

**You Are Cordially Invited to Attend  
The Variety  
Heart of Show Business  
Benefit Luncheon**

Honoring

**Mitch Neuhauser**

Managing Director  
CinemaCon



**DOORS OPEN  
11:30 AM**

**December 6, 2018**

**SKIRBALL CULTURAL CENTER**

2701 N SEPULVEDA . LOS ANGELES . CA

**NOON LUNCHEON**

**Sponsorship Levels & Tickets:**

**BENEFACTOR \$20,000**

Prominent recognition throughout the event including 4 tables of 10 with the most preferred seating and one full page in the Tribute E-Journal given twice the exposure within the digital projection at the event

**PLATINUM HEART \$10,000**

3 tables of 10 with the most preferred seating and 1 full page in the Tribute E-Journal

**GOLD HEART \$5,000**

2 tables of 10 with the most preferred seating and 1 full page in the Tribute E-Journal

**RUBY HEART \$2,000**

1 table of 10 and 1 full page in the Tribute E-Journal

**INDIVIDUAL TICKETS**

Please reserve \_\_\_\_\_ luncheon tickets at \$150 per person

**TRIBUTE E-JOURNAL ONLY**

Full Page \$1,000

Half Page \$500

I/We are unable to attend, but the enclosed amount is my/our contributing sponsor donation in the amount of \$ \_\_\_\_\_

Please make your check payable to  
Variety – the Children's Charity of Southern California  
4601 Wilshire Blvd. Ste 260, Los Angeles, CA 90010

**RSVP by November 20, 2018**

phone: 323-655-1547

elizabeth@VarietySoCal.org



**variety**  
the children's charity®

Southern California

Variety is dedicated to inspiring hope, enriching lives and building a better future for children in Southern California. [www.varietysocal.org](http://www.varietysocal.org)

*"Who would have thought a partial semester of organic chemistry at the University of Wisconsin – Madison would have such a dramatic impact on my life. The day I dropped that class it was goodbye to my dream of becoming a veterinarian (although I am the proud owner of a magnificent three-legged Golden Retriever – Laila) and hello to a degree in communications, the world of entertainment, and well, the rest is history.*

*On June 1, 1981 my tenure and now 37-year career in the motion picture theatre industry took flight when Bob Sunshine took this greenhorn under his wing and taught me the ropes when it came to industry charities, conventions and associations. Two of Bob's clients were Variety – The Children's Charity of New York and The Foundation of the Motion Picture Pioneers. Getting involved from a philanthropic standpoint and witnessing first hand all the great things this industry accomplishes was instilled in me from the outset. Producing a Variety Telethon with the great Monty Hall is a career highlight. The company grew exponentially as did my role within the industry. At one point we were running ShowEast, Cinema Expo (now CineEurope), CineAsia, ShoWest, NATO of New York State and one of the leading trade publications, Film Journal International. My lifelong passion for the movies, the industry and the theatrical experience was fully realized.*

*Then in September, 2009, NATO made a decision to regain ownership and operation of the industry's largest and most important convention, giving birth to CinemaCon and naming me Managing Director. To continue serving the industry, acting as a conduit between NATO, exhibition, and distribution to help promote, grow and celebrate the moviegoing experience has been the most rewarding experience of my professional career. And whenever the chance arises to help support our industry charities, I like to think I'm always there to answer the call."*

**--Mitch Neuhauser**

**The 2018 Variety Heart of Show Business Benefit Luncheon will feature a TRIBUTE JOURNAL for our Honoree, Mitch Neuhauser.**

The e-journal will be featured on-screen in the ballroom of the Skirball Cultural Center and projected repeatedly throughout the celebration. The e-journal will also appear on the Variety SoCal website for one year. **Click here for Ad Specs.**

**Please email all inquiries to Elizabeth O'Neil at [elizabeth@varietysoCal.org](mailto:elizabeth@varietysoCal.org)**

Your contribution is tax deductible excluding \$55 per ticket.  
Tax ID# 95-1330495

**Tickets will be held at the door.**