

1536 Hewitt Avenue, MS-D2205  
St. Paul MN 55104-1237

Phone: 651.523.3152  
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[www.ipmn.org](http://www.ipmn.org)

## **MEET KOUA FONG LEE**

**Imagine trying to apply the brakes for three years.**

Koua Fong Lee became a free man, after serving almost three years for criminal vehicular homicide stemming from a 2006 accident. All the while, he insisted that he was braking the car as it accelerated out of control. On Thursday August 5, 2010, he was exonerated and released from prison, thanks in part to the efforts of the Innocence Project of Minnesota and supporters like you. At the request of his sentencing attorney, the IPMN contacted over 50 witnesses who had similar acceleration problems, assisted in researching post conviction issues, and drafting the motion papers. We are immensely pleased that **Mr. Lee will be joining us at the gala and we are honored to present his attorneys Brent Schafer and Robert Hilliard with the Innocence Project of Minnesota's "Never Forgotten" award.**

**Contact:** Erika Applebaum  
651.523.3152 ■ [eapplebaum@ipmn.org](mailto:eapplebaum@ipmn.org)

# EVENT DETAILS

**Benefit for Innocence** featuring best selling author and CNN Analyst **Jeffrey Toobin** and Special Guest **Koua Fong Lee**.

### **DATE**

Thursday, October 7, 2010

### **TIME**

5:30 - 7:00 pm           Cocktails & Silent Auction  
7:00 - 9:00 pm           Dinner, Program, and Live Auction

### **LOCATION**

Graves 601 Hotel, 601 First Avenue North, Minneapolis

### **JEFFREY TOOBIN BIO**

Jeffrey Toobin is a senior analyst for CNN Worldwide. Based in the network's New York bureau, Toobin joined CNN in April 2002.

Toobin joined CNN from ABC News, where, during his six-year tenure as a legal analyst, he provided legal analysis on the nation's most provocative and high profile cases, including the O.J. Simpson civil trial and the Kenneth Starr investigation of the Clinton White House. Toobin received a 2001 Emmy Award for his coverage of the Elian Gonzales custody saga.

Toobin is a staff writer at The New Yorker and has been covering legal affairs for the magazine since 1993. He has written articles on such subjects Attorney General John Ashcroft, the 2001 dispute over Florida's votes for president, the Paula Jones sexual harassment case, Supreme Court Justice Clarence Thomas and the trial of Timothy McVeigh. His article, An Incendiary Defense, published in the July 25, 1994, issue of the magazine, broke the news that the O.J. Simpson defense team planned to accuse Mark Fuhrman of planting evidence and to play "the race card."

Previously, Toobin served as an assistant U.S. attorney in Brooklyn. He also served as an associate counsel in the Office of Independent Counsel Lawrence E. Walsh, an experience that provided the basis for his first book, Opening Arguments: A Young Lawyer's First Case—United States v. Oliver North.

Toobin has written several critically acclaimed, best-selling books including A Vast Conspiracy: The Real Story of the Sex Scandal that Nearly Brought Down a President; The Run of His Life: The People v. O.J. Simpson; and Too Close to Call: The 36-Day Battle to Decide the 2000 Election. All three books were published by Random House.

His most recent book, The Nine: Inside the Secret World of the Supreme Court, was published by Doubleday and spent more than four months on the New York Times best-seller list and earned the 2008 J. Anthony Lukas Prize for Nonfiction from the Columbia Graduate School of Journalism and the Nieman Foundation for Journalism at Harvard University.

Toobin earned his bachelor's degree from Harvard College and graduated magna cum laude from Harvard Law School where he was an editor of the Harvard Law Review.



