

OctoberWoman Foundation hosts

**A Celebration  
OF COURAGE**  
BENEFITING HOPE & HEROES CHILDREN'S CANCER FUND

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**Thursday, September 23, 2010 - Jazz at Lincoln Center - 6:00PM-10PM**

**Presenting Jerry Seinfeld**

**Hosted by James Gandolfini**

**Featuring Tom Papa, Host of NBC's *The Marriage Ref***

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**SPONSORSHIP PACKAGES:**

**ROSE THEATER - \$100,000+**

**Show Sponsor**

- 10 VIP Show Tickets (Orchestra Seats)
- 10 Access Passes to VIP After Party
- Logo recognition on event web page with link to company website
- Prominent placement on all pre-event and event marketing materials
- Prominent logo on event signage
- Platinum level advertisement in event journal

**THE ALLEN ROOM - \$50,000**

**VIP After Party Sponsor**

- 8 VIP Show Tickets (Orchestra Seats)
- 8 Access Passes to VIP After Party
- Logo recognition on event web page with link to company website
- Prominent logo on event signage
- Gold level advertisement in event journal

**ATRIUM - \$25,000**

**Cocktail Reception Sponsor**

- 6 VIP Show Tickets (Orchestra Seats)
- 6 Access Passes to VIP After Party
- Logo recognition on event web page with link to company website
- Prominent logo on event signage
- Gold level advertisement in event journal

**ORCHESTRA EXCLUSIVE BOX SEATING - \$10,000**

- 4 Orchestra Level Tickets
- 4 Access Passes to VIP After Party
- Recognition on event web page
- Prominent listing on event signage
- Silver level advertisement in event journal

**MEZZANINE EXCLUSIVE BOX SEATING - \$6,000**

- 4 Mezzanine Level Tickets
- 4 Access Passes to VIP After Party
- Recognition on event web page
- Prominent logo on entrance sign
- Bronze level advertisement in event journal

**BALCONY LEVEL EXCLUSIVE BOX SEATING - \$5,000**

- 4 Balcony Level Tickets
- Recognition on event web page
- Quarter page advertisement in event journal

**VIP SEATING - \$1,500**

- 1 VIP Orchestra Level Ticket
- 1 Access Pass to VIP After Party
- Message in event journal

**ORCHESTRA SEATING - \$750**

- 1 VIP Orchestra Level Ticket
- Message in event journal

**MEZZANINE SEATING - \$600**

- 1 Mezzanine Level Show Ticket

**BALCONY SEATING - \$500**

- 1 Balcony Level Show Ticket

*\*Please note that all benefits that are in correspondence to printed materials are subject to a cut-off date of September 1*

**TRIBUTE JOURNAL ADVERTISEMENT:**

**Platinum Full Page - \$5,000**

Premier Placement  
Electronic On-Site Ad  
5"w x 7"h  
Color: 4 color process (CMYK)

**Gold Full Page - \$2,500**

Prominently Placed  
5"w x 7"h  
Black and white

**Silver Full Page - \$1,500**

5"w x 7"h  
Black and white

**Bronze Half Page - \$750**

5"w x 3.5"h  
Black and white

**Quarter Page - \$500**

2.5"w x 3.5"h  
Black and white

**Messages - \$150**

No more than 15 words  
Maximum

For ad copy, we encourage (InDesign, Photoshop, Illustrator, High-Resolution PDF) emailed to [info@erc-mail.com](mailto:info@erc-mail.com) or call (212) 684-1110.

**Please mail, fax or email this form to: OctoberWoman Foundation c/o Elizabeth Rose Consulting**  
665 Broadway Suite 1200 New York, NY 10012 • (347) 234-5372 • (866) 304-9930 • [info@erc-mail.com](mailto:info@erc-mail.com)

**SPONSOR RESPONSE FORM:**

**Sponsorship Packages**

- |   |   |  |   |   |
|---|---|--|---|---|
| <input type="checkbox"/> ROSE THEATER<br>\$100,000+ (SHOW SPONSOR)        | <input type="checkbox"/> THE ALLEN ROOM<br>\$50,000 (VIP AFTER PARTY SPONSOR) | <input type="checkbox"/> ATRIUM \$25,000<br>(COCKTAIL RECEPTION SPONSOR) | <input type="checkbox"/> ORCHESTRA \$10,000<br>(EXCLUSIVE BOX SEATING)  | <input type="checkbox"/> MEZZANINE \$6,000<br>(EXCLUSIVE BOX SEATING) |
| <input type="checkbox"/> BALCONY LEVEL \$5,000<br>(EXCLUSIVE BOX SEATING) | <input type="checkbox"/> VIP SEATING \$1,500<br>(INDIVIDUAL TICKET)           | <input type="checkbox"/> ORCHESTRA SEATING \$750<br>(INDIVIDUAL TICKET)  | <input type="checkbox"/> MEZZANINE SEATING \$600<br>(INDIVIDUAL TICKET) | <input type="checkbox"/> BALCONY SEATING \$500<br>(INDIVIDUAL TICKET) |

**Journal Ads**

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> PLATINUM \$5,000<br>(FULL PAGE AND ELECTRONIC ON-SITE AD) | <input type="checkbox"/> GOLD \$2,500<br>(FULL PAGE) | <input type="checkbox"/> SILVER \$1,500<br>(FULL PAGE) | <input type="checkbox"/> BRONZE \$750<br>(FULL PAGE) |
| <input type="checkbox"/> QUARTER \$500   | <input type="checkbox"/> MESSAGES \$150              |  |  |

\_\_\_\_\_  
**Name(s) – Please print name as you wish to be listed on materials** **Contact Person (if different)**

\_\_\_\_\_  
**Company Name**

\_\_\_\_\_  
**Address for Correspondence**

\_\_\_\_\_  
**City** **State** **Zip**

\_\_\_\_\_  
**Phone** **Fax** **Email**

**Check Enclosed** (please make checks payable to “OctoberWoman Foundation”)

**Credit Card Type (circle one):** Visa American Express MasterCard

**Card #** \_\_\_\_\_ **Exp. date** \_\_\_\_\_ **CVV:** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Guests' Names (Applicable to certain packages. Please see reverse side for more information. Guest names can be supplied later.)**

1)	2)	3)
4)	5)	6)
7)	8)	9)

How did you hear about the event?

- Mailer  Hope and Heroes Website  OctoberWoman Website  Other \_\_\_\_\_

**IN-KIND AND CUSTOMIZED SPONSORSHIP INFORMATION**  
 Other custom sponsor levels with benefits and recognition may be available. Special programs are available for those interested in sponsoring more than one October Woman Foundation event annually. In order to ensure company recognition in printed material for 2010 Annual October Woman Foundation A Celebration of Courage event benefiting Hope & Heroes, please commit to sponsorship before September 1, 2010. All net proceeds are used in fulfilling the Event's Mission. October Woman is 501c3 (in-formation) and all donations are tax-deductible according to the law.