



Miles of Hope Breast Cancer Foundation Annual Brunch

You're Invited!

Brunch Committee

- Susan Albinder
- Lisa Arnoff
- Phyllis Arnoff
- Mary Bonura
- Bonnie Cantor
- Theresa Marie Chirico
- Carolyn Dittmann
- Freny Dalal
- Barbara Dudley
- Dana Effron
- Pari Forood
- Susan Marano Feldman
- Eileen Gannon
- Bonnie Glick
- Davida Hurst
- Joanne Pinello Kaley
- Claire Klenosky
- Raena Korenman
- Shannon Leddy
- Cindy Lewin
- Barbara Malley
- Karen Maneri
- Diane Minogue
- Lauren Muffs
- Barbara Newman
- Joan O'Neill
- Paula Reckess
- Bonnie Scheer
- Caryn Solomon
- Cathy Temple
- Shelley Turk
- Cathy Varunok
- Evelyn Weiss
- Lauri Wiesenthal

Dear Friend of Miles of Hope,

We are pleased to announce that our sixth annual brunch will take place on May 2, 2010 at The Grandview in Poughkeepsie. Our silent auction will start at 11 o'clock in the morning followed by brunch. ***In an effort to increase revenue from this event, this letter will be the only Brunch mailing you will receive.***

The Miles of Hope Breast Cancer Foundation was established to provide funds to support programs for people affected by breast cancer in the Hudson Valley. ***Last year, Miles of Hope generated over \$350,000 to assist our local families, friends and neighbors, nearly one-third of which was raised at our annual brunch.*** You can surely understand the importance of this day's success!

The Brunch is always a very moving and enlightening event. During these difficult economic times, more people than ever will need the Foundation's assistance and services.

We want to give you the opportunity to be a special part of this event. The following pages contain sponsorship, advertising and attendance information. All sponsorship levels receive acknowledgement in the event program book. ***Your support is critical to the continued success of this foundation.*** Please consider one of the sponsorship categories, or take an ad. Or join us at the brunch! Tickets are \$60.00 per person. Your sponsorship selection or ad can be in honor or memory of a hero in your life. Please refer to the **pink form** for all details and payment information. And, if you have any questions, please give me a call at 914-475-6060 or email me at lisa@arnoff.com.

Please join us in providing the support so many need.

Very truly yours,

Lisa Arnoff
Event Chair

Post Office Box 405 • LaGrangeville, New York 12540 • 845-264-2005

miles of hope . org

Sponsorship Opportunities

Rosaline Pink Sponsor \$150

Receives listing in program at this giving level

Petal Pink Sponsor \$250

Receives listing in program at this giving level

Rose Pink Sponsor \$500

Receives listing in program at this giving level

Hot Pink Sponsor \$1000

Same as above plus a full-page program ad, option to provide item for goody bag (minimum 425 pieces) and inclusion in press releases

Garnet Corporate Sponsor \$2500

Same as above plus 4 tickets to the event, full-page program ad and inclusion in press releases

Ruby Foundation Sponsor \$5000

Same as above plus table for 10, inside front or back cover or full-page program ad, inclusion in all event literature and press releases and a full page ad in all other Miles of Hope event program books

Champion of Hope \$7500+

Same as above

Heroes of Hope \$10,000+

Same as above

Please complete and return the pink form in the enclosed envelope along with your payment. If paying by check, please make check payable to Miles of Hope Breast Cancer Foundation. If you have any questions, please contact Lisa Arnoff at 914- 475-6060 or email Lisa at lisa@arnoff.com

Thank you for taking the time to consider our request, and we look forward to hearing from you.

Advertising Opportunities or "Tributes"

Please mail checks and camera ready ad copy with enclosed form to: Miles of Hope, PO Box 405, LaGrangeville, NY 12540.

Ads also accepted electronically in pdf or jpg formats.

Email ads to lisa@arnoff.com.
Please include ad size and contact information.
Call Lisa at 914-475-6060 with any questions.

Deadline for ad submission is March 29, 2010.

Full Page
5.25" x 8.5"
\$250

Quarter Page/
Business Card
5.25" x 2"
\$100

Half Page
5.25" x 4.25"
\$150

6th Annual Brunch – May 2, 2010

Please check all that apply; fill in top portion of form and all other appropriate sections and return with payment to Miles of Hope, PO Box 405, LaGrangeville, NY 12540

- Sponsorship Program Book Ad/Testimonial In Memory/In Honor Of Tickets

Name: _____

Address: _____

Phone Number: _____ E-Mail Address: _____

SPONSORSHIP

Sponsor Level _____ Amount \$ _____

Name as you would like it to appear in program book: _____

AD BOOK / TRIBUTES — Ad submission deadline is March 29, 2010

Size _____ \$ _____

I have enclosed my camera ready artwork I am emailing my artwork in a pdf or jpg format to lisa@arnoff.com

Please contact Lisa Arnoff at lisa@arnoff.com for questions about sponsorships or ads.

IN MEMORY / IN HONOR OF — Please print name as you want it to appear in program book.

First listing @ \$100 _____

Additional listings @ \$25/ea. _____

Total for listings \$ _____

RESERVATIONS — Brunch reservations deadline is April 15, 2010

I am purchasing _____ tickets at \$60 each for the 6th Annual Brunch on May 2, 2010, totaling \$ _____

TOTAL ENCLOSED — \$ _____

Please make all checks payable to Miles of Hope Breast Cancer Foundation.
We also accept credit cards: Visa MasterCard American Express

Card Number: _____ Exp. Date: _____ CVV Code: _____

Signature: _____