



5th Annual Season of Signature MLB Sporting Events Sponsorship Presentation 2016



MINNESOTA TWINS
4th Annual **ADOPTEE**
2016 NIGHT

A Special Night For All Who Have Been Touched By Adoption & Foster Care



mixed roots[®]
FOUNDATION
Identity. Diversity. Unity.

NEW DATE CHANGE

Wednesday, August 24, 2016

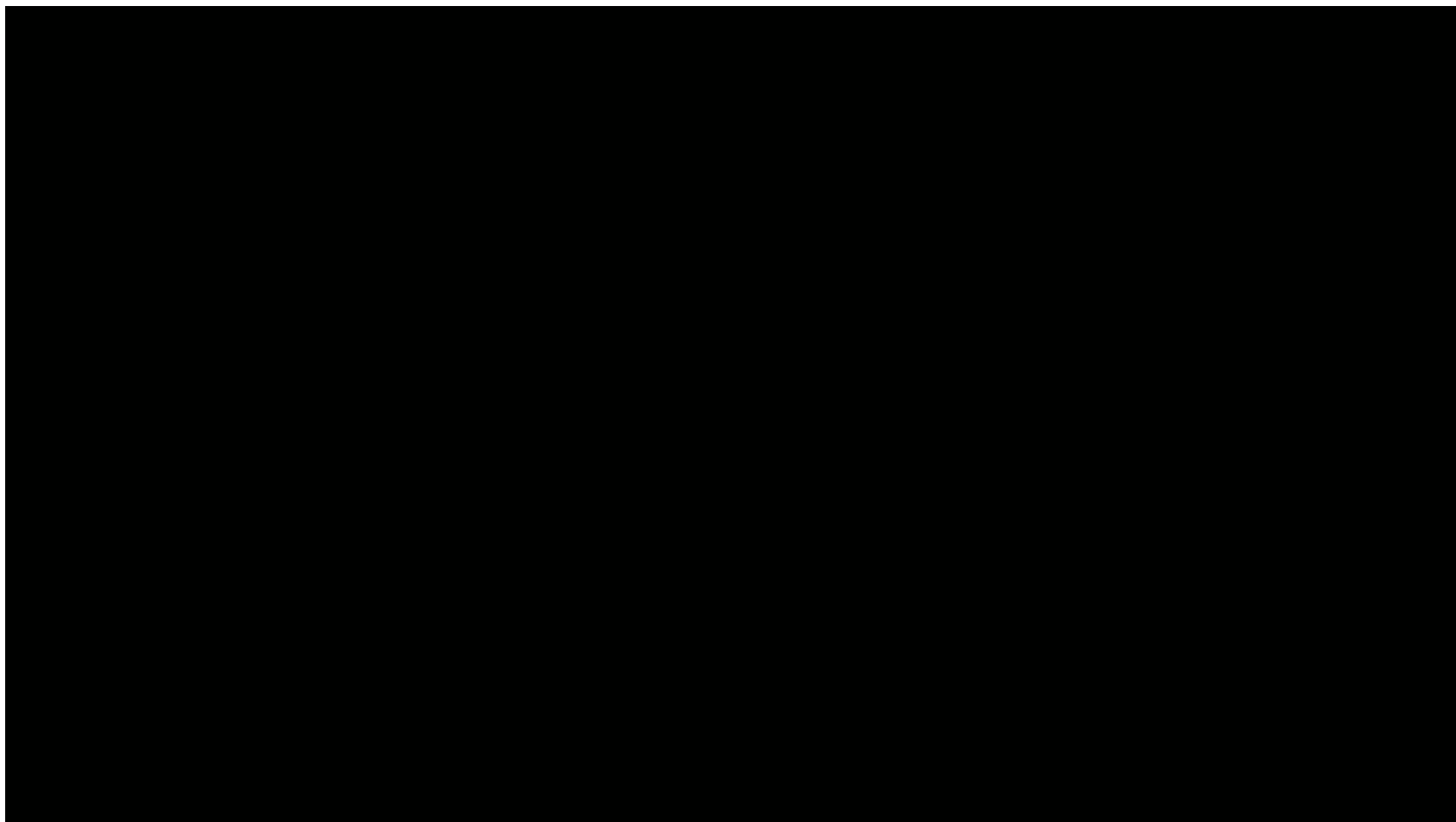
7:10 p.m.

