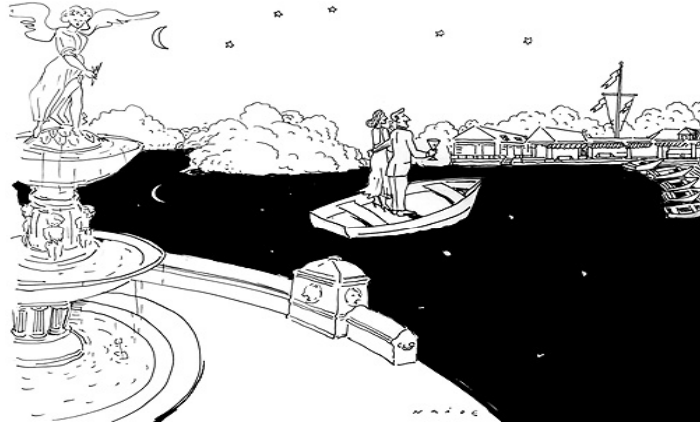


The Boathouse Gala

to benefit New Yorkers for Charity, Inc.



Friday, September 18, 2009

The Loeb Boathouse in Central Park, New York, NY

SPONSORSHIP PROPOSAL

Presented by: New Yorkers for Charity, Inc., a 501(c)(3) non-profit corporation, August 2009

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www.NY4C.com

The Boathouse Gala – 12 Years of Success

Every September, over 1,500 sophisticated New Yorkers are drawn to the Boathouse Gala, a charity event held at New York City's famed Loeb Boathouse in Central Park. Guests come to support an important, charitable cause while enjoying the Gala's beautiful venue, open bars, delicious buffets, great music and dancing. Thanks to 100 dedicated committee members, the event sells out every year via e-mailed invitations.

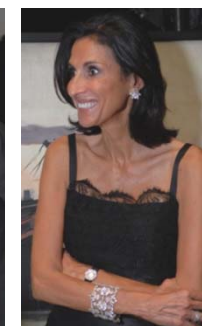
Last year, the event's proceeds went to New Yorkers for Charity, Inc. ("NY4C"), a 501(c)(3) nonprofit organization that supports need-based charities in the New York Metropolitan Area, and CANCER101, a 501(c)(3) non-profit organization that supports the victims of breast cancer. This year NY4C will be the sole host of the event.

Our event offers two different ticket prices and two different arrival times:

The VIP & Sponsors' Reception: 7:00 pm to 9:00 pm, VIP \$250-\$350 tickets, Sponsor tickets are \$1,000. At 7:00 pm, 300 guests are invited to arrive early to network and enjoy gourmet fare, special cocktails and auctions on the terrace overlooking the pond. From 9:00 pm to 2:00am, VIP-Sponsors' Reception ticket-holders also receive exclusive access to a private terrace. Sponsors have access to an exclusive lounge (limited to 40 people) with: Ainsley Earnhard, Fox News Anchor, newly-crowned Miss Universe 2009, and Kristen Dalton, Miss USA 2009, and other special guests. Our VIP-Sponsors' Reception draws 300 sophisticated professionals from some of New York's most prestigious institutions and New York families. There is a special gift bag for the VIP-Sponsor ticket holders.

The Boathouse Gala: 9:00 pm to 2:00 am, \$150-\$200 tickets: At 9:00pm, 1200 Gold ticket-revelers join the Sponsors' Reception guests and enjoy live music from 2 live bands and a DJ, ten open bars, and gourmet food throughout the entire venue (excluding the Sponsors' Lounge). Our 1,200 Gold ticket-holders are young, sophisticated, professional men and women, generally between the ages 28 and 45 who have substantial disposable incomes. Our guests typically summer in the Hamptons, Nantucket, Martha's Vineyard and/or St. Tropez; they know how to have fun.

We hope you will support our charitable event, which has been described by our past guests as "*the party of the year.*"



The Boathouse Gala to benefit New Yorkers for Charity

New Yorkers for Charity® is a 501(c)(3) non-profit organization. www.NY4C.com sponsorship@ny4c.com

The Details



Date Friday, September 18, 2009

Location The Loeb Boathouse in Central Park, New York, NY

Timeline

- 7:00 PM: VIP-Sponsors' Reception ticket-holders arrive
- 9:00 PM Gold ticket-holders arrive:
2 Live Bands Commence in the Banquet Room
- 10:30 PM Ainsley Earhardt Fox New Anchor Introduction
- 10:40 PM Live Auction
- 12:00 PM Committee Photo in Banquet Room
- 2:00 AM The Gala Adjourns

Music 2 Bands in the Banquet Room and DJ

Tickets

Sponsor Tickets

VIP Reception Tickets

\$250 in advance, \$350 after 9/11/09

Bountiful hors d'oeuvres, carving stations, open bar, dancing, acknowledgement on the www.NY4C.com website, live auction, access to the VIP Lounge, private bars and gift bags.

