

The Boathouse Gala

to benefit CANCER101 and New Yorkers for Charity



Friday, September 12, 2008

The Loeb Boathouse in Central Park, New York, NY

SPONSORSHIP PROPOSAL

Presented by: CANCER101® Inc., a 501(c)(3) nonprofit
250 West 19th Street, Suite 4E, New York, NY 10011

T: (646)638-2202 F:(646)349-3035 E:MKnoll@CANCER101.org W:CANCER101.org

The Boathouse Gala – 11 years of success

Every September, 1,200 sophisticated New Yorkers are drawn to the Boathouse Gala, located at New York City's famed Loeb Boathouse in Central Park. Guests come to support an important, charitable cause while enjoying the gala's beautiful venue, open bars, delicious buffets, great music and dancing. Thanks to 100 dedicated committee members, the event sells out every year via e-mailed invitations. We do however, provide printed invitations to our sponsors to mail to their guests.

Last year, the event's proceeds went to CANCER101, a 501(c)(3) national nonprofit organization that supports people affected by breast cancer. This year CANCER101 will share a portion of the proceeds with *New Yorkers for Charity*, a newly-formed incorporated foundation with a pending 501(c)(3) application. *New Yorkers for Charity* is a foundation dedicated to supporting various New York-based charities. For the purpose of this event, CANCER101 will assume all expenses and donations until *New Yorkers for Charity* receives its legal status.

Our event offers two different ticket prices and arrival times:

Sponsors' Reception: 7:00pm to 1:00am, \$350 ticket: At 7:00pm 400 guests arrive early to network as well as enjoy live music by Dennis D'Amico, gourmet fare, special cocktails and auctions on the terrace overlooking the pond. From 9:00pm to 1:00am, Sponsors' Reception ticket-holders also receive exclusive access to a private lounge. Our Sponsors' Reception draws 400 sophisticated, discerning, affluent cultured, C-level professionals from some of New York's most prestigious institutions and New York families.

Boathouse Gala: 9:00 to 2:00am, \$150 ticket: At 9:00pm, 800 Gold ticket-revelers join the Sponsors' Reception guests and enjoy live music, ten open bars and gourmet food throughout the entire venue (excluding the Sponsors' Lounge). Our 800 Gold ticket-holders guests can be described as young, sophisticated, distinguished, professional men and women ages 30 to 45 who have disposable incomes. They summer in the Hamptons, travel and are over-achievers in their fields.

We hope you will support our charities and this legendary event described by our guests as *the party of the year*.



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New Yorkers for Charity is a pending 501(c)(3)

The Details



Date	Friday, September 12, 2008
Location	The Loeb Boathouse in Central Park, New York, NY
Sponsors to date	Corporate: Greater NY Hospital Association, several pending Spirits: Grey Goose, Bacardi
Timeline	7:00 PM: Sponsors' Reception ticket-holders arrive 8:30 PM: Live auction 9:00 PM: Gold ticket-holders arrive 2:00 AM: The evening adjourns
Music	To be determined
Tickets	Sponsors' Reception Tickets <u>\$350 in advance, \$450 after 9/1/08</u> Heavy hors d'oeuvres, open bar, dancing, acknowledgement in the event journal, live auction, access to the Sponsors' Lounge, private bars and gift bags Auction to date: 2 Olympic Airway tickets to Greece, 2 tickets to the 2009 People's Choice Award. Several pending. Gold tickets <u>\$150 in advance, \$200 after 9/1/08</u> Heavy hors d'oeuvres, open bar, dancing, acknowledgment in the event journal
Program journal advertising opportunities	Full-color page \$1,000; ½ color page \$500, ¼ page \$250
How to purchase tickets	Tickets are available for purchase at CANCER101.org or by calling the event hotline: (646)366-8145
Attire	Black tie

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Boathouse Gala 2007



2007 Sponsors

Bowne LLC
Grant Thornton
Life Medical Technologies
Mercedes-Benz of Manhattan
Martha Stewart Flowers
NYU Cancer Institute
Pedone & Partners Advertising

Bar donated by:

Moët Hennessey USA
Belvedere Vodka
Heineken and Amstel Light

Auction, door-prize, gift bag donors:

Cartier, David Yurman, Olympic Airways,
VIP tickets to Hard Rock Café's private
Melissa Etheridge concert, J.Crew, Warren-
Tricomi Salon, Nu Kitchen, People
Magazine, Dr. Copeland Skincare,
Completely Bare, Crown Plaza Hotel,
POSH salts and many, many more.



Reach: 8,000+ savvy, successful, sophisticated, professional New Yorkers via six to twelve e-mail blasts.

Our 400 Sponsor Reception guests:

Discerning, sophisticated, decision-makers in the financial, corporate, medical and pharmaceutical industries. Men and women, ages are 40-65

Our 800 Gold Ticket Guests are...

