



GFLA Chairman, Jeff Downing, Foothills IGA
And The
GFLA Board of Directors & Board of Trustees

Cordially invite you to attend the

15th ANNUAL GFLA HOLIDAY EXTRAVAGANZA

Tuesday, December 1st 7:00pm ~ 9:30pm
The Cobb Galleria Centre

Pull out your tackiest holiday attire and ring in the Holiday Season with hundreds of retailers, wholesalers and suppliers. Visit with industry friends and enjoy casino games, exciting prizes, hors d'oeuvres and fun throughout the evening!

Win a prize for the "best" tacky holiday attire!

Event Registration: \$150 per person

Spouses Welcome!

Sponsorships:

\$5,000 Gold Sponsors \$2,500 Silver Sponsors

\$1,000 Bronze Sponsors

*****BEAT THE RETAILER SPONSORSHIPS ARE AVAILABLE*****

Price varies based on sponsorship level

Product donations welcome from Gold Sponsors

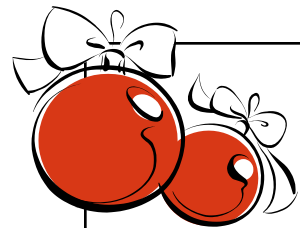
For details contact Michelle Boyer
770-438-7744 / mboyer@gfia.org

Suggested Dress:

Tacky Holiday Attire

Chairman's Choice Charity:

Pickens County Ferst Foundation for Childhood Literacy



2015 GFIA HOLIDAY EXTRAVANGANZA

\$150 Event Registration Includes:

- ◆ Complimentary beer, wine, soft drinks & heavy hors d'oeuvres
- ◆ Casino Money
- ◆ 1 drink ticket for a cocktail
- ◆ 2 Raffle Tickets
- ◆ Entertainment

SPONSORSHIP:

Sponsors will be recognized via print pieces such as programs, newsletters, website, and onsite recognition.

Gold Sponsors \$5,000

- 6 complimentary event registrations to Holiday Extravaganza
- Sponsor recognition via name tags, print publicity (newsletters, website, etc.)
- Sponsor recognition at event
- Option to feature product (if applicable)

Product Donations for Gold Sponsors:

- Product donations will **ONLY** be accepted from Gold Sponsors
- Beer & wine vendors must adhere to following product restrictions (subject to change):
 - Wine: Only 3 brands may be donated per sponsor**
 - Beer: Only 3 brands may be donated per sponsor**
- Details concerning product delivery will be provided to all Gold Sponsors

Silver Sponsors \$2,500

- 3 complimentary event registrations to Holiday Extravaganza
- Sponsor recognition via name tags, print publicity (newsletters, website, etc.)
- Sponsor recognition at event

Beat the Retailer \$1,500

- 1 complimentary event registration to Holiday Extravaganza
- Sponsor recognition via name tags, print publicity (newsletters, website, etc.)
- Sponsor recognition at event
- Sponsor black jack tables on "Casino Row"

Bronze Sponsors \$1,000

- 1 complimentary event registration to Holiday Extravaganza
- Sponsor recognition via name tags, print publicity (newsletters, website, etc.)
- Sponsor recognition at event

****ADD BEAT THE RETAILER TO GOLD OR SILVER SPONSORSHIP****

Sponsor black jack tables on "Casino Row"

Decorate your Christmas Tree

GOLD \$500

SILVER \$750

For more information on sponsorships:

Michelle Boyer

770-438-7744 or mboyer@gfia.org



GFIA Holiday Registration & Sponsorship

Tuesday, December 1st 7:00pm - 9:30pm

| Name of Each Registrant As to appear on name badge | Company Name As to appear in all publicity | Event Registration \$150 Per Person For sponsorships which include "comp" registration, write "comp" in this column next to the names the tickets should be applied. | Total |
|--|---|---|-----------|
| 1. | | \$ | \$ |
| 2. | | \$ | \$ |
| 3. | | \$ | \$ |
| 4. | | \$ | \$ |
| 5. | | \$ | \$ |
| 6. | | \$ | \$ |
| 7. | | \$ | \$ |
| Attach names of additional registrants | | | |
| Prize Donation: Make a cash donation and GFIA will be happy to purchase an item on behalf of your company to be included in the prizes. | | | \$ |
| SPONSORSHIP: Gold: (includes 6 comp registrations): \$5,000 Silver: (includes 3 comp registrations): \$2,500 Beat the Retailer * (includes 1 comp registration): \$1,500 Bronze: (includes 1 comp registration): \$1,000 Add Beat the Retailer to a sponsorship* Gold: \$500 Silver : \$750 | | | |
| TOTAL: | | | \$ |

