

You are Cordially Invited to:



Honoring Dallas' Young Heroes

Presented by the
Dallas Junior Chamber of Commerce

Saturday, November 5, 2011
Crown Plaza Downtown
1015 Elm Street, Dallas 75202

VIP Cocktail Hour 6:00 -7:00 p.m.
Dinner Service 7:30 p.m.

Dinner will be followed by a Casino Fundraiser and Silent Auction
Proceeds benefit the Assist the Officers Foundation



www.djcc.us/JohnnySides

Welcome

For the past 59 years, the Dallas Junior Chamber of Commerce (DJCC) has brought together young professionals, police officers, and supporters of the Police Department to Celebrate the Legacy of Johnny Sides with the Rookie of the Year Award Ceremony.

In 2011, the tradition continues on November 5, 2011, at the Crowne Plaza in Downtown Dallas.

An Exceptional Beginning

The Johnny Sides Rookie of the Year Awards Gala celebrates the life of Johnny Sides, our first Rookie. Johnny Sides, a Dallas native, went to work for the Dallas Police Department at the age of 17. He quickly advanced through the department's administrative office and then applied to take the police examination at the age of 21—the minimum age required to attend the police academy. Sides was accepted and reclassified as an apprentice policeman on Nov. 6, 1950. It was no surprise to his classmates, Sides took on a leadership role by serving as vice president of his academy class while maintaining his involvement in the Dallas Junior Chamber of Commerce as chairman of the traffic safety committee.

Twenty-one days after graduating fifth in his class at the Dallas Police Academy, Sides' extraordinary service was cut short. He was fatally wounded confronting a band of criminals wanted for vicious crimes in over four states. While fighting for his life in a hospital bed, Sides positively identified 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 he was a police officer for too brief a time, Sides has inspired countless police officers and citizens with his dedication, leadership, caring attitude and sacrifice.

Past Rookies of the Year:



2010: Officer John Lising

As a young boy growing up in the Philippines under a dictatorship, Officer John Lising saw first hand the injustices and abuse of power by an unchecked government. After coming to America, he became motivated to uphold the freedoms given to all U.S. citizens. He began his career in the Marine Corps, and later joined the Dallas Police Department in 2008. While in the Police Academy, Lising was chosen by the academy staff as one of four squad leaders out of 42 recruits. He graduated in the top five in academics.

Past Award Winners:

2009: Kristin King Hale

2008: Lenard Allen Webb

2007: Thaddeus Hasse

2006: Jonathan A. Crump

2005: Carlos D. Cruz

2004/2003: Shannon D. Murray

2002: Kara Beth Gray

2001: Todd Limerick

2000: Jason K. Scoggins

1999: Kimberly Bauman

1998: John Midyette

A Very Special 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 will be contacting you to discuss these opportunities. If you have any questions in the meantime, please feel free to contact Co-Chairs Spring Rowell and Cristina Doss at JohnnySides@djcc.us.

Thank you for your time and support!

Spring Rowell and Cristina Doss

Co-Chairs of the 59th Annual Johnny Sides Rookie of the Year Award Gala

Sponsorship Levels

Chief Sponsor \$10,000

- 20 Tickets at 3 Tables
- Chief Brown of the Dallas Police Department and VIP guests will be seated at your tables with you and your guests
- Welcoming Remarks at the Galas
- Name and Logo in all materials for Gala: Media and Press Releases
- Full page Ad in program
- 4 Tickets to all DJCC Signature events for 1 year
- Banner advertisement on DJCC website for 1 month

Deputy Chief Sponsor \$5,000

- 14 Tickets at 2 Tables
- VIP guests seated at your tables with you and your guests
- Name on program and press releases
- Full page ad in program
- 2 Tickets to all DJCC Signature events for 1 year
- Banner ad on DJCC website for 2 weeks

Johnny Sides Nominee Sponsor \$2,500

- 4 Tickets at a table with a Johnny Sides Rookie of the Year Nominee
- 4 Tickets for a Johnny Sides Rookie of the Year Nominee and their guests
- 2 DJCC VIPs seated at your table
- Special recognition at the event
- Half page ad in the program
- Banner ad on DJCC website for 1 week

Lieutenant Sponsor. \$2,000

- 1 Table of 10 tickets
- Half page ad in program
- Sponsor recognition on event press releases

Sergeant Sponsor \$1,000

- 1 Table of 10 tickets
- Quarter page ad in program (includes Logo)

Senior Corporal Sponsor \$500

- 4 tickets
- Sponsor listing in program (name only)

Rookie Sponsor \$250

- 2 tickets
- Sponsor listing in program

Cadet Sponsor. \$100

- Sponsor listing in program

Casino Table Sponsor Blackjack & Poker \$200 / Roulette \$300 / Craps \$500

A limited number of table sponsorships are available, this sponsorship will be on a first come, first serve basis. A sign with your named/logo will be displayed on the casino table you sponsor for the entire casino night.

VIP Cocktail Hour Sponsor \$2,500

As the sole VIP Cocktail Hour Sponsor your name and/or logo would be the only sign prominently placed in the cocktail hour space and you would receive special mention in the program.

Name of Sponsor _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____ **Email** _____

Contact _____

Donations should be made to the Dallas Junior Chamber of Commerce Foundation, a 501(c)3 nonprofit organization. All of your contributions are tax deductible as allowed by law.

Sponsorship enclosed for \$ _____ **Please bill my:** MasterCard Visa

Cardholder's Name _____

Card Number _____ **Expiration Date** _____

Signature _____ **Date** _____

Mail to: DJCC, P.O. Box 141054, Dallas, TX 75214-1054



Who We Are

Our members are active, up-and-coming professionals in the Dallas community. DJCC Hosts monthly Meetings, Community Service Events, and Networking Happy Hours. We use philanthropic projects and signature events, to make a powerful impact on our community by volunteering and fundraising for charitable organizations. Educational development is available through monthly speakers and our quarterly training programs. We also host social activities including cultural, sporting and networking events.

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TASTE: ANNUAL WINE TASTING

Our annual Wine Tasting, TASTE, brings together nearly 300 young professionals, art aficionados and wine lovers to enjoy premier wines from around the globe and raise funds for the Beeping Easter Egg Hunt for the Blind.



EASTER EGG HUNT FOR THE BLIND

This extraordinary event allows visually-impaired children and their families to hunt for custom-made "beeping eggs." Proceeds benefit the Texas Department of Assistive and Rehabilitative Services, Division for Blind Services.

FOYD OUTSTANDING YOUNG DALLASITES

This program recognizes young Dallasites who have distinguished themselves professionally and/or socially through substantial contribution to our community. FOYD is part of the Junior Chamber International's Ten Outstanding Young Americans.



JOHNNY SIDES ROOKIE OF THE YEAR

Our most prestigious event honors the Dallas Police Department's Rookie of the Year. Proceeds benefit the Assist the Officer Foundation, which provides financial assistance to officers facing loss of income due to a serious injury, life threatening illness or other catastrophic event.