



Winter 2017

Dear Friend and Supporter,

On March 10th, 2017, the HEADstrong Foundation will roll out the lime green carpet for the 7th Annual Lime Light Gala at the Hilton, Penn's Landing. This prestigious event will celebrate groundbreaking achievements, empower stories of hope, survivorship and remember those who have lost their fight, in effort to improve quality of life for families affected by cancer. It has been recognized as one of the most inspirational events in the city of Philadelphia.

We formally invite you to join us. HEADstrong Foundation is delighted to announce that our Gala will be co-hosted by Preston Eliot and Steve Morrison of 93.3 WMMR's morning show, Preston and Steve and will feature a reception, silent auction followed by dinner and dancing.

10 years ago, our founder, Nicholas "HEAD" Colleluori, had a vision from his hospital bed to start a non-profit organization that provides direct service to patients and families, which continues today in his memory.

Today, we strive to expand our programs and offerings to the community. We hope that you will be able to partake in this special event and experience firsthand the pride we take in helping families navigate their cancer journey with greater clarity and dignity.

Our ask today, is that you consider supporting our organization through one of our many sponsorship options. I have enclosed some literature on our sponsorship levels for your review. Please note that these packages are just a guideline. We are certainly more than happy to work with you to customize a sponsorship package that would be best suited to your needs.

This year our goal is to reach \$250,000 and without the assistance of community – minded individuals and businesses like yours, we wouldn't be able to serve those in our community each year.

Your generosity will make a difference in our organization and in the lives of those we serve. We thank you for considering The HEADstrong Foundation and look forward to partnering with you to make this Gala our best one yet.

For Nick,

A handwritten signature in black ink that reads "Cheryl A. Colleluori".

Cheryl A. Colleluori
President and Nick's Mom

HEADstrong Foundation Presents *the 7th Annual Lime Light Gala*
Sponsorship Opportunities
March 10, 2017 – Hilton, Philadelphia at Penn's Landing

All sponsorship levels will receive:

- Verbal recognition from podium
- Name listed on event digital signage
- Name listed on headstrong.org event webpage
- Recognition on HF social media channels, 36,175 followers

Additionally, each level offers:

**Lime Light
Presenting Sponsor
(Platinum Level)**
\$15,000

- Two (2) VIP tables with premium placement for twenty (20) guests with valet parking
- Company name/logo listed on formal print invitation and evite if pledged by 1/1
- Logo on Digital Billboard (5 locations across Greater Philadelphia region)
- Co-branded event step and repeat
- Opportunity to distribute promotional items to guests (subject to approval)

**Relentless
(Gold Level)**
\$10,000

- One (1) VIP table with premium placement for ten (10) guests
- Company name/logo listed on formal print invitation and evite if pledged by 1/1
- Logo featured on Bid Pal Mobile Event tool
- Floral arrangements sponsor
- Opportunity to distribute promotional items to guests (subject to approval)

**Mission
(Silver Level)**
\$7,500

- One (1) VIP table with premium placement for ten (10) guests
- Company name/logo listed on formal print invitation and evite if pledged by 1/1
- Silent Auction sponsor

**HEADstrong Elite
(Bronze Level)**
\$5,000

- One table with premium placement for ten (10) guests
- Company name /logo listed on formal invitation and evite if pledged by 1/1
- Photo station sponsor (logo on photo station materials)

HEADline Sponsor
\$3,500

- One table with premium placement for six (6) guests
- Entertainment sponsor (music and lighting)

**The 27 Club Cocktail
Sponsor**
\$2,700

- Four (4) tickets to the Lime Light Gala
- Cocktail reception sponsor

**HEADstrong
Teammates**
\$1,500

- Two (2) tickets to the Lime Light Gala
 - Event program sponsor
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HEADstrong Foundation Thanks You for Your Support!

- I. Online payment is available at <http://headstrong.org/product-category/event-tickets/llg-sponsorship/>
- II. Credit Card Payment: Please charge \$_____to my credit card

Cardholder's name: _____

Address: _____

Credit card #: _____

Exp Date: _____ Sec. Code: _____

Signature: _____

- III. Check enclosed (Made payable to *HEADstrong Foundation*)

Invoice required and check to follow in the mail

I cannot participate but enclosed is my contribution of \$ _____

I am not able to sponsor, but I would love to attend! There will be _____ total guests @ \$250 per guest
Name of Guest: _____ Dietary Needs: _____

For more information, please visit www.HEADstrong.org or call us at 610-461-5987.

Please return form and payment information to:
HEADstrong Foundation
232 Green Street
Holmes, PA 19043