



The Boathouse Gala

To benefit New Yorkers for Charity

Friday, September 18, 2008

The Loeb Boathouse in Central Park, NY



Dear Potential Auction and/or Gift Bag Supporter,

Please consider donating an item to the 2009 Boathouse Gala's Live Auction and/or 300 items for the VIP and Sponsor's gift bags. Your generous donation will support charitable organizations that often lack the ability to raise substantial money on their own and it is tax deductible.

Our event draws over 300 Director and Senior level professionals and influencers at the \$350 ticket level and 1,100 sophisticated guests at the \$200 ticket level. All attendees can participate in the live auction. Your gift bag item will be presented exclusively to the \$350 ticket purchasers. Not only will you reach your target audience, you will also support an important cause. We are seeking items that our guests would be thrilled to bid on for themselves or for someone special in their lives. Our auction will include special experiences, luxury items and must haves for our discerning guests.

Last year's auction included items from: Cartier, David Yurman, Olympic Airways, VIP tickets to Hard Rock Café's private Melissa Etheridge concert, J.Crew, Warren-Tricomi Salon, Nu Kitchen, People Magazine, Dr. Copeland Skincare, Completely Bare, Crown Plaza Hotel, POSH salts and many, many others.

IN EXCHANGE FOR AUCTION DONATIONS, YOUR COMPANY WILL RECEIVE:

- For Items valued up to \$1,000 — Logo on virtual logo wall plus a credit toward event tickets valued at one-third the amount of your donation;
- For Items valued over \$1,001 — Logo on virtual logo wall plus a credit toward event tickets valued at one-third the amount of your donation (up to 10 tickets);

(If you donate items with a value that is a bit less or a bit more than the value of the tickets you require, you can make up the difference with a check/credit card donation for that amount between the fractional value of a ticket and the full price of the ticket).

Just indicate the names of the persons from your company who will be using the tickets. (If necessary, you can change the designated names of who will be using your tickets with 48 hrs notice prior to the event).

DETAILS, DEADLINES AND DELIVERY INFORMATION:

Donation Agreement Deadline: Thursday, September 10th

Deadline for Auction Items to be received: Friday, September 11th

Ship Auction Items to: New Yorkers for Charity, 225 East 57th Street, Suite 18E, New York, NY 10022

Advertisement requirements: 8 ½" x 11" non-bleed. EPS format, outlines vector artwork and/or high resolution 300DPI, PDFs.

Logo requirements: EPS Format

Email Advertisements and logos to: Ian Shapolsky: ian@spibooks.com

For questions regarding auction items or program advertisements, please call Ian Shapolsky, Executive Director for Auction Items at: (212) 431-5011 or (917) 553-0686.



Yes, we would be delighted to support New Yorkers For Charity!

Retail Value of Gift: \$	Item Description:
Contact Name:	Company:
Mailing address:	
Telephone #:	Email address:



About the 2009 Boathouse Gala

Special guests Miss America, Top State and City Officials (Legally, names and titles cannot be printed.)

Sponsors to date

Auction items to date **Nick's Tickets, Theater Tickets, Ballet Tickets, Yankees Tickets, Original Art Works, New Book Assortments, Restaurants, Sailboat Charters, Hamptons Weekends, Ray Ban Glasses and much more.**

Timeline

7:00 PM: 300 "VIP and Sponsors' Reception" ticket-holders arrive
9:00 PM: 1,100 "Gold" ticket-holders arrive
10:40 PM: Live auction begins
2:00 AM: The evening adjourns

Music

7:30-9 PM: DJ Performance
9:00-2 AM: 5 bands in the Banquet Room

Tickets

SPONSOR Tickets
\$1,000 provides access to an ultra-exclusive private lounge (limited to 40 people) with Ainsley Earhardt-Fox News Anchor and other special guests, heavy hors d'oeuvres, carving stations, open bar, dancing, acknowledgement in www.NY4C.com, live auction, access to the VIP Lounge, private bars and special gift bags.

VIP Tickets
\$250 in advance, \$350 after 9/11/09
Heavy hors d'oeuvres, carving stations, open bar, dancing, acknowledgement in www.NY4C.com, live auction, access to the VIP Lounge, private bars and gift bags.

GOLD tickets
\$150 in advance, \$200 after 9/11/09
Heavy hors d'oeuvres, open bar, dancing, acknowledgement in www.NY4C.com

How to Purchase Tickets Tickets are available for purchase at www.ny4c.com

Attire Black tie *with some spice!*

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About NY4C

New Yorkers for Charity, Inc. ("NY4C") seeks to heighten awareness, particularly among young New Yorkers, in charitable organizations that might otherwise go unnoticed. We provide financial assistance to these charities and otherwise seek to motivate and enlist New Yorkers to make a difference in their community. NY4C is continuously looking to assist small (unnoticed) charities that provide valuable assistance to individuals in the New York City Metropolitan area.