



WWW.PINKBEDROOMPARTY.COM



Dear Prospective Sponsor,

Each year, Jeanne Lottie continues the tradition of hosting The Pink Bedroom Party sponsored by leading businesses. This year's theme is **Indulgence**, and it will be held on **Friday, October 12, 2007 at the Liberty Grand**. The 2007 Pink Bedroom Party promises to offer attendees an evening of extravaganza filled with music, food, and fun. Best of all, it is to benefit The Campbell Family Institute for Breast Cancer Research at Princess Margaret Hospital to deliver breakthrough research.

Building upon the success of the 2006 Pink Bedroom Party, the 2007 Committee is working hard to plan an event that will consider the best Gala yet! The 2006 party was held at the Liberty Grand, attracting over 600 guests and it was one of the most talked about events in Toronto. "Funds raised this evening will once again be put to good use by The Campbell Family Institute and our world renowned team of scientists working towards one common goal – a world without breast cancer" said Paul Alofs, president of The Campbell Family Institute of Breast Cancer Research.

The success of the Pink Bedroom Party cannot be achieved without the support of our generous sponsors such as P&G beauty, Cover Girl, and Cadbury. Your company will gain recognition through website advertising, print materials, television coverage, magazines, as well as displays incorporated into the décor of Pink Party. Remember, each Pink Bedroom attendee – a potential customer – will remember your company's gracious sponsorship commitment long after the party's over!

Please review the attached Sponsorship Form and check the sponsorship levels that best suit your budget. In-kind action item or other sponsorship proposals will be arranged on an individual basis. Please contact pinkbedroom@jeannelottie.com, with any questions you have. Someone from the sponsorship committee will contact you personally to discuss the details.

As always, we sincerely thank you for your support for the Pink Bedroom Party & Campbell Family Institute for Breast Cancer. We look forward to your participation in yet another exciting event.

Cheers,

2007 Pink Bedroom Planning Committee

JEANNE
LOTTIE





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Yes, our company would like to be an official 2007 Pink Bedroom Party Sponsor!

Name: _____
 Company Name: _____
 Address: _____
 City: _____
 Province: _____
 Zip: _____
 Phone: Fax: _____
 E-mail: _____
 Authorized Signature: _____
 Title: _____

We would like to be a:

- _____ Platinum Sponsorship (\$10,000)
- _____ Gold Sponsorship (\$5,000)
- _____ Patron Table (\$2,500)
- _____ In-kind action sponsorship
- _____ Other sponsorship proposals
- _____ Individual VIP tickets
- _____ I am unable to sponsor the Pink Bedroom Party, but would like to make a donation to The Princess Margaret Hospital Foundation in the amount of \$_____

Payment information:

Please make check payable to The Princess Margaret Hospital Foundation and attached it to this form.

Or you may charge to: VISA MasterCard American Express

Card No. _____ Expiry date: _____

Name on Card: _____ Signature: _____

Please send me an invoice

All table, ticket purchases, sponsor, and donations should be coordinated through the PINK sponsorship team: pinkbedroom@jeannelottie.com; tel: 416-968-2299 ext 28

For payments processing, please mail or fax the above to: Sandra Yoshikuni
 The Princess Margaret Hospital Foundation, 610 University Ave. Toronto, ON M5G 2M9
 Tel: 416.946.4579 Cell: 416.946.7954 Fax: 416.946.6563 Email: sandra.yoshikuni@pmhf.ca

In addition to completing the above information, The Pink Bedroom Party will also need to obtain a copy of your company logo for promotional purposes. Logo artwork in a high-resolution digital format should be sent as a camera-ready copy to the Jeanne Lottie office or e-mail to pinkbedroom@jeannelotti.com



SPONSORSHIP LEVELS

Platinum Sponsorship Benefits (\$10,000)

- 1 reserved VIP table of 10 at the main event (\$2,500 value)
- 10 tickets to the 2007 Pink Party after party
- Corporate logo recognition on event signage, Pink Bedroom Party website, video wall at the main event & after party indicating your **PLATINUM** sponsorship level
- Corporate ad (full page) in the Pink Bedroom Party program
- Corporate logo recognition on all advertising & marketing material
- Corporate display area at the main event & after party
- Announcement of your company's sponsorship at the event
- The opportunity to provide PINK with literature on your company to be included in tote bags

Gold Sponsorship Benefits (\$5,000)

- 1 reserved VIP table of 10 at the main event (\$2,500 value)
- 5 tickets to the 2007 Pink Party after party
- Corporate logo recognition on event signage, Pink Bedroom Party website, video wall at the main event & after party indicating your **GOLD** sponsorship level
- Corporate ad (half page) in the Pink Bedroom Party program
- Corporate logo recognition on all advertising & marketing material
- Announcement of your company's sponsorship at the event
- The opportunity to provide PINK with literature on your company to be included in tote bags

Patron Table Benefits (\$2,500)

- 1 reserved VIP table of 10 at the main event (\$2,500 value)
- Corporate name recognition on the video wall at the media launch and main event at the main event & after party
- *Must be purchased 2 months in advance*

In-kind action items or additional sponsorship proposals

- To be arranged on an individual basis