

KIDS FOR KIDS FOUNDATION PRESENTS THE 6th ANNUAL FAMILY FUN DAY FOR ST. JUDE!



KIDS FOR KIDS FAMILY FUN DAY FOR ST. JUDE SATURDAY
JUNE 14, 2014

Saturday, June 14, 2014

10:00 a.m. – 5:00 p.m

Aviator Sports & Events Center

3159 Flatbush Ave, Brooklyn, NY 11234

**KIDS CARNIVAL GAMES | ICE SKATING | ROCK CLIMBING
DUNK TANK | STILT WALKERS | CLOWNS | JUGGLERS | SAND ART
LIVE ENTERTAINMENT | RAFFLE PRIZES | BBQ LUNCH (12 PM – 2PM)
FACEPAINTING | TATTOOS | PHOTO BOOTH | KIDS CHARACTERS**

www.stjude.org/kidsforkids



Kids for Kids Committee



The Kids for Kids Committee was established in 2008, when ten friends joined together to sponsor a fundraising event at The Bronx Zoo to raise funds for St. Jude Children's Research Hospital®. Since its inception, The Kids for Kids Committee has raised nearly \$2 million for the kids and families of St. Jude Children's Research Hospital.

In 2013, the Kids for Kids Committee had its largest year to date, hosting a Father & Son Golf Outing, Clay Shoot for St. Jude and their signature day at the Bronx Zoo where over 1,100 guests gathered in support of St. Jude. Thanks to the generous support of our sponsors and committee, \$750,000 was raised.

Event Founders

Robert Catalano
Brian Baslin
Todd Baslin
Bert Capone
Joseph Capone
John Carbone
Jason Dove
Danny Fontana
James Halpin
Brian Kaminsky
Fabio Migliaccio
Nick Raineri
Craig Shapiro

Event Chairs

Bob Biccchi
Antonio Biondi
Michael Borrero
Nick Caiazzo
Frank Farella
Diane Fields
Greg Caldarero
Avi Itzikowitz
Marianna McGillicuddy
Desranee Prashad
William Vazquez
Brian Zall

Benefactors

Sal Amato
Paul Lombardozzi
Michael Mazzio
Jamie Ruggiero

Event Co-Chairs

Nicholas Aversa
Nicholas Benevento
Nicole Capone
John Corallo
Kathy Figueroa
Michael Guarnaccia
Richard Heller
Judy Matouk
Roy Raineri
Steven Retas
Evan Tripodi
Joseph Tranchina
Sonya Verny
Daniela Zustovich

Jr. Committee

Phillip Biccchi
Olivia Baslin
Juliana Biondi
Sofia Biondi
Brandon Borrero
Ava Correrra
Lia Correrra
Ali Curcio
Alessandra Di Paolo
Annalisa Di Paolo
Lyla Dove
James E. Halpin
Brenna Hazen
Charlotte Hazen
Molly Hazen
Declan Hazen
Alyssa Malloy
Jenna Rose Malloy
Thomas Malloy
Alexandria Raineri
Caterina Raineri
Isabella Raineri
Nico Raineri
Emma Resnick
Matthew Shapiro
Gabe Zall
Jacob Zall



“No child should die in the dawn of life.”

Danny Thomas



Aaron
5 years old
Virginia
medulloblastoma

In the summer of 2012, when Aaron was found to suffer from a rare brain tumor called medulloblastoma, his family turned to St. Jude Children’s Research Hospital®. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since it opened 50 years ago.

Aaron’s treatment included brain surgery, 31 rounds of radiation therapy and four rounds of chemotherapy. He’s now finished with treatment and visits St. Jude for regular checkups. Aaron is a happy boy who loves to play outside. His family is grateful for everything St. Jude has done for him. “You can’t put the amount of thanks we have for St. Jude into words,” said Aaron’s father, Scott. “It’s the very best of the best.”



