

## Sponsorship and Advertising Form

### What A Pair!

A Broadway-styled production of female celebrity duets,  
benefiting breast cancer research at John Wayne Cancer Institute.  
September 26, 2009 - 7:30pm at the Broad Theatre, Santa Monica, CA

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

#### Sponsorship Levels and Event Program Advertisements

- Premiere Sponsor** ..... \$50,000  
(Double page color ad in "Broadway" section of program, 8 VIP tickets, plus additional benefits)
- Star Sponsor** ..... \$25,000  
(Full page color ad in "Broadway" section of program, 6 VIP tickets, plus additional benefits)
- Guest-Star Sponsor** ..... \$15,000  
(Full page color ad in "Broadway" section of program, 4 VIP tickets, plus additional benefits)
- Co-Star Sponsor** ..... \$10,000  
(Full page color ad in "Shubert Alley" section of program, 2 VIP tickets, plus additional benefits)
- Chorus Sponsor