



Royal Dames of Cancer Research, Inc.

6278 N. Federal Hwy., #378, Fort Lauderdale, Florida 33308
www.royaldames.org

Dear Friends of Cancer Research,

The **Royal Dames of Cancer Research** are currently planning the *42nd Anniversary fundraising Gala, “The Royal Tiara Ball”* which will be held on Saturday, November 19, 2011 at the Hyatt Regency Pier 66 in Fort Lauderdale. You will dine and dance to the sounds of “Beth and Command Performance”. There will also be a reception and silent auction prior to the ball.

As co-chairs, representing the entire membership of the Royal Dames, we are excited to present this opportunity and respectfully request that you join us as an underwriting sponsor of this 42nd annual Tiara Ball. This is an exceptional way for you to meet the people who support cancer research, as well as for community leaders and businesses as yourself, to show your support of this most worthy cause.

As a sponsor, you will have a prominent position in our souvenir journal and will receive additional recognition, as identified on the Underwriting Opportunities form enclosed. Your support will assist us enormously in fulfilling our mission to find a cure for cancer.

We look forward to hearing from you. Please call 954-629-0209 if you would like additional information about the Royal Dames and the outstanding research that is being conducted at the Rumbaugh Goodwin Institute for Cancer Research.

Sincerely,

Carole Nugent Asser

Mary T Kazares

Amy Swan

Carole Nugent Asser
Tiara Ball Chairperson

Mary T. Kazares
Tiara Ball Chairperson

Amy Swan
Tiara Ball Chairperson



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*Sponsorship
Opportunities*

“The Royal Tiara Ball”

42nd Anniversary on Saturday November 19, 2011

Presented by

The Royal Dames of Cancer Research, Inc.

*Founded in 1969 as a corporation organized exclusively
to raise funds, for the study, research, and cure for
cancer.*

*Fundamental Belief of the Royal Dames of Cancer
Research, Inc. is that, “Man Is Not Destined to Die
of Cancer”.*



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“The Royal Tiara Ball”

Event Fact Sheet

When – Saturday, November 19, 2011

Time – 7:00 P M

*Where – Hyatt Regency Pier Sixty Six
2301 SE 17th Street Causeway
Fort Lauderdale, Florida*

*What – Champagne, Martini Bar and Cocktail Reception
Exclusive Silent Auction
Delectable Dinner with Wine
Espresso Bar*

Entertainment by “Beth and Command Performance”

President: Joey Statsky

Royal Tiara Ball Chairwoman: Carole Nugent Asser

Royal Tiara Ball Chairwoman: Mary T. Kazares

Royal Tiara Ball Chairwoman: Amy Swan



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“The Royal Tiara Ball”

Underwriting Opportunities

DEADLINE FOR JOURNAL RECOGNITION IS OCTOBER 1, 2011

<i>Diamond Tiara Sponsor</i>	\$50,000
Name recognition on invitation as Tiara Ball Title Sponsor	
Most prestigious table for ten at the Tiara Ball	
Inside front cover two page full color spread	
Diamond Tiara Sponsor Recognition in souvenir journal	
Invitations for four to the private Underwriters Party	
Name recognition in pre and post press releases	
<i>Platinum Tiara Sponsor</i>	\$25,000
Name recognition on the ball invitation	
A prestigious table for ten at the Tiara Ball	
Two page full color spread	
Platinum Tiara Sponsor Recognition in souvenir journal	
Invitations for four to the private Underwriters Party	
Name recognition in pre and post press releases	
<i>Sapphire Tiara Sponsor</i>	\$15,000
Name recognition on the ball invitation	
A preferred table for ten at the Tiara Ball	
Two page full color spread	
Sapphire Tiara Sponsor Recognition in souvenir journal	
Invitations for four to the private Underwriters Party	



<i>Gold Tiara Sponsor</i>	\$10,000
Name recognition on the invitation	
Eight tickets to the Tiara Ball	
Full color page	
Gold Tiara Sponsor Recognition in souvenir journal	
An invitation for four to the private Underwriters Party	
<i>Silver Tiara Sponsor</i>	\$5,000
Six tickets to the Tiara Ball	
Full color page	
Silver Tiara Sponsor Recognition in souvenir journal	
An invitation for two to the private Underwriters Party	
<i>Bronze Tiara Sponsor</i>	\$2,500
Two preferred seats at the Tiara Ball	
Full color page	
Bronze Tiara Sponsor Recognition in souvenir journal	
An invitation for two to the private Underwriters Party	
<i>Friends of "The Royal Tiara Ball"</i>	\$500 +
Two tickets to the private Underwriters Party	
Recognition in the souvenir journal	