REGISTRATION INFO:

Confirm To: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Email: _____ Phone: _____ Fax: _____

Reservations Not Guaranteed Until Payment Is Received

Deadline to Register November 13, 2015 (if not sold-out before)

PAYMENT INFO:

Reservations Not Guaranteed Until Payment Received

Deadline to Submit Payment: November 20, 2015

_____ Check Enclosed (make payable to GFIA) Charge to _____ Visa _____ MC _____ Amex
 Card # _____ Exp _____

- No refunds after November 20, 2015
- A processing fee of \$50 will be assessed on all refunds
- Confirmations and directions emailed upon receipt of registration

| | |
|--|---|
| Register: www.gfia.org GFIA 1260 Winchester Parkway, Ste 110 Smyrna, GA 30080 770-438-7744 (phone) / 770-438-7761 (fax) | Paid _____ Invoiced _____ Confirmation _____ Weblink _____ |
|--|---|



Prize Donations - Not Just Your Average Door Prizes!

The Holiday Committee is requesting unique donations to be used as prizes for the Holiday Extravaganza. All prize donations are combined to create "prize collections" ranging in total value from \$500 to \$1,500! Last year, some "collections" included: , SEC championship tickets, coupons for free groceries (for ex "A Year of Milk!"), gourmet gift baskets, sporting event tickets, trips, autographed sports memorabilia, collectible Christmas ornaments, children's toys & games, sporting equipment, electronics, fine wines and champagne, gift certificates, and so much more!

Think outside of the box - items needed for spouses and kids too!

Secret Shopper Option!

Want to make a donation but don't have time to play Santa? Let the GFIA be your Elf! Make a cash donation and the GFIA will be happy to purchase an item or gift card on behalf of your company to be included in the prizes!



Make an impression ... Make a unique prize donation!

All items creatively displayed and all
donating companies receive recognition!

- All items must be delivered to GFIA by Nov. 13th
- The GFIA and Holiday Committee will build "collections" from all of the items received, creating unique and exciting prizes!

YES! I want to make a Prize Donation:

Contact: _____
Company: _____
Donation(s): _____

Secret Shopper Cash Donation: Please purchase an item for my company!

\$25 \$50 \$75 \$100 \$150 \$200 \$ _____

Return By Nov. 13th:

Michelle Boyer

Phone: 770-438-7744 Fax: 770-438-7761

mboyer@gfia.org

GFIA's 2015 Chairman's Choice Charity:

Pickens County FERST Foundation for Childhood Literacy

GFIA Chairman Jeff Downing has selected the Pickens County FERST Foundation, a 501(c)(3) non-profit public foundation, as his charity of choice this year. The Foundation provides books free of charge to pre-school children to prepare them for reading and learning success.

The facts are staggering.....

- 61% of low-income families don't have a single book in the home suitable for a child.
- Half of children from low-income communities start first grade up to two years behind their peers.
- Many parents who are not low income do not understand the importance of reading to children from birth.

Our children are Georgia's greatest resource!

You can make a difference by sponsoring a year of books for a child. The cost of the program is only \$36.00 per year. Each month over 1,000 children receive an age appropriate book and activity sheet, plus a newsletter and reading guide for the parents.

Pickens Ferst Foundation has mailed over 75,000 books since 2009!

**Please make checks payable to:
Pickens Ferst Foundation for Children's Literacy
PO Box 2062, Jasper GA 30143**



For more information, please visit www.ferstfoundation.org
or email Michelle Boyer, mboyer@gfia.org



See You There!

Cobb Galleria Centre
Two Galleria Parkway
Atlanta, Georgia 30339
770-955-8000

HOTEL INFO:

Sheraton Suites Galleria
Phone: 888-627-7047
www.sheratongalleria.com

Room Rate for GFIA:
\$134.00

***"The Pickens County Ferst Foundation for
Childhood Literacy is
a wonderful, all-volunteer organization
that gives young children a head start when
they begin school. I have worked with the
program for years and would be
honored if you would consider a donation
to this worthy cause."***

Jeff Downing
GFIA Chairman

GFIA Chairman Jeff Downing, president of Foothills IGA, acts as "Judge Jeff" to raise money for Pickens Ferst Foundation.

The annual fundraiser called "Jail n Bail" puts community leaders in jail and "bond" is set by Judge Jeff!