Target Field



Our Promotional Video 2012-2015

Click on Screen or Click Here to [View](#)





Our Vision and Mission



Mixed Roots Foundation serves as the first and only national / global multicultural foundation for adoptees and their families representative of the international, domestic, and foster care adoption experience

Vision: To improve the quality of life of those touched by adoption and foster care by leveraging philanthropy and grass roots fundraising to help them achieve their dreams and goals.

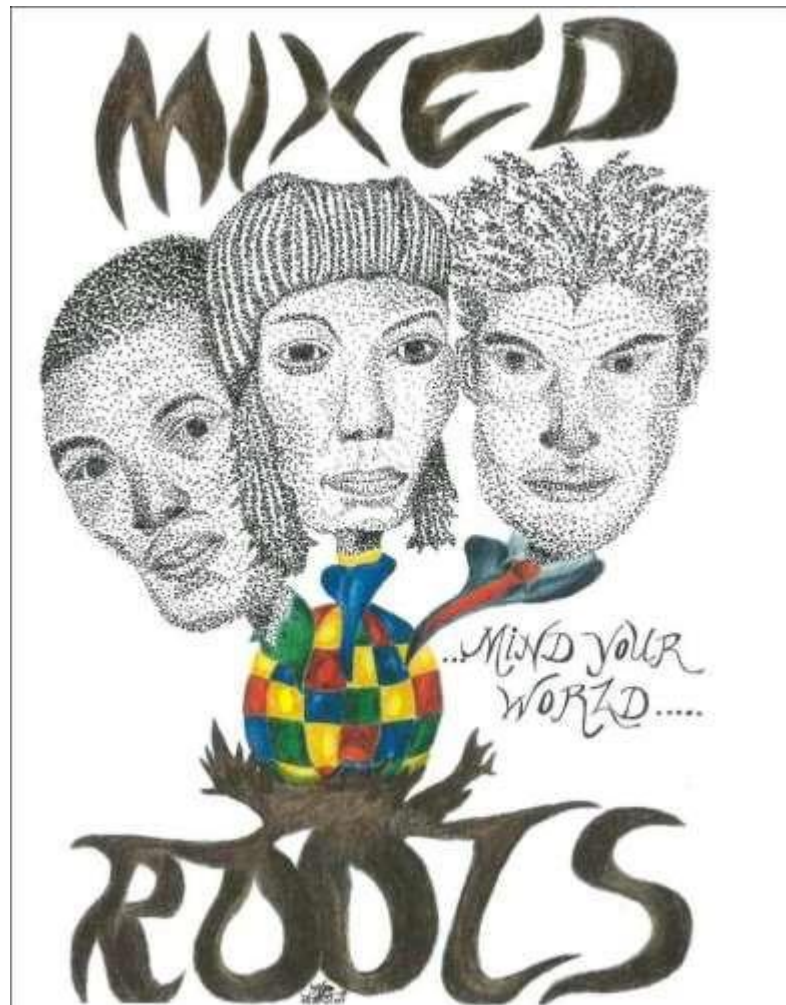
Mission: To collaborate with individuals, businesses and organizations in the greater community to promote and support organizations, create awareness, and inspire future generations touched by adoption and foster care to achieve their dreams and goals through strategic outreach, multimedia, and innovative grant making programs including mentoring, DNA testing and scholarships/grants.



