

Sponsorship Proposal Packet



Duchenne Muscular Dystrophy Under the Sea Gala

Sunday, August 21st, 2011
7:00-11:00 PM
at the Camden Waterfront Adventure Aquarium

To benefit
*Parent Project
Muscular Dystrophy*

501(c) 3 Tax I.D. #
31-1405490

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“Those who have not measured life with my ruler will take time to educate. They cannot see the sorrow in my heart nor can they hear it screaming for them to listen.” – Pat Furlong, PPMD President

Introduction

The Duchenne Muscular Dystrophy Gala will take place on Sunday, August 21st, 2011 from 7-11PM at the Camden Waterfront Adventure Aquarium. The event anticipates over 300 guests from multiple industries in the South Jersey and Philadelphia areas.

The Ambition

The goal of the Duchenne Muscular Dystrophy Gala is to spread awareness to the Philadelphia metropolitan area and beyond, while raising a minimum of \$200,000 in research funds for Parent Project Muscular Dystrophy.

The Mission

Parent Project Muscular Dystrophy's mission is to improve the treatment, quality of life, and long term outlook for all individuals affected by Duchenne through research, education, advocacy, and compassion.

Fighting for a Cure

Duchenne Muscular Dystrophy (DMD) is the most common, lethal, genetic disorder affecting children. It impacts approximately 1 in 3,500 boys worldwide. DMD knows no boundaries and crosses into all cultures and races. Boys diagnosed with DMD typically lose the ability to walk between the ages of 10 and 13, and soon after, lose upper body function. Tragically, most will lose the battle to DMD in their early twenties. To date, there is no treatment. However, funding from events such as the 2011 Duchenne Muscular Dystrophy Gala make research possible, and the promise of a cure a reality.

Partners for a Cause

This endeavor would not be possible without your generous support. In appreciation of your contribution, we would like to offer recognition for your commitment to, and aid in, our mission. This document explains the various sponsorship levels.

If you feel unable to offer this type of support, but instead are interested in making a donation to the Gala, this would also be greatly appreciated and appropriately acknowledged.

Corporate Sponsorship & Advertising

Charitable Contribution equivalent to \$10,000+ includes



- Banner to be supplied at the Gala
- Logo on the Gala Catalog cover
- Full page advertising space in the Gala Catalog
- Sponsorship Appreciation Award presented at the Gala
- Branding across all official media (radio, print, electronic, etc.)
- 10 tickets to the Gala (1 reserved table)
- Donation tax deductible

Charitable Contribution equivalent to \$5,000+ includes



- Logo on the Gala Catalog cover
- Full page advertising space in the Gala Catalog
- Verbal acknowledgement at the Gala
- Branding across all official media (radio, print, electronic, etc.)
- 10 tickets to the Gala (1 reserved table)
- Donation tax deductible

Charitable Contribution equivalent to \$1,000+ includes



- Logo on the Gala Catalog cover
- 1/2 page advertising space in the Gala Catalog
- Branding on the official Gala Website
- Verbal acknowledgement at the Gala
- 5 tickets to the Gala
- Donation tax deductible

Charitable Contribution equivalent to \$500+ includes



- 1/2 page advertising space in the Gala Catalog
- Branding on the official Gala Website
- Verbal acknowledgement at the Gala
- Donation tax deductible

Charitable Contribution equivalent to \$250+ includes



- 1/2 page advertising space in the Gala Catalog
- Verbal acknowledgement at the Gala
- Donation tax deductible

Additional Sponsorship Opportunities

Charitable Contributions equivalent to \$2000 includes



- Business Card size advertisement
- Table top acknowledgement
- Verbal acknowledgement at the Gala
- Listed in catalog
- 10 seats (1 reserved table) available for you to fill
- Donation tax deductible

Advertising in the catalog may be purchased at the prices listed below:

-Front page inside cover ad:	\$125 (1/2 page)	or \$225 (full page)
-Full page ad:	\$200	
-1/2 page ad:	\$100	
-Business card size ad:	\$50	

In the event that you are interested in a Sponsorship Opportunity that differs from the options listed above, we would be happy to work with you to customize a package that best suits our respective needs.

Corporate Sponsorship Form

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: ()- _____ Website: _____

Email Address: _____

Gala Sponsor

Diamond Sponsor \$10,000

Platinum Sponsor \$5,000

Gold Sponsor \$1,000

Silver Sponsor \$500

Bronze Sponsor \$250

Table Sponsor \$2,000

I will fill my table

Please fill my table for me

Advertising in the Catalog

Front inside cover

Full page ad

½ page ad

Business card size space

Payable by Check:

Payable to: Parent Project Muscular Dystrophy (PPMD)
158 Linwood Plaza, Suite 220
Fort Lee, New Jersey 07024

Please include "Charity Gala 2011" in your check memo.

Please email your logo and information (high quality PDF or JPEG) to
Morgan Eisenberg at DMDGala@gmail.com
You can also email with questions, or call at 609-284-2617

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