

A close-up, long-exposure photograph of a lit sparkler. The sparks are bright orange and yellow, radiating outwards in various directions against a dark background. The sparks create a sense of motion and light.

SPONSORSHIP AND DONATION OPPORTUNITIES

Sponsorship and Donation Opportunities

For the **Sparkling Soirée**
to benefit Friends Fighting Breast Cancer

Peabody Essex Museum
March 23, 2013

SPARKLING
SOIRÉE



Dear friend,

Friends Fighting Breast Cancer (FFBC) was born from the single idea that friends joining together in support of one special cause can and will make a difference. Since Janet Connolly O'Neill founded the organization in 1996, FFBC has raised over \$880,000 toward breast cancer research and care initiatives at the Massachusetts General Hospital Cancer Center. These funds have been raised through a variety of events ranging from run/walks, wine tastings, shopping events, cocktail parties - all of which were made successful from the generous support of our community.

FFBC is especially excited about our upcoming event, The Sparkling Soirée on March 23, 2013 at the Peabody Essex Museum in Salem, MA. With this event, our goal is to come one step closer to reaching our \$1 million fundraising pledge to Mass General Hospital. We're in the process of pursuing sponsorships, company advertisements, donations and merchandise for the Sparkling Soirée silent auction, and we'd love your support in making the event a success. By donating to our cause, you'll be making a tax deductible contribution that will help FFBC continue to improve breast cancer research at Mass General Hospital. Silent auction items will be on display throughout the night and event sponsors and silent auction donors will be listed on the program and FFBC website.

Our gifts to Mass General Hospital are considered unrestricted so that Cancer Center leadership can use the money to support the breast cancer program's most urgent needs. Some of the world's leading breast cancer physician-scientists will have the flexibility to use the funds where they are needed most, whether it is with laboratory research, clinical trials, or genetic studies. This unrestricted giving provides Mass General with the financial freedom to pursue entrepreneurial research, paving the way to ground-breaking discoveries.

Your donation to the Sparkling Soirée will support the continued work of FFBC, while helping research efforts far and beyond our expectations. If you would like to participate, please contact FFBC at 617-446-3322 or fill out the attached forms.

Thank you for your consideration,

Friends Fighting Breast Cancer



SPARKLING SOIRÉE
7:00 P.M.

NIGHT OF DELICIOUS
FOOD, DANCING,
SILENT AUCTION
AND MORE!



FRIENDS FIGHTING BREAST CANCER was born from the single idea that friends joining together in support of one special cause can and will make a difference! At one of our signature fundraising events, Janet Connolly O'Neill, Founder of Friends Fighting Breast Cancer addressed the 800+ guests, “TO THOSE WHO HAVE LOST THE BATTLE, WE PLEDGE OURSELVES TO YOUR LOVED ONES. WE WILL CONTINUE OUR ROLE IN FUNDRAISING. WE WILL MEET THIS OPPORTUNITY HEAD ON. WE WILL FIND THE CAUSE AND THE CURE. ALL OF US WILL STAND PROUD AND BOAST THAT WE CONTRIBUTED TO THIS ULTIMATE ACCOMPLISHMENT.” Though Janet is not here to continue the work she started with Friends Fighting Breast Cancer, we are and we are committed to continuing her efforts in the fight against breast cancer. Her pledge to finding a cure remains strong and we are truly thankful to you, our supporters, in helping us get there!



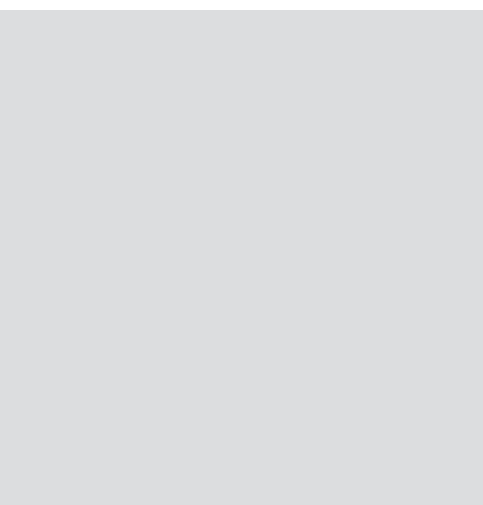
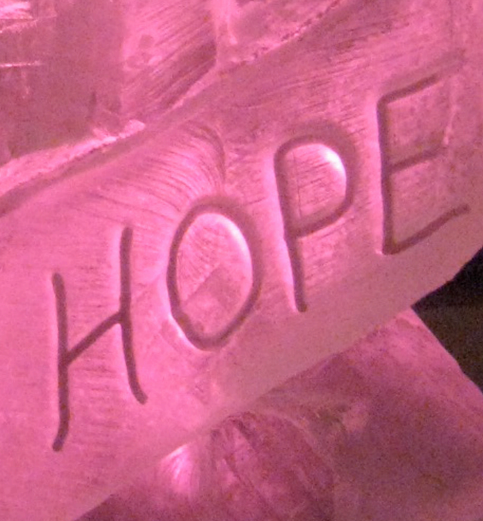
Facts About Friends Fighting Breast Cancer

