

I/we pledge support at the following level:

_____ **Lead Sponsor @ \$100,000 each**

2 tables of 10 in a premier location • Podium recognition • Full page journal ad • Dedicated slide of name in AV presentation • Listing in journal and on website

_____ **Presenting Sponsor @ \$50,000 each**

1 table of 10 in an optimum location • Podium recognition • Full page journal ad • Dedicated slide of name in AV presentation • Listing in journal and on website

_____ **Sponsor @ \$35,000 each**

1 table of 10 in a prime location • Half page journal ad • Listing in AV presentation, journal and on website

_____ **Co-Sponsor @ \$25,000 each**

1 table of 10 in a premium location • Half page journal ad • Listing in AV presentation, journal and on website

_____ **Support Sponsor @ \$15,000 each**

1 table of 10 in a preferred location • Half page journal ad • Listing in AV presentation, journal, and on website

_____ **Benefactor @ \$10,000 each**

1 table of 10 • Third page journal ad • Listing in AV presentation, journal and on website

_____ **Patron Ticket(s) @ \$2,500 each**

Listing in journal and on website

_____ **Tribute Ticket(s) @ \$1,000 each**

Listing in journal

The non tax-deductible portion of each ticket is \$190.00.

I/we cannot attend but wish to make a contribution of \$ _____.

Journal Ad Opportunities

Position	Cost	Size
<input type="checkbox"/> Back cover	\$5,500	53/4" w x 8 1/2" h, 4/c, bleed
<input type="checkbox"/> Inside back cover	\$3,500	53/4" w x 8 1/2" h, 4/c, bleed
<input type="checkbox"/> Inside front cover	\$3,500	53/4" w x 8 1/2" h, 4/c, bleed
<input type="checkbox"/> Full page	\$1,000	43/4" w x 7 1/2" h, b/w, non-bleed
<input type="checkbox"/> Half page	\$ 600	43/4" w x 3 3/4" h, b/w, non-bleed
<input type="checkbox"/> Third page (business card)	\$ 250	43/4" w x 2 1/2" h, b/w, non-bleed
<input type="checkbox"/> Tribute listing (name only)	\$ 100	

Messages of Congratulations: Please create my ad with the following text:

Ad Specifications: Trim size of journal is 5 ³/₄" wide x 8 ¹/₂" high.
High resolution PDFs preferred (300 DPI) with fonts and images embedded.

PDFs should be e-mailed to: wkleinman@wkplanning.com

Deadline to submit journal ads and listings: October 1, 2010

Please write your name or company in this box the way you would like it to appear in all printed material.

Payment Information:

Name

E-mail

Day phone Cell phone

Company (if applicable)

Billing address

City State Zip code

Payment Options:

Enclosed is my check in the amount of \$.
Please make checks payable to: **Children's Cancer & Blood Foundation** (Tax ID#: 13-6019222)

Please charge \$ _____ to my: ☐ American Express ☐ VISA ☐ MasterCard

Card # Exp. date CVV #

Cardholder name (please print)

Signature (required)

My/our gift will be matched by (name of company):

QUESTIONS: Wendy Kleinman, tel: 212.687.3924 or e-mail: wkleinman@wkplanning.com

333 East 38th Street, Suite 830, New York, NY 10016

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(Over)