



The PDX Browncoats, a group of fans of Joss Whedon's TV series 'Firefly' and the movie sequel 'Serenity', would like to invite you to join us for Can't Stop the Serenity, the 2007 Browncoat benefit for Equality Now and the Women's Film Initiative. Last year, we inspired a global benefit to raise money for Equality Now, and with a single Portland screening of the movie 'Serenity' raised over \$7000, more than 10% of the nearly \$70,000 raised by 47 screenings worldwide. This year Portland is putting on two screenings, and we want to double our donation to Equality Now, as well as donate part of our ticket proceeds to the local Women's Film Initiative.

Equality Now (www.equalitynow.org) is a global organization that works to fight violence against and promote social and economic equality for women and girls worldwide. They work with grassroots movements and use social pressure at the highest levels of international politics to accomplish these goals. Again, last year Portland alone raised over \$7000 for Equality Now, and this year we intend to double that.

The Women's Film Initiative (www.filmaction.org/womens_film_initiative.html) was established by Film Action Oregon in an effort to remedy the significant lack of female role models behind the camera. As well as co-sponsoring the Portland Women's Film Festival, WFI works to provide grants and scholarships for female filmmakers and to create opportunities for female high school students to make their own films. We're hoping to help this new organization not only with fundraising, but also with publicity.

This year, Portland's two Can't Stop the Serenity screenings are being held at the historic Hollywood Theatre on June 22nd and 23rd. Our event will incorporate much more than just two movie screenings. We will again include a raffle, as last year's was very successful, and hope to have some celebrity guests. Therefore, this year, we are providing programs for audience members to keep as souvenirs.

This is where you come in. We cannot put on an event for a thousand people and double last year's donation to Equality Now without the support of local businesses. We need your help, so we would like to invite you to buy ad space in these programs, putting your name next to those of Joss Whedon, Equality Now, and the Women's Film Initiative. If a financial contribution isn't possible, we invite product donations for our raffle. This is an opportunity for you to advertise to nearly a thousand Portlanders and their friends.

Please see the attached forms for sponsorship levels. These forms can be mailed or emailed back to us (see website at www.serenitynow.pdxbrowncoats.com/sponsors), or a PDX Browncoat representative can pick them up upon request. The sponsorship team and I thank you for all the help you can give in making this event a success.

Diana Hildenbrand
Sponsorship Coordinator
[PDX Browncoats \(http://www.pdxbrowncoats.com\)](http://www.pdxbrowncoats.com)