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Our Organization History

- **Concept of “Mixed Roots” born in 1996 in Owatonna, MN**
 - Core beliefs rooted in diversity and multiculturalism
 - Identity, Diversity and most importantly Bring Unity
- **Mixed Roots Foundation was founded and established on May 25, 2011, San Francisco, CA**
 - Serving as the leading foundation to specifically focus on leveraging philanthropy and grass roots fundraising to support important post-adoption resources for adoption and foster care community
- **Hosted inaugural Adoptee Night with the San Francisco Giants in 2012** which included working with George Lucas, Michael Reagan, Ken McNeely of AT&T, Amy Anderson and daughter Aubrey Anderson-Emmons of Modern Family
- **Has since expanded signature sporting events to:**
 - Atlanta Braves, MN Twins, LA Dodgers, MLS San Jose Earthquakes, WNBA LA Sparks, NBA LA Lakers and Teamed up with NFL MN Vikings for promotions





Our Market – Adoption Statistics



- **Over 100 million (6 in 10 people) people are touched by adoption** including over 10 million adult adoptees in U.S.
- **Over 500,000 children in the foster care system** and of that population is majority children of color here in the U.S.
- Of those children of color, more Black children are being adopted out to other countries
- **Over 163 million orphans worldwide** in need of a loving and permanent home
- 1 in 10 Every Korean Americans in the U.S. are adopted (Over 250,000 worldwide)
Koreans remains the largest international adoption population including the fastest growing: China and Ethiopia



Additional High Profile / Celebrity & A-List Participation



Patti Stanger



George Lucas



Michaela Pereira



Jenna Ushkowitz



Mary Williams



Apl.de.ap of the Black Eyed Peas



Aubrey Anderson-Emmons



Rob Brzezinski



Senator Amy Klobuchar



Rick Spielman



Ken McNeely



Dr. Emmett Carson



Robert Ulrich



Sounds of Blackness



Christine Simmons



Penny Toler



Your Sponsorship Opportunity

Adoption is not about the process, it's about the person! To continue to help build a solid foundation and grow Mixed Roots Foundation's signaturesporting events particularly with the MLB and ultimately expand them league-wide, we would like to garner your financial support that will take place at Target Field in Minneapolis, MN for our:



NEW DATE CHANGE

- **Wednesday, August 24, 2016: Minnesota Twins vs. Detroit Tigers**
Target Field, Minneapolis, MN
5:00 pm - Pregame VIP Meet & Greet Reception in Event Suite
6:45 p.m. - First Pitch: Kevin Frazier of Entertainment Tonight
7:10 p.m. - Baseball Game



Kevin Frazier of
Entertainment Tonight



Overall Signature Sporting Event Purpose & Goals



- **Help us sponsor 1,500 adopted, foster kids and their families to their first baseball game in each market**
- **Help elevate the cause and Bring more public awareness and funds for the local, national and global adoption and foster care community including recognizing and honoring individuals and organizations that support the greater cause**
- **Team up with each MLB team and Provide special / exclusive and unique experiences for those touched by adoption and foster care at a critical mass at a major league sports game**
- **Serve as part of our exclusive community partner / sponsor network at a major league sport that will support this cause nationwide**
- **Ultimately help us expand the signature sporting event brand like Autism and Cancer, but for the adoption and foster care community to other MLB teams nationwide**



Your Sponsorship Levels/Benefits

IMPORTANT NOTE:

In celebration of Mixed Roots Foundation's 5 Year Anniversary, All sponsorships during 2016 will be recognized as a founding member and can go towards the annual membership of the Mixed Roots Foundation



Individual Ticket Sponsor \$25

A

- Send 1 or more adopted or foster youth to their first game
- Receive recognition and Youth receives Signature Adoptee Night / Day Rally Towel
- Youth participates in VIP Meet & Greet pregame activities
- A portion of ticket sale proceeds benefit Mixed Roots Foundation

Community Partner \$500

B

- Coordinate or Donate a group for your business or organization of 20 or more
- Also Receive additional Donated tickets
- Receive Signature Adoptee Night / Day Rally Towel
- Mentions in all media material, logo on marketing materials, social media, website and PA Announcement
- Hand outs at Mixed Roots Foundation community booth
- Invitation for 1 Family to participate in pregame VIP Meet & Greet
- A portion of ticket sale proceeds benefit Mixed Roots Foundation

