year Award Gala for the Dallas Police Department. The event recognizes Dallas' newest and finest police officers, with proceeds benefitting the Assist the Officer Foundation. This year's event will take place on Tuesday, October 18, 2016, at the Dallas Arboretum.

We believe this year's event is one of the most important and high-profile events honoring the best of the DPD's newest crop of officers. To properly honor and support these local heroes we need the support of the community and would like to invite you to join our efforts and consider being a sponsor of this year's event. As a sponsor, you and/or your company will be positioned as a leader in the community and as a proud supporter of local law enforcement. Our sponsors reach a wide audience, including political leaders, members of law enforcement, young professionals, and many other interested members of the community. Event sponsors' names are prominently featured in marketing materials, PR releases and digital and social media outlets.

This year we are offering a variety of sponsorship opportunities, which are detailed in the enclosed sponsorship packet. Please note the high level of exposure provided to sponsors before, during and after the event. If you would like to be featured in the pre-event marketing and listed in the program the sponsorship deadline is Monday, September 26, 2016, but please respond as soon as possible to gain maximum exposure through our marketing efforts.

If you would like to combine your financial donation with donated items for use in this event (printing, programs, awards, centerpieces, etc...) in-kind donations are also readily accepted.

Thank you for considering this request for sponsorship. If you have any questions, please contact our Event Producer, Stephanie Jayko (214.856.6909) or e-mail [info@johnnysides.org](mailto:info@johnnysides.org).

We look forward to your support to help us make the 64<sup>th</sup> Annual Johnny Sides Rookie of the Year Gala a great success!

Sincerely,

*Stephanie Jayko and Ponce Duran*  
Co-Chairs of the 64th Annual  
Johnny Sides Rookie of the Year Award Gala

Dallas Arboretum



October 18th, 2016

## *Welcome*

We are very excited to celebrate the 64th Johnny Sides Rookie of the Year Award Gala. Each year we celebrate the excellence and dedication to service found within the rookie classes of the Dallas Police Department by awarding the DPD Rookie of the Year Award. The tradition continues this year on October 18, 2016, at the Dallas Arboretum.

## *An Exceptional Beginning*

The Johnny Sides Rookie of the Year Awards Gala celebrates and honors the life and sacrifice of Officer Johnny Sides. Johnny Sides was a Dallas native who, at the age of 17, began working for the Dallas Police Department in the administrative offices where he would excel and advance over the next several years. Upon turning 21, (the minimum age required to attend the police academy) Sides applied to take the police examination, and on Nov. 6, 1950 was accepted and reclassified as an apprentice policeman. It was no surprise to his classmates and colleagues when Sides took on a leadership role by serving as vice president of his academy class as well as maintaining his involvement in the Dallas Junior Chamber of Commerce as chairman of the traffic safety committee.

Just twenty-one days after graduating fifth in his class at the Dallas Police Academy, Sides' exemplary story took a grave and tragic turn. During what was meant to be a routine traffic stop, he was gravely wounded while confronting a band of criminals wanted for vicious crimes in over four states. While he lay in the hospital, fighting for his life, Sides was able to positively identify all four men involved in the shooting. The criminals were arrested shortly thereafter. A few days later, on Feb. 7, 1951, Sides succumbed to his wounds. Although his service was tragically cut short, Sides' has inspired countless police officers and citizens with the story of his dedication, leadership, and sacrifice. Each year since 1952, we honor his memory by awarding the Dallas Police Department Rookie of the Year Award in his name.

## *An Honorable Cause*

The Assist the Officer Foundation provides financial assistance to officers who are facing the loss of income due to a serious injury, life-threatening illness or other catastrophic event. Immediate assistance is also available to an officer's family in the event of the death of an active officer. Since its creation in 1999, the foundation has provided assistance to dozens of officers and their families who have faced any number of life-altering situations.

A representative from the DJCC Foundation will be contacting you to discuss opportunities to be of support. If you have any questions in the meantime, please feel free to contact our Co-Chairs Stephanie Jayko and Ponce Duran at [info@johnnysides.org](mailto:info@johnnysides.org).

Thank you for your time and support!