Young men and women (50/50) between the ages of 28 to 45. This influential group enjoys their disposable income by summering in the Hamptons, traveling and shopping for luxury items. Gold ticket-holders are successful Managers, Directors and Vice Presidents from major New York corporations.

CANCER101 and the Board of Director's philanthropic guests.



Demographics: Men/Women: 50/50 / Age: 28 to 50 / Average Household Income: \$85,000+



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Sponsorship Opportunities

Title Sponsor \$40,000 (one or two sponsors)

- Category exclusivity
- Sole sponsor logo on 1,200 tee-shirts given away to all guests
- Logo headlining on all event materials to include:
 - E-mail blasts to 8,000 (up to 10 blasts)
 - Prominent on-site signage
 - Signage in the Sponsors' Reception lounge
 - Logo loop on three prominently placed flat screens
 - Back cover, four-color advertisement on the event journal
- Logo, link and a 50 word description about your company included in every automatic e-mail reply to those who purchase the tickets
- 24 Sponsor Reception-level tickets online
- Mention in all press materials
- Gift bags for all sponsors and their guests
- Give-away opportunity for gift bags (an estimated 400)

Platinum Sponsor \$30,000 (one or two sponsors)

- Second-tier logo on all event materials to include:
 - E-mail blasts to 8,000 (up to 10 blasts)
 - Prominent on-site signage
 - Signage in the Sponsors' Reception lounge
 - Logo loop on three prominently placed flat screens
- Full-page, four-color advertisement inside the program (inside front cover)
- Logo, link and a 50 word description about your company included in every automatic e-mail reply to those who purchase the tickets online
- 18 Sponsor Reception-level tickets
- Mention in all press materials
- Gift bags for all sponsors and their guests
- Give-away opportunity for gift bags (an estimated 400)

Gold Sponsor \$20,000 (several sponsors)

- Third-tier logo on all event materials to include:
 - E-mail blasts to 8,000 (up to 10 blasts)
 - Prominent on-site signage
 - Signage in the Sponsors' Reception lounge
 - Logo loop on three prominently placed flat screens
- Full-page, four-color advertisement inside the program
- Company name, link and a 25 word description about your company included in every automatic e-mail reply to those who purchase the tickets online
- 12 Sponsor Reception-level tickets
- Mention in all press materials
- Gift bags for all sponsors and their guests
- Give-away opportunity for gift bags (an estimated 400)

Silver Sponsor \$10,000 (several sponsors)

- Fourth-tier company name on all event materials to include:
 - E-mail blasts to 8,000 (up to 10 blasts)
 - Prominent on-site signage
 - Logo loop on three prominently placed flat screens
 - Full-page black-and-white advertisement in the event journal
- Company name listed on all automatic e-mail replies to those who purchase the tickets online.
- 6 Sponsor Reception-level tickets
- Mention in all press materials
- Gift bags for all sponsors and their guests
- Give-away opportunity for gift bags (an estimated 400)

Bronze Sponsor \$5,000 (several sponsors)

- Fifth-tier company name on all event materials to include:
 - E-mail blasts to 8,000 (up to 10 blasts)
 - Prominent on-site signage
 - Logo on loop on three prominently placed flat screens
 - Full-page black-and-white advertisement in the event journal
- Company name listed on all automatic e-mail replies to those who purchase the tickets online
- 6 Sponsor Reception-level tickets
- Mention in all press materials
- Gift bags for all sponsors and their guests
- Give-away opportunity for gift bags (an estimated 400)

In-kind sponsorship opportunities!

Computers: We are seeking 20 computers for the evening to use for our registration. Your logo will be prominently placed on every computer for guests to see.

Journal printing: We are seeking a company to print 1,500 event journals.

Tee-shirts: We are seeking a company to donate 1,200 tee-shirts. The tees will be a great way to promote our charity and the event.

Auction and gift bag items: We are seeking sought-after, luxury items and exciting experiences. This auction will be small, exclusive and only for the Sponsors' Reception guests.

Gift-bags: We are seeking 400 gift-bags for our guest.

Furniture: We are seeking a sponsor to furnish our Sponsors' Reception Lounge.

In exchange for your support, your company will receive sponsorship level recognition equivalent to its retail value.

For items between \$4,999 and \$2,500: Receive a full-page black-and-white advertisement in the event journal, logo in our logo loop and four Sponsor Reception tickets.

For items between \$2,499 to \$1,000: Receive a ½ page black-and-white advertisement in the event journal and two Sponsor Level Reception tickets

The People behind **CANCER101** and the Boathouse Gala

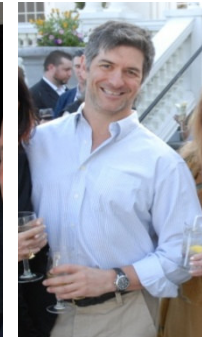
CANCER101 Board of Directors

Biblowit, President The Breast Cancer Research Foundation	Jeffrey Horn, Chief Operating Officer Z-Medica Corporation
Steven Gordon, Partner Cravath, Swaine & Moore	Susan R. Silverman, Senior Associate NBBJ
Steven Levine, Chief Executive Officer EarlyBirdCapital Inc.	John Nicholas, Co-Founder The Metropolitan Foundation
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Michael Schneider, Senior VP, Equity Sales Lehman Brothers	Monica Knoll, Executive Director/ Founder CANCER101 Inc.