Strategic Partner \$750

C

- Send 25 Kids to the Game including 5 Tickets
- Also Receive additional Donated tickets
- Receive Signature Adoptee Night / Day Rally Towel
- Mentions in all media material, logo on marketing materials, social media, website and PA Announcement
- 1 DNA Test Kit
- Invitation for 1 Family to participate and feature success story at pregame VIP Meet & Greet
- Hand outs at Mixed Roots Foundation community booth
- A portion of ticket sale proceeds benefit Mixed Roots Foundation

Community Supporter \$1,500

D

- Send 50 Kids to the Game including 10 Tickets
- Receive Signature Adoptee Night / Day Rally Towel
- Mentions in all media material, logo on marketing materials, social media, website and PA Announcement & Interview Opportunities
- 1 DNA Test Kit
- 2 VIP Tickets to Pregame VIP Meet & Greet and Invitation to feature success story
- Hand outs at Mixed Roots Foundation community booth
- A portion of ticket sale proceeds benefit Mixed Roots Foundation

Community Sponsor \$3,000+

E

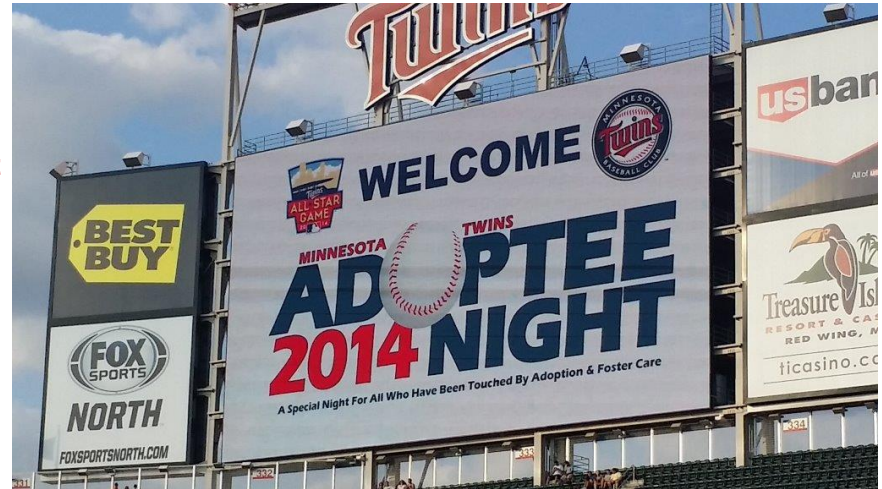
- Send 100 Kids to the Game including 20 Tickets
- Logoon Signature Adoptee Night / Day Rally Towel
- Mentions in all media material, logo on marketing materials, social media, website and PA Announcement & Interview Opportunities
- 2 DNA Test Kits
- 4 VIP Tickets to Pregame VIP Meet & Greet and Invitation to feature success story
- Logoon step and repeat banner
- Hand outs at Mixed Roots Foundation community booth
- A portion of ticket sale proceeds benefit Mixed Roots Foundation



Additional Sponsorship Benefits

NEW DEADLINE TO SPONSOR: WEDNESDAY, JULY 6, 2016

- Serve as one of our exclusive community partners/sponsors to step up and provide support to a new cause in particular the adoption and foster care that touches millions locally and globally including fulfilling your corporate responsibility mission and goals
- Recognized as an exclusive Founding Community Partner /Sponsor of Mixed Roots Foundation for in celebration of our 5 Year Anniversary Celebration
- Be Included on Mixed Roots Foundation website, all marketing materials, flyers, handouts, social media, PA Announcement, promotional items and press/media including possible radio, TV including PSA and print opportunities
- Invitation to executive management to participate in our VIP Meet & Greet receptions and possible additional pre/postgame activities
- Provide volunteer opportunities for local staff, employees including Team Stores/branches or offices to make a difference
- Provide opportunity for individuals, families, businesses and organizations to come together as a community for this cause at a critical mass like Autism and Cancer