“The Royal Tiara Ball”

42nd Anniversary Saturday, November 19, 2011
Underwriting Opportunities

(Please check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Diamond Title Tiara Sponsor \$50,000 | <input type="checkbox"/> Printing Underwriter \$12,500 |
| <input type="checkbox"/> Platinum Tiara Sponsor \$25,000 | <input type="checkbox"/> Entertainment Underwriter \$7,500 |
| <input type="checkbox"/> Sapphire Tiara Sponsor \$15,000 | <input type="checkbox"/> Wine and Champagne Underwriter \$6,000 |
| <input type="checkbox"/> Gold Tiara Sponsor \$10,000 | <input type="checkbox"/> Decorations Underwriter \$4,000 |
| <input type="checkbox"/> Silver Tiara Sponsor \$5,000 | <input type="checkbox"/> Cocktail Hour & Half \$2,500 |
| <input type="checkbox"/> Bronze Tiara Sponsor \$2,500 | <input type="checkbox"/> Martini Bar \$1,250 |
| <input type="checkbox"/> Friends of The Royal Tiara Ball \$500 or more | <input type="checkbox"/> Photography \$1,250 |
| | <input type="checkbox"/> Valet Parking \$800 |
| | <input type="checkbox"/> Postage \$660 |

Deadline for Journal Recognition October 1, 2011

Name as to be recognized: _____

Contact Name: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____ E-mail: _____

Enclosed is a check for \$ _____ made payable to Royal Dames of Cancer Research, Inc.

Please charge my: VISA _____ Master Card _____

Card holder name: _____

Account #: _____ Exp. Date: _____

Amount to be charged: \$ _____ Signature: _____

Please return to: **Merri Grace McLeroy**

**815 SE 2nd Street
Fort Lauderdale, Florida 33301**

Contacted by: _____

Date: _____



Royal Dames of Cancer Research, Inc.

Commemorative Journal Advertising Order Form: Part 1

Deadline: October 1, 2011

\$2,000 Special Anniversary Package includes:

Two **preferred** seats at the Tiara Ball, a full color page, recognition in the Souvenir Journal and two invitations to the Underwriters' Party.

\$1,200 Anniversary Package for the 42nd Anniversary Tiara Ball includes:

Two seats at the Tiara Ball, a full color page, recognition in the Souvenir Journal and two invitations to the Underwriters' Party.

Journal Page	Ad Size	Price	Quantity
Outside Back Cover (1)	8" x 10"	\$3,000	_____
Inside Front Cover (1)	8" x 10"	\$2,500	_____
Inside Back Cover (1)	8" x 10"	\$2,000	_____
Special Anniversary Package	8" x 10"	\$2,000	_____
Anniversary Package	8" x 10"	\$1,200	_____
Full Page Color	8" x 10"	\$600	_____
Full Page Black & White	8" x 10"	\$300	_____
Half Page Black & White	8" x 4.75"	\$200	_____
Quarter Page Black & White	3.5" x 4.75"	\$100	_____
Children and/or grandchildren	Collage	\$50	_____
Pets	Collage	\$50	_____
Special Moments	Collage	\$50	_____

Ad Materials: (check one) Enclosed Will email Will mail Please create ad for me*

To Provide: (check one) .pdf of Ad Digital Photo & Text* Print Photo & Text* Text only*

* We will be happy to create your ad free of charge.



Commemorative Journal Advertising Order Form: Part 2

Royal Dames will honor their commitment of one Tiara Ball Ticket of \$275.00 or equal value of any ad(s)

Name _____

Company _____

Address _____

Phone _____ Fax _____ Email _____

Amount \$ _____ Payment Method (check one): MasterCard Visa Check

Name on Card _____ Acct # _____ Exp Date _____

Signature _____ Salesperson _____

Make check payable to: **Royal Dames of Cancer Research, Inc.** (mail to address below)

We must receive: Order Form with Payment and Finished Art or Photographs and Ad Copy (text)

Please email digital materials (this form, .pdf of completed ad or text and high-resolution (300 dpi) photos) to: **Merri Grace McLeroy at: mgm@simcommunications.com.**

Mail checks (non-digital) and this form to: Royal Dames of Cancer Research, Inc.

Attn: Merri Grace McLeroy

815 SE 2nd Street

Fort Lauderdale, FL 33301