*Stephanie Jayko* and *Ponce Duran*

Co-Chairs of the 64<sup>th</sup> Annual Johnny Sides Rookie of the Year Award Gala

Dallas Arboretum



October 18th, 2016

**64th Johnny Sides Gala  
Dallas Police Department  
Rookie of the Year Awards  
October 18, 2016**

***Underwriting Agreement***

\_\_\_\_\_  
Name of Firm, Foundation, or Individual

\_\_\_\_\_  
Name as you prefer to be listed in all DTC/Centerstage publications

\_\_\_\_\_  I/We wish to remain anonymous.  
If Company, Name of Contact

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Daytime Telephone Evening Telephone

\_\_\_\_\_  
Email Fax

**Pledge**

Please consider this my commitment and invoice me  
in the month of \_\_\_\_\_.

**Payment**

I am unable to attend, but wish to make a donation of \$\_\_\_\_\_.

Enclosed is my check for \$\_\_\_\_\_, payable to  
**DJCC Foundation - Johnny Sides Gala.**

Please charge my/our account  AMEX  Mastercard  Visa

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Card Number Exp. Date Sec. Code

\_\_\_\_\_  
Authorized Signature

**Please return this form to:**

Stephanie Jayko  
DJCC Foundation - Johnny Sides Gala  
PO Box 130721  
Dallas, Texas 75313

**For Inquires:**

Please call (214) 856-6909 or email [info@johnnysides.org](mailto:info@johnnysides.org)

**Underwriting Levels**

**Chief—\$10,000**

- One premiere tables of 10 at the gala
- Premium table service
- Featured recognition in all materials including TV screens, signage, press releases, and website
- Full screen recurring ad during gala

**Major --\$8000**

- One preferred table of 10 at the gala
- Premium table service
- Recognition in all materials including TV screens, signage, press releases, and website
- Half screen recurring ad during gala

**Capitan--\$4000**

- 4 seats at a preferred table at the gala
- Premium table service
- Recognition in all materials including TV screens, signage, press releases, and website
- Quarter screen recurring ad during gala

**Lieutenant --\$2500**

- One table of 10 at the gala
- Recognition in select printed materials
- Quarter screen recurring ad during gala

**Corporal --\$1000**

- Four tickets to the gala
- Recognition in select printed materials

**Sargent--\$750**

- Two tickets to the gala
- Recognition in select printed materials

**Officer (Individual) tickets--\$200**

- One ticket to the gala

Dallas Arboretum



October 18th, 2016

**64th Johnny Sides Gala  
Dallas Police Department  
Rookie of the Year Awards  
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Name of Firm, Foundation, or Individual

Name as you prefer to be listed in all DTC/Centerstage publications

I/We wish to remain anonymous.  
If Company, Name of Contact

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Email Fax

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Please charge my/our account  AMEX  Mastercard  Visa

Name on Card

Card Number Exp. Date Sec. Code

Authorized Signature

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**SPONSORSHIP OPPORTUNITIES**

**Featured Award Sponsor - \$15,000**

- One premiere tables of 10 at the gala.
- Featured recognition in all materials including screens, signage, media, and website.
- Full screen recurring ad during gala.
- Company name engrave on Recipient Award and DPD/DPA Placards.
- Special recognition from the stage during the ceremony.
- Personal Meet and Greet with the 2016 DPD Rookie of the Year AND the Chief of Police.

**Dinner Sponsor - \$12,000**

- One premiere table of 10 at the gala.
- Featured recognition in all materials including screens, signage, media, and website.
- Full screen recurring ad during gala.
- Opportunity to attend menu tasting with gala chairs
- Name or logo on menu cards at dinner

**Cocktail Hour Sponsor - \$10,000**

- One premiere table of 10 at the gala.
- Featured recognition in all materials including screens, signage, media, and website.
- Half screen recurring ad during gala.
- Name or logo on cocktail napkins during the cocktail hour.

**Announcement Party or After-Party Sponsor - \$8,000**

- One premiere tables of 10 at the gala.
- Featured recognition in all materials including screens, signage, media, and website.
- Full screen recurring ad during gala.
- Special recognition from the stage during Announcement or Awards ceremony.

**Patron Gift Sponsor -\$6,000**

- One preferred table of 10 at the gala.
- Featured recognition in all materials including screens, signage, media, and website.
- Half screen recurring ad during gala.
- Opportunity to provide branded take-away gift at the conclusion of the gala

**Officer Table Sponsor \$2,000 or 4,000**

- Provide 5 or 10 seats for DPD Officers to attend the gala. \*Seat Donation\*
- Name or logo on table signage.
- Featured recognition in all materials including screens, signage, media, and website.
- Quarter screen recurring ad during gala.