Sample Past & Present Community Partners & Sponsors



Community Sponsors

- City National Bank
- Union Bank
- Spokeo
- Luxury Shuttle Group
- Apl.de.ap Foundation
- MN Vikings
- San Francisco Giants
- MNTwins
- LA Sparks
- LA Lakers
- LA Dodgers
- Brotherhood Crusade
- Christine's Mod Art
- San Jose Earthquakes
- Enterprise Rent-A-Car
- 1Heart Caregiver Services
- AND MORE...
- MN Adopt
- LSS / CHSFS
- So Cal Gas / Sempra Energy
- Atlanta Braves
- Kindred Foundation
- Hair Wraps by Brenna
- Hilton Universal



Community Partners

- LA / MNDCFS
- Five Acres
- Raise a Child
- Independent Adoption Ctr
- Celia Center
- Boys & Girls Club
- Celia Center
- Korean Am Fam Services
- NACAC
- Ass. Korean Adoptees: SF / SoCal
- MENTOR
- Connections to Independence
- African Cradle
- BLIND, Inc.
- PACER
- MASC
- MN Mentoring Partnership
- AK Connection
- Freddie Mac Wednesdays' Child
- CASA - LA
- AND MORE...



Executive Leadership & Board of Directors



- **Holly Choon Hyang Bachman, Founder and President, Mixed Roots Foundation**
- **Melanie Eke, Vice President, Programs & Events, Mixed Roots Foundation**
- **Emile Mack, Chair, Los Angeles Fire Department**
- **Glenn Bowie, Vice Chair / Treasurer, Glenn Bowie Speaks, Inc.**
- **Bonnie Ryder, Secretary, Hilton Universal**
- **Jamie Young-Eke, Board Director, CBS Radio**
- **Benny Garcia, Board Director, LA D-Fenders–Minor League of LA Lakers**

Contact Information



mixed roots[®]
FOUNDATION
Identity. Diversity. Unity.

Holly Choon Hyang Bachman, Founder & President
Mixed Roots Foundation

445 S. Figueroa Street, Suite 3100
Los Angeles, CA 90071

Mobile: 213.725.8054

Fax: 888.674.9099

Email: hbachman@mixedrootsfoundation.org

Website: www.mixedrootsfoundation.org

FEIN: 45-2207782



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **AUG12 20**

MIXED ROOTS FOUNDATION
C/O HOLLY CHOON HYANG BACHMAN
795 FOLSOM ST 1ST FLR
SAN FRANCISCO, CA 94107

Employer Identification Number:
45-2207782
DLN:
17053214332001
Contact Person:
RENEE RAILEY NORTON ID# 31172
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170 (b) (1) (A) (vi)
Form 990 Required:
Yes
Effective Date of Exemption:
May 5, 2011
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c) (3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c) (3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501 (c) (3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)



COMMUNITY SPONSORSHIP AGREEMENT 2016

Please Initial and Date _____

Mixed Roots Foundation invites you to serve as a community partner or sponsor in helping to promote and recruit attendees as well as assist with local event /volunteer logistics for our signature Adoptee Day / Night sporting events.

We believe that ***Adoption is not about the process, but it's about the person!*** Did you know that over 100 million people are touched by adoption and over 500 kids in the foster care system here in the U.S.? We have teamed up with various National and Major league sports teams to raise more awareness and funds for the adoption and foster care. By co-hosting our special community awareness events, you will be part a movement that will help bring our community closer together as well as raise more public awareness about the great need to encourage people to get more involved and learn how they can further support important post adoption resources for all adoptees and their families. We will ask you to invite your friends, families, co-workers, businesses and other organizations to support this very important cause! Expectations will be to help identify local participants to attend the game/event who even could possibly perform special pregame activities included but not limited to the First Pitch / Kick, National Anthem, and plan/coordinate required pregame/post game gatherings. In exchange of your participation, your organization will receive the following benefits – Please see below and our sponsorship flyer. *We look forward to working with you to continue to make our signature Adoptee Day/Night Sporting events a great success, so that we can continue to grow and ultimately expand these special events to other team sports across the country and around the globe!*

