

DELAWARE
BREAST CANCER



Southern Lights of Life
at Dover Downs Hotel & Casino
An Evening of Living and Giving
February 28, 2015

SPONSORSHIP

Category	Contribution	Complimentary Ad	Table/Reservations
<input type="checkbox"/> Duck Drawing	\$12,500	Personalized Ducks	Reserved table for ten; event branding
<input type="checkbox"/> Platinum	\$10,000	Full Page Color	Reserved table for ten; event branding
<input type="checkbox"/> Gold	\$5,000	Full Page B/W	Reserved table for eight; branding
<input type="checkbox"/> Silver	\$2,500	Half Page B/W	Six tickets
<input type="checkbox"/> Bronze	\$1,500	Quarter Page B/W	Four tickets
<input type="checkbox"/> Pewter	\$500	Business Card	Two tickets

ADVERTISING

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	RATE
<input type="checkbox"/> Full B/W Page	\$400
<input type="checkbox"/> 1/2 Page Horizontal	\$200
<input type="checkbox"/> 1/4 Page Vertical	\$100
<input type="checkbox"/> Business Card	\$75
<input type="checkbox"/> Memorial/Celebration	\$25

Use Last Year's Ad New Ad

Please supply one of the following mediums:

- 1) ELECTRONIC MEDIA
- 2) SCANNER-READY MATERIAL
- 3) NON-SCANNER-READY
(provide text layout)

ITEM DONATION

Please provide a complete description of Item(s) to be donated:

Tax Deductible retail value of gift: \$ _____

Any restrictions or special handling required? _____

Gift to be : mailed or delivered to DBCC picked up at my location on/by _____ / _____ / 14-15

RESERVATIONS OR DONATIONS

Individual Seating \$150 each Number of Tickets _____ Total Seats \$ _____

Sorry, I cannot attend. Please accept my donation of \$ _____ for **Delaware Breast Cancer Coalition, Inc.**

DONOR INFORMATION

Business Name:

Contact Name:

E-mail:

Street:

City:

State:

Zip:

Phone:

Cell:

Credit Card:

Expire:

Signature:

Form and/or items should reach DBCC by:

January 16, 2015

Email: Michelle at mmarshall@debreastcancer.org

DBCC Representative

Name: _____

Delaware Breast Cancer Coalition, Inc.

Tax ID: 52-2045298

165 Commerce Way, Dover, DE 19904

Phone: (302) 672-6435 Fax: (302) 672-7834

Corporate & Individual Sponsorship

Sponsorship has its privileges...in our case it's helping out in a big way AND getting some special attention.

We offer six levels of sponsorship with commensurate benefits. (The number of sponsors at each level may be limited.)

Duck Drawing - \$12,500

Reserved table for ten (10) guests
Logo on rubber duck raffle items
Full-page color ad inside front of the program book
Prominent recognition on the website, marketing materials, and branding at event

Platinum - \$10,000

Reserved table for ten (10) guests
Full-page color ad in the program book with primary placement
Prominent recognition on the website, marketing materials, and branding at event

Confirm above sponsorships by January 1, 2015 and receive placement on the invitation sent to over 1,000 select guests!

Gold - \$5,000

Reserved table for eight (8) guests
Full-page black and white ad in the program book
Recognition on the website and marketing materials.

Silver - \$2,500

Tickets for six (6) guests
Half-page black and white ad in the program book
Recognition on the website and marketing materials

Bronze - \$1,500

Tickets for four (4) guests
Quarter-page ad in the program book
Recognition on the website and marketing materials

Pewter - \$500

Tickets for two (2) guests
Business card ad in the program book

Silent Auction Donations

Your donations to the silent auction can help generate thousands in additional dollars for DBCC's programs of support and education. We feature a range of moderately priced items to once-in-a-lifetime experiences from dining out, sports memorabilia, and entertainment, to home furnishings, personal services and international trips. The silent auction is a great way to highlight your goods and services while giving to a great cause.

Sampling of previous items:

Stay at a Beach House
Golf Packages
Travel and Cruises
Original Artwork
Sporting Event Tickets
Home and Garden Decor
Electronics & "Gadgets"
Sports Memorabilia
Spa and Salon Services
Personal Chef Services
Dining and Shopping Certificates
Jewelry, Watches, Accessories

Auction donors are listed in the program book and on the event website.

Program Booklet Advertising

More than just an agenda for the evening, the Northern Lights of Life Program Book highlights inspirational stories of our survivors and the dedicated partners who help us throughout the year. The program book becomes a memory book for all attendees, advertisers and sponsors and is shared with others long after the event is over.

Full Page: \$400
1/2 Page Horizontal: \$200
1/4 Page Vertical: \$100
Business Card: \$75
Memorial/Celebration Message (up to 20 words): \$25

Ad Sizes	WIDTH	HEIGHT
Full Page	7.5"	10"
½ Page Horizontal	7.5"	4.75"
¼ Page Vertical	3.5"	4.75"
Business Card	3.5"	2"

Please submit electronic ads (PDF, JPEG, AI, PNG) to mmarshall@debreastcancer.org or call 302.672.6435 with any questions.

The deadline for sponsorship is January 16, 2015.

Individual tickets are \$150 per person.