- FFBC is a 100% volunteer group of twenty devoted men and women, all with full-time jobs and a shared passion for finding a cure for breast cancer.
- All of the monies raised are directed to breast cancer research and care initiatives at the Mass General Hospital Cancer Center.
- We are making a difference. As of September 2012, FFBC raised \$880,000 in support of breast cancer research at Mass General Hospital.
- Gifts from FFBC are considered unrestricted so that Cancer Center leadership can use the money to support the breast cancer program's most urgent needs.
- **We have made a pledge to reach the \$1 million mark in total giving to Mass General Hospital by 2014.**
- To support our mission, we host a variety of fundraising events including Run/Walks, Silent Auctions, Shopping Events, Wine Tastings and Cocktail Parties.
- In recognition of our pledge and dedication to supporting breast cancer research, our organization was recognized on the donor wall in the main entrance of Mass General Hospital; the wall has been built in celebration of the hospital's 200th birthday, and FFBC is proud to be a part of that history.
- The efforts of our organization are in honor and memory of our founder, Janet Connolly O'Neill (1951 - 2002) as we carry on the fight she began with the inception of FFBC in 1996.

We are currently considering sponsors ranging from \$1,000 to a title partnership of \$10,000. Please contact Kristen Quinn at 978-314-9667 or via e-mail at ffbcevent@gmail.com if you have any questions.

“ FRIENDS FIGHTING BREAST CANCER IS A REMARKABLE GROUP AND MY COLLEAGUES AND I ARE GRATEFUL FOR THE ORGANIZATION'S SUPPORT OVER THE PAST 15 YEARS. THEIR SUPPORT CONTINUES TO PLAY A SIGNIFICANT ROLE IN OUR ABILITY TO CONDUCT INNOVATIVE BREAST CANCER RESEARCH AND THEN TRANSLATE THE FINDINGS TO DIRECT PATIENT CARE. ”

- Daniel A Haber, MD, PhD, Director, Cancer Center, Mass General Hospital
in 2011 letter to FFBC



Sponsor Levels

FIREWORK SPONSOR \$10,000

- Presenting Sponsor of 2013 Sparkling Soirée and first right of refusal for 2014 event (limited to the first sponsorship committed)
- Ten (10) tickets to Sparkling Soirée Event
- Premium presence on event invite, event website home page and sponsorship page, and inside front cover of event program book
- Premium recognition on event signage
- Public acknowledgement at event and opportunity to address event participants

SPARKLER SPONSOR \$5,000

- Ten (10) tickets to Sparkling Soirée Event
- Presence on select print and electronic marketing including event website sponsorship page and full page premium advertisement in event program book
- Recognition on event signage
- Public acknowledgement at event

STAR SPONSOR \$2,500

- Six (6) tickets to Sparkling Soirée Event
- Presence on select print and electronic marketing including event website sponsorship page and half page premium advertisement in event program book
- Recognition on event signage
- Public acknowledgement at event

GLITTER \$1,000

- Four (4) tickets to Sparkling Soirée Event
- Presence on select print and electronic marketing including event website sponsorship page and quarter page premium advertisement in event program book
- Recognition on event signage

PROGRAM BOOK SPONSORSHIP

- Full page advertisement \$250
- Half page advertisement \$150
- Quarter page advertisement \$100

Firework Sponsor must commit by December 15, 2012 to be listed on the Sparkling Soirée invitation for the 2013 event.

Janet's CORNER

In Janet's words...

Life after diagnosis is a changed life. Things that most people take for granted, you no longer can. Every holiday is like Thank you God! I love my birthday, I love everybody's birthday. Some people say, I hate getting older. Not me. I love every minute of it.