KIDS FOR KIDS FOR ST. JUDE

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

\$25,000

This support could:

- Help cover the cost of one major surgical procedure
- Help cover about a fourth of the cost of providing radiotherapy treatment for a brain tumor patient

Sponsor Benefits

- Fifty (50) Reservations
- On stage acknowledgment by the Master of Ceremonies at the event
- Logo placement on exclusive Presenting Sponsor sign placed at entrance of event
- Presenting Sponsor recognition in the program and dedicated event website
- Recognition in event press release and post event release (*Commitment needed by 5.15.14)
- Dedicated regional St. Jude social media post
- Dedicated first full page advertisement in the program journal
- Custom thank-you piece

Gift of Hope Sponsor

\$15,000

This support could:

- Help provide nearly four months of lodging for one St. Jude family
- Help run the St. Jude Blood Donor Center for one week

Sponsor Benefits

- Thirty (30) Reservations
- Logo placement on sponsor sign placed at entrance to the event
- Sponsor recognition in slide presentation at event and in the event program
- Recognition in event press release and post event release (*Commitment needed by 5.15.14)
- Dedicated regional St. Jude social media post
- Dedicated full page advertisement in the program journal
- Custom thank-you piece

Kids for Kids Carnival Sponsor

\$10,000

This support could:

- Help provide one CT scan for a St. Jude patient
- Help provide grocery gift cards for two years for one St. Jude family

Sponsor Benefits

- Twenty (20) Reservations
- Logo placement on sponsor sign placed at entrance to the event
- Sponsor recognition in slide presentation at event and in the event program
- Dedicated regional St. Jude social media post
- Dedicated full page advertisement in the program journal
- Custom thank-you piece



Kids for Kids BBQ Sponsor

\$5,000

This support could:

- Help cover the cost of the daily room rate of the ICU
- Help cover the cost of 10 platelet transfusions for a St. Jude patient

Sponsor Benefits

- Ten (10) Reservations
- Logo placement on sponsor sign placed at entrance to the event
- Sponsor recognition in slide presentation at event and in the event program
- Dedicated half page advertisement in the program journal
- Custom thank-you piece

Kids for Kids T-Shirt Sponsor

\$4,000

Sponsor Benefits

- Eight (8) Reservations
- Logo placement on sponsor sign placed at entrance to the event
- Sponsor recognition in slide presentation at event and in the event program
- Dedicated half page advertisement in program journal
- Custom thank-you piece

Kids for Kids Face Painting Sponsor

\$3,000

Sponsor Benefits

- Six (6) Reservations
- Logo placement on sponsor sign
- Sponsor recognition in slide presentation at event and in the event program
- Custom thank-you piece

Kids for Kids Giveaways Sponsor

\$2,500

Sponsor Benefits

- Five (5) Reservations
- Logo placement on sponsor sign
- Sponsor recognition in slide presentation at event and in the event program
- Dedicated half page advertisement in program journal
- Custom thank-you piece



Kids for Kids Characters Sponsor

\$2,000

Sponsor Benefits

- Four (4) Reservations
- Logo placement on sponsor sign
- Sponsor recognition in slide presentation at event and in the event program
- Custom thank-you piece

Kids for Kids Beverage Sponsor

\$1,850

Sponsor Benefits

- Four (4) Reservations
- Logo placement on sponsor sign
- Sponsor recognition in slide presentation at event and in the event program
- Custom thank-you piece

Lunch Banner Sponsor

\$1,500

Sponsor Benefits

- Logo placement on banner at June 14th Event
- Sponsor recognition in slide presentation at event and in the event program
- Custom thank-you piece

AD JOURNAL OPPORTUNITIES

- Back Cover (\$3,500) *One Available
- Front Inside Page (\$3,000) *One Available
- Front Page (\$2,750) *One Available
- ~~Back Inside Page (\$2,500) *One Available~~ **SOLD**
- Full Page Ad (\$1,000)
 - Sized 8.5" (W) x 11" (H)
 - Full Color
- Half Page Ad (\$750)
 - Sized 8.5" (W) x 5.5" (H)
 - Full Color
- Business Card (\$500)

When you make a donation using this information, your donation will be used to provide breakthrough research, treatment and cures. Items listed here are representative of services and supplies that are part of the treatment and care of children at St. Jude. The cost of each item or service is an approximation, and will vary based on actual costs incurred and individual patient needs. Your donation will be used for the general operating needs of St. Jude, where no family ever pays St. Jude for anything.