Your company / organization agrees to participate in the following ways:

- Promote the Adoptee Day / Night sporting events including maintaining the brand/logo of the special events through all forms of your own marketing efforts including, but not limited to through email blasts, social media, other events, website, word of mouth, traditional media and through own partner organizations
- Assist in planning/organizing or providing volunteers to assist on the day of the event to hand out signature rally towels, other possible promotional materials, and share more information about the cause
- Participate in any meetings/conference calls as needed to ensure the success of the event

As a community sponsor, your company / organization will receive the additional following benefits:

- Become part of an exclusive network of community partners and sponsors for our signature sporting events that we plan on expanding nationwide including being named and recognized as a founding member of Mixed Roots Foundation for our 5 Year Anniversary (2016)
- Receive brand recognition including event press release and all Mixed Roots Foundation promotions efforts via website, email blasts, and social media and localized printed marketing materials
- Receive donated tickets and other possible exclusive promotional items
- Option to hand out materials at the Mixed Roots Foundation community booth during our pregame gathering location and/or onsite at game event venue to help promote your business or organization



MINNESOTA TWINS
ADOPTEE NIGHT
4th Annual
A Special Night For All Who Have Been Touched By Adoption & Foster Care

COMMUNITY SPONSORSHIP AGREEMENT FORM 2016

I, our company and/or our organization, agrees to participate and support Mixed Roots Foundation per the below expectations for the 2016 season of signature Adoptee Day / Adoptee Night Sporting Event(s):

TEAM/GAME: 4th Annual Adoptee Night with MN Twins vs. Detroit Tigers
Wednesday, August 24, 2016 @ 7:10 p.m., Target Field, Minneapolis, MN

CHOOSE LEVEL OF SPONSORSHIP: Overall Attendance Goal – 1,500 Each Game

Please refer to Sponsorship Opportunities 2016 Flyer and Choose below

- ☐ **A** Individual Sponsor (\$25) ☐ **B** Community Partner (\$500) ☐ **C** Strategic Partner(\$750)
☐ **D** Community Supporter (\$1,500) ☐ **E** Community Sponsor(\$3,000)

TOTAL SPONSORSHIP AMOUNT: Level of Sponsorship X Qty – Total = \$

Please make checks payable to: Mixed Roots Foundation – Memo: Input Team Name & Game Name 2016

We also accept all major credit cards, Paypal, online and/or over the phone – See attached Credit Card Authorization Form

Company / Organization Name: _____ FEIN#: _____

Mailing Address: _____ Website: _____

I, our company and/or our organization accepts this agreement. We designate and authorize the following individual to serve as the primary contact for all activities related to this sponsorship:

Name: _____ Title: _____

Phone: _____ Email: _____ Fax: _____

Signature _____ Date: _____

PrintName _____

Please complete, sign sponsorship

Please complete this agreement form and return w/ payment by NO LATER THAN Wednesday, July 6, 2016.

You may Call, Mail, Fax or E-mail completed and signed form to the following information– Thank You!!

Payment Over the Phone: 213.725.8054, Fax: 888.674.9099 or Email sponsor@mixedrootsfoundation.org

Rev. 2.13.2016

445 S. Figueroa Street, Suite 3100 • Los Angeles, CA 90071
Tel: 800.659.6958 • Fax: 888.674.9099 • info@mixedrootsfoundation.org
www.mixedrootsfoundation.org • Federal Tax ID#: 45-2207782



Credit Card Authorization Form

Company / Organization Name _____

Primary Contact Name _____ Title _____

Company/Organization _____

Mailing Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Credit Card Information

Total Amount: _\$ _____ Purpose/Reason: _____

☐ AmEx ☐ Master Card ☐ VISA

Card Number _____ Exp. Date _____ Security Code _____

Billing Address (If different from above) _____

Name on card _____

Authorized Signature _____ Date _____

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www.mixedrootsfoundation.org
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