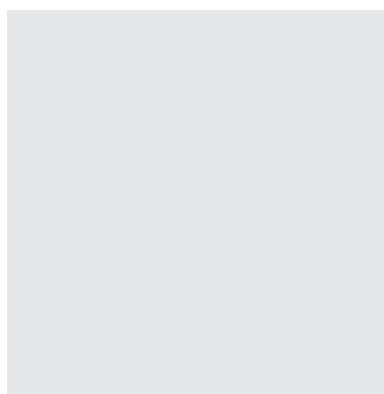
Having cancer isn't the worst thing in the world. So many wonderful things have happened to me since I was diagnosed. I have made many new friends, and I see people reaching out to one another to support breast cancer research.

Each time Dr. Younger told me that my cancer metastasized, I just sat there looking at him thinking, How many tomorrows are left for me? How am I going to tell my family? How will my body be able to handle yet another blow? I kept waiting, my heart racing, for Dr. Younger to offer a plan for me, a course of treatment. I knew that I faced yet another battle, but we had a strategic plan in place. He gave me hope.

It has been a long road, but everyone has the potential to do something positive in his or her own fight. If everyone supported the efforts being made, then we would make greater and more expedient gains in finding the cure. Having cancer can be positive. I know.

Janet's words of hope and optimism inspire us to continue to raise funds and awareness for breast cancer research. Help us continue her fight.

Janet Connolly O'Neill
(1951 - 2002)







Sponsors/Ad Commitment Form

☐ **FIREWORK SPONSOR** \$10,000

☐ **SPARKLER SPONSOR** \$5,000

☐ **STAR SPONSOR** \$2,500

☐ **GLITTER SPONSOR** \$1,000

☐ **EVENT TICKET(S)**

☐ Ticket(s), before 01.25.2013 \$90

☐ Ticket(s), after 01.25.2013 \$100

NUMBER OF TICKETS _____

☐ **PROGRAM BOOK**

☐ Full page advertisement \$250

☐ Half page advertisement \$150

☐ Quarter page advertisement \$100

Company/Name

Company Representative

Address

City

State

Zip

Telephone number

E-mail address

I/my company is unable to sponsor, but would like to make a donation in the amount of \$ _____

Make Checks Payable to: FRIENDS FIGHTING BREAST CANCER

Please send checks to: Katie O'Neill Britton, Friends Fighting Breast Cancer, 2 Fitch Court, Wakefield, MA 01880

Or visit our website to pay online: WWW.FRIENDSFIGHTINGBREASTCANCER.ORG/SOIREE

*Please e-mail all ads or logos to ffbcevent@gmail.com by March 2, 2013.

For additional information contact: Kristen Quinn, Friends Fighting Breast Cancer

Tel: 978-314-9667 • Email: ffbcevent@gmail.com

SPARKLING
SOIRÉE



Auction/Raffle Donation Form

Thank you for your generous commitment. Please provide detailed information on the auction item you wish to donate.

Item Description: _____

Please email a .jpeg or .eps logo and image of the item (if applicable) to ffbcevent@gmail.com by February 24, 2013.

Estimated Retail Value \$ _____

Please note that while some items may be considered "Priceless," an estimated fair market value is required from the donor for tax purposes.

Item Restrictions: _____

I/my company is unable to donate an auction item but would like to make a donation \$ _____

Contact Information

FFBC will use this information in listing and collecting your donation item(s).

Company/Name _____

Company Representative _____

Address _____

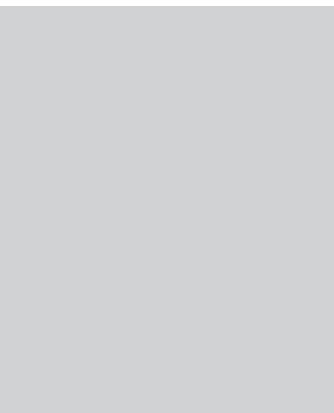
City _____ State _____ Zip _____

Telephone number _____ E-mail address _____

Please send or email your donation form by February 24, 2013

Katie O'Neill Britton, FFBC Event Committee
Friends Fighting Breast Cancer
2 Fitch Court
Wakefield, MA 01880
Tel: (617) 446-3322 • Email: ffbcevent@gmail.com

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LIKE US ON FACEBOOK

www.facebook.com/friendsfightingbreastcancer

FOLLOW US ON TWITTER

FFBC1

WWW.FRIENDSFIGHTINGBREASTCANCER.ORG

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