New Yorkers for Charity Board of Directors

John Nicholas John Schutty Paul Newman
Executive Director/Founder



Event Chairman: John Nicholas
Sponsor Reception Chairmen: Diane Finnerty, Josyane Colwell, Dennis D'Amico



Sharon Abramzon	Beth Colleton	Charles Ferri	Chezley Howle	Paul Newman	Mike Rotter	Megan Serrett
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A letter from CANCER101's Founder and Executive Director



A few years ago I read a poll in the New York Post that asked their readers what were the words they feared hearing the most. The number one response was “you have cancer.”

I am a two-time cancer survivor and I live my life as if my cancer is a chronic disease and not a death sentence. With advances in treatment options, many healthcare professionals and survivors consider **cancer as a part of life** and not the end of life. But in order for us to stay well, we need to take control of our diagnosis and manage our care.

Dr. Harold Benjamin, founder of The Wellness Community, states: “**Patients who participate in their fight** for recovery along with their healthcare team, rather than acting as hopeless, helpless, passive victims of the illness, **will improve the quality of their lives and may enhance the possibility of recovery.**”



Dear planners give patients hope and a feeling of control because they include the tools needed to maintain a cancer battle plan. In 2007, we gave away over 6,000 free planners to those in need in the tri-state area. Due to the overwhelmingly positive feedback that we received from our planner users, healthcare professionals and sponsors, we plan to give away 100,000 planners in 2008.

We have received commitments from cancer centers across the country to give our planners to their patients, but we can't print our planners without your support. **Please support CANCER101 and help 100,000 people with breast cancer manage and keep their cancer at bay.**

Thank you for taking the time to review our proposal. We look forward to seeing you at what promises to be another great Boathouse Gala. On behalf of all those in need of the breastCANCER101 planner, we thank you in advance for your support.

Monica Knoll

Executive Director/Founder/Survivor

The CANCER101® (C101) Mission: To empower people with breast cancer, survivors, caregivers and those affected by breast cancer to take control of their diagnoses by providing them with the necessary armor they need to fight this disease: organizational tools and resources that meet their individual needs. We meet patients on the front line and turn what is often a chaotic experience into a calm plan of attack.

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Letter of Intent

On behalf of _____ company, I _____ am committed to supporting the Boathouse Gala with the following:

- Sponsorship level: (please circle one) Title \$40,000; Platinum \$30,000; Gold \$20,000; Silver \$10,000; Bronze \$5,000
- In-kind product/services: _____ equal to a financial contribution of \$ _____
- Auction item: _____ with a retail value of \$ _____
- Program page in the event journal: please circle one) Full-color page \$1,000; 1/2 color page \$500; 1/4 page \$250
- I would also like to purchase additional tickets: _____ \$350 Reception tickets _____ \$150 gold tickets = \$ _____

I understand my tax-deductible donation will be considered a direct donation to CANCER101, a legal 501(c)(3) nonprofit organization. If the New Yorkers for Charity's pending nonprofit status becomes legal by Friday, September 12, 2008, then a portion of my proceeds will go towards their foundation. I also understand that I will only need to write one check/credit card payment out to CANCER101. I also understand I will receive one letter from CANCER101 that will acknowledge my tax-deductible gift.

<i>Print name:</i>	<i>Signature:</i>	<i>Date:</i>
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Payment options:

Pay online: go to CANCER101.org to pay by credit card
Pay by phone: Call 646-638-2202 to pay by credit card over the telephone
Pay by fax: Fill out the information form below and fax to C101 at 646-349-3035
Pay by mail: Fill out the form and mail, along with a check, to CANCER101 Inc. If mailing a check, it must be received by CANCER101 no later than 9/2/2008

Deadlines:

Advertisements and/or recognition in the event journal: Friday, September 5
 Deadline for auction items: Thursday, September 11

Delivery information

Advertisement requirements: 8 1/2 x 11 non-bleed. EPS format, outlines vector artwork and/or High resolution 300DPI , PDF
Logo requirements: EPS format
E-mail advertisements and logos to: Aracely at Aracely@CANCER101.org
Ship auction items to: CANCER101, 250 West 19th St., Ste., 4E, NY, NY 10011

Contact name:		Payment amount:	\$
Company name:		A check made payable to CANCER101 Inc. <input type="checkbox"/> is enclosed <input type="checkbox"/> will be mailed	
Street address:		Circle credit card: MasterCard and Visa preferred, AMEX accepted	
Telephone:		Credit Card#:	
Fax:		Expiration date:	
E-mail:		Signature:	