## SPONSORSHIP LEVELS

Benefit for Innocence  
 FEATURING AUTHOR AND CNN ANALYST JEFFREY TOOBIN  
 OCTOBER 7, 2010

SPONSORSHIP BENEFITS	PRESENTNG \$25,000 (1 avail.)	DIAMOND \$10,000	MEDIA \$7,500 (in-kind +)	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,500
Jeffrey Toobin seated at your table for dinner	X					
Naming opportunity for the Cocktail Reception	X					
Meet and Greet cocktail reception with Jeffrey Toobin	40 people	20 people	10 people	20 people	2 people	
Thank you Banner at dinner	X	X				
20 event tickets (2 tables)	X	X		X		
10 event tickets (1 table)			X		X	X
Full page ad (inside front cover) in program/tribute book	X					
Full page ad (premium position) in program/tribute book		X				
Full page ad in program/tribute book			X	X	X	
Half page ad in program/tribute book						X
Premium dinner table location in ballroom	X	X	X	X		
Distribution of sponsor's publication at event			X			
Additional event tickets at reduced price	unlimited	8	8	6	4	2
Logo on all event print ads	X					
Logo prominently displayed night of event	X	X	X	X		
Logo displayed night of event					X	
Name on press release	X	X	X	X	X	
Logo (with link) on IPMN website	X	X	X	X	X	
Firm name on IPMN website	X	X	X	X	X	X
Firm name announced during program	X	X	X	X	X	X

For more information, contact Erika Applebaum at 651.523.3152 or by email at [eapplebaum@ipmn.org](mailto:eapplebaum@ipmn.org).



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# PRESENTING SPONSOR

(Only 1 Presenting  
Sponsorship Available)

## EVENT VISIBILITY

- **Jeffrey Toobin** seated at your chosen table
- Meet and Greet appetizer and cocktail reception (for all 40 of your guests) with **Jeffrey Toobin**
- Photos of your guests with **Jeffrey Toobin**
- Naming opportunity for the Cocktail Reception
- Full page ad (inside front cover) in program/tribute book
- Thank you Banner at dinner
- 40 event tickets (4 tables)
- Premium dinner table location in ballroom
- Opportunity to purchase additional event tickets at a substantial discount
- Logo on all event print ads
- Name on press release
- Logo prominently displayed night of event
- Firm/company name announced during program with special thank you announcement
- Name and logo (with link) on IPMN website

**Contact:** Erika Applebaum  
651.523.3152 ■ [eapplebaum@ipmn.org](mailto:eapplebaum@ipmn.org)

\$25,000 minimum contribution  
(\$21,900 tax-deductible)



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# DIAMOND SPONSOR

## EVENT VISIBILITY

- Meet and Greet cocktail reception (for all 20 of your guests) with **Jeffrey Toobin**
- 20 event tickets (2 tables)
- Full page ad (premium position) in program/tribute book
- Thank you banner at dinner
- Premium dinner table location in ballroom
- 8 additional event tickets at half price
- Name on press release
- Logo prominently displayed night of event
- Firm/company name announced during program with special thank you announcement
- Firm/company name and logo (with link) on IPMN website

**Contact:** Erika Applebaum  
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\$10,000 minimum contribution  
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# MEDIA SPONSOR

## EVENT VISIBILITY

- Meet and Greet cocktail reception (for all 10 of your guests) with **Jeffrey Toobin**
- Full page ad in program/tribute book
- 10 event tickets (1 table)
- Premium dinner table location in ballroom
- 8 additional event tickets at half price
- Name on press release
- Logo prominently displayed night of event
- Distribution of sponsor's publication at event to attendees
- Publication name announced during program with special thank you announcement
- Publication name and logo (with link) on IPMN website

**Contact:** Erika Applebaum  
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\$7,500 (\$750 plus in-kind advertising)



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# PLATINUM SPONSOR

## EVENT VISIBILITY

- Meet and Greet cocktail reception (for all 20 of your guests) with **Jeffrey Toobin**
- 20 event tickets (2 tables)
- Full page ad in program/tribute book
- Premium dinner table location in ballroom
- 6 additional event tickets at half price
- Name on press release
- Logo prominently displayed night of event
- Firm/company name announced during program with special thank you announcement
- Firm/company name and logo (with link) on IPMN website