KIDS FOR KIDS FOR ST. JUDE

June 14, 2014 | 10:00am – 5:00pm | Aviator Sports & Events Center | Brooklyn

RSVP

NAME: _____ COMPANY: _____

ADDRESS/CITY/ST _____

PHONE: _____ EMAIL: _____

☐ TO PAY BY **CREDIT CARD**, PLEASE CALL OUR OFFICE AT 212-239-3239 OR PAY ONLINE AT THE EVENT WEB SITE: stjude.org/kidsforkids

☐ CASH ☐ CHECK REFERRED BY: _____

- ☐ Presenting (\$25,000) **Fifty Reservations (50)**
- ☐ Gift of Hope (\$15,000) **Thirty Reservations (30)**
- ☐ Kids for Kids Carnival (\$10,000) **Twenty Reservations (20)**
- ☐ Kids for Kids BBQ (\$5,000) **Ten Reservations (10)**
- ☐ Kids for Kids T-Shirt (\$4,000) **Eight Reservations (8)**
- ☐ Kids for Kids Face Painting (\$3,000) **Six Reservations (6)**
- ☐ Kids for Kids Giveaways (\$2,500) **Five Reservations (5)**
- ☐ Kids for Kids Characters (\$2,000) **Four Reservations (4)**
- ☐ Kids for Kids Beverage Sponsor (\$1,850) **Four Reservations (4)**
- ☐ Lunch Banner Sponsor (\$1,500)

Does your company offer a
matching gift opportunity?
Please let us know how we can
help you secure a match for your
contribution!

- ☐ INDIVIDUAL TICKET (\$200): # of TICKETS _____
- ☐ KIDS TICKET (\$50 for guests 21 yrs. and younger): # of TICKETS _____
- ☐ I WOULD LIKE TO MAKE A DONATION OF: \$ _____
- ☐ Please check here if you require an **INVOICE** or any additional documentation to process payment. Items needed: _____

Please make checks payable to *St. Jude Children's Research Hospital*

Thank you for your support.

PLEASE RETURN TO ST. JUDE VIA:

EMAIL to: caitlin.mcfeely@stjude.org - **FAX:** 212-239-3279, Attn: Caitlin McFeely

MAIL: 14 Penn Plaza, Suite 1615, New York, NY 10122, Attn: Caitlin McFeely

OR CONFIRM ONLINE AT: www.stjude.org/kidsforkids



KIDS FOR KIDS FOR ST. JUDE

June 14, 2014 | 10:00am – 5:00pm | Aviator Sports & Events Center | Brooklyn

RSVP – Ad Journal

NAME: _____ COMPANY: _____

ADDRESS/CITY/ST _____

PHONE: _____ EMAIL: _____

☐ TO PAY BY **CREDIT CARD**, PLEASE CALL OUR OFFICE AT 212-239-3239 OR PAY ONLINE AT THE EVENT WEB SITE: stjude.org/kidsforkids

☐ CASH ☐ CHECK REFERRED BY: _____

☐ Back Page Ad (\$3,500)

☐ Front Inside (\$3,000)

☐ Front Page Ad (\$2,750)

☒ ~~Back Inside Ad (\$2,500)~~ **SOLD**

☐ Full Page Ad (\$1000)

☐ Half Page Ad (\$750)

☐ Business Card Ad (\$500)

Does your company offer a
matching gift opportunity?
Please let us know how we can
help you secure a match for your
contribution!

*****Due Date for Ads – May 22, 2014**

Please send your Ad in **PDF, JPEG or Word Document** to Caitlin McFeely at

caitlin.mcfeely@stjude.org.

All Ads are in Full Color. Full Page Sized 8.5" (W) x 11" (H); Half Page Sized 8.5" (W) x 5.5" (H)

Please make checks payable to *St. Jude Children's Research Hospital*

Thank you for your support.

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