Gold tickets

\$150 in advance, \$200 after 9/11/09

Bountiful hors d'oeuvres, open bars, dancing, and acknowledgment of attendance on the www.NY4C.com website.

How to purchase tickets

Tickets are available for purchase on the www.NY4C.com website.

Attire

Black Tie

Boathouse Gala 2007-2008



2007 -2008Sponsors

Bowne LLC
Grant Thornton
Life Medical Technologies
Mercedes-Benz of Manhattan
Martha Stewart Flowers
AB Skin Care
NYU Cancer Institute
Pedone & Partners Advertising
Moet Hennessey USA
Bacardi Rum
Grey Goose Vodka
Belvedere Vodka
Heineken and Amstel Light

Auction, door-prize, gift bag donors:

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 more.



Reach: 14,000+ savvy, successful, sophisticated, professional New Yorkers via six to twelve e-mail blasts.

Our 300 Sponsor Reception Guests:

Discerning, sophisticated, decision-makers in the financial, corporate, medical and pharmaceutical industries.

Our 1200 Gold Ticket Guests:

Young men and women (50/50) generally between the ages of 28 and 45. Gold ticket-holders are successful Managers, Directors and Vice Presidents from major New York corporations.



Demographics: Men/Women: 50/50 / Age: 28 to 50 / Average Household Income: \$85,000+



The Boathouse Gala to benefit New Yorkers for Charity

CANCER101® is a 501(c)(3) nonprofit organization. 917-715-5052 www.NY4C.com

Beer, Wine & Liquor Sponsorship Opportunities

New Yorker's for Charity request the in-kind donation of:

- 100 cases of beer or
- 40 cases of vodka or
- 40 cases of wine or
- Cases of other alcohol or liquor

In exchange for any individual donation: Sponsorship Recognition

Fourth-tier logo on all event materials to include:

- E-mail blasts to 14,000 people on our mailing list (up to 7 blasts)
- Prominent on-site signage
- Company name, link and a 25 word description about your brand included in every automatic e-mail reply to those who purchase tickets online
- An appropriate award of Gala tickets for your personnel
- Logo and marketing link on the New Yorkers for Charity Web site: www.NY4C.com
- Give-away opportunity for gift bags (an estimated 300)
- Mention in all press materials

EXCLUSIVITY

- If your company can provide 100 cases of beer, then no other beer brand will be present at the Gala
- If your company can supply a sufficient amount of any other liquor or wines, then no other liquor or wine of that type will be present at the Gala

New Yorkers for Charity is open to joint marketing and other creative forms of marketing designed by your staff

Letter of Intent

On behalf of _____ company, I _____ am committed to supporting the Boathouse Gala with the following:

- Sponsorship level: (please circle one) Title \$40,000; Platinum \$30,000; Gold \$20,000; Silver \$10,000; Bronze \$5,000
- In-kind product/services: _____ equal to a financial contribution of \$ _____
- Auction item: _____ with a retail value of \$ _____
- Program page in the event journal: please circle one) Full-color page \$1,000; ½ color page \$500; ¼ page \$250
- I would also like to purchase additional tickets: _____ \$1,000 Sponsor tickets _____ \$250-350 VIP tickets _____ \$150 gold tickets = \$ _____

I understand my tax-deductible donation will be considered a direct donation to New Yorkers for Charity, a registered 501(c)(3) nonprofit organization. I also understand that I will only need to write one check/credit card payment out to New Yorkers for Charity. I further understand that I will receive one letter from New Yorkers for Charity that will acknowledge my tax-deductible gift.

<i>Print name:</i>	<i>Signature:</i>	<i>Date:</i>
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Payment options:

Pay online: go to www.NY4C.com to pay by credit card
Pay by phone: Call 212-330-4555 to pay by credit card over the telephone
Pay by fax: Fill out the information form below and fax to 917-591-5980
Pay by mail: Fill out the form then call 646-345-1441

Deadlines:

Advertisements and/or recognition in the event journal: Friday, September 11
 Deadline for auction items: Thursday, September 10

Delivery information

Advertisement requirements: 8 ½ x 11 non-bleed. EPS format, outlines vector artwork and/or High resolution 300DPI , PDF
Logo requirements: EPS format
E-mail advertisements and logos to: Amber@NY4C.com

Contact name:		Payment amount:	\$
Company name:		A check made payable to NY-ers for Charity <input type="checkbox"/> is enclosed <input type="checkbox"/> will be mailed	
Street address:		Circle credit card: MasterCard and Visa preferred, AMEX accepted	
Telephone:		Credit Card#:	
Fax:		Expiration date:	
E-mail:		Signature:	

New Yorkers for Charity (NY4C) is a 501(c)(3) nonprofit organization.