**Contact:** Erika Applebaum  
651.523.3152 ■ [eapplebaum@ipmn.org](mailto:eapplebaum@ipmn.org)

\$5,000 minimum contribution  
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# GOLD SPONSOR

## EVENT VISIBILITY

- Full page ad in program/tribute book
- 10 event tickets (1 table)
- Meet and Greet cocktail reception (for you and 1 guest) with **Jeffrey Toobin**
- 4 additional event tickets at half price
- Name on press release
- Logo displayed night of event
- Firm/company name announced during program
- Firm/company name and logo (with link) on IPMN website

**Contact:** Erika Applebaum  
651.523.3152 ■ [eapplebaum@ipmn.org](mailto:eapplebaum@ipmn.org)

**\$3,000 minimum contribution**  
**(\$2,450 tax-deductible)**



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# SILVER SPONSOR

## EVENT VISIBILITY

- Half page ad in program/tribute book
- 10 event tickets (1 table)
- 2 additional event tickets at half price
- Firm/company name announced during program
- Firm/company name on IPMN website

**Contact:** Erika Applebaum  
651.523.3152 ■ [eapplebaum@ipmn.org](mailto:eapplebaum@ipmn.org)

**\$1,500 minimum contribution  
(\$950 tax-deductible)**

# ABOUT US

The mission of the Innocence Project of Minnesota (IPMN) is very simple: **we strive to keep innocent people from being convicted and to free people imprisoned for crimes they didn't commit.**

**IPMN is about helping people who are actually innocent.** We are not about what are sometimes referred to as "technicalities." Procedural mistakes may have been made in a case, constitutional rights may have even been violated, but unless an inmate can say, "I did not do it," we cannot help them. We act only on clear proof of actual innocence.

Nationwide, due to the efforts of the Innocence Network **more than 250 innocent people have been released from prison after serving an average of 13 years for crimes they did not commit.** Added together, they were behind bars for over 3,245 years. Imagine spending the last thirteen years of your life in prison. Then imagine the effect it would have on those who care about you.

Most of those exonerations have come as a result of DNA-testing. One way in which the Minnesota Innocence Project is different is that we have not limited ourselves to DNA cases. We will act in any case where clear evidence of innocence is present. The recent Sherman Townsend case is an example of our efforts in this area.

**In Minnesota, we are also focused on procedural reforms.** We have worked to change procedures and are a model in many ways such as the audio taping of interrogations. We've also done extensive forensic education.

We are not about condemning the system. We don't claim moral superiority over anyone. We simply try to act on clear facts to help innocent people and to address correctable flaws in the system. That's why we are advocating changes in Minnesota's criminal procedure to preserve biological evidence used to identify perpetrators. We are working with many groups, including prosecutors and police, to make this happen. The result will be better access to more evidence.

**By improving processes, we improve the system for everyone.**



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**SPONSOR RESERVATION FORM**

Benefit for the Innocence Project of Minnesota  
FEATURING AUTHOR AND CNN ANALYST **JEFFREY TOOBIN**  
**OCTOBER 7, 2010**

**YES! We want to sponsor the Benefit for Innocence**

Name: \_\_\_\_\_

Firm/Company Name: \_\_\_\_\_

- \$25,000 Presenting Sponsor (*\$21,900 tax-deductible*)
- \$10,000 Diamond Sponsor (*\$8,500 tax-deductible*)
- \$7,500 Media Sponsor (*in-kind advertising plus \$750*)
- \$5,000 Platinum Sponsor (*\$3,900 tax-deductible*)
- \$3,000 Gold Sponsor (*\$2,450 tax-deductible*)
- \$1,500 Silver Sponsor (*\$950 tax-deductible*)
- NO, we are unable to attend the event but wish to make a tax-deductible gift to support the Innocence Project of Minnesota

check enclosed     credit card information below     invoice me

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City, State, Zip: \_\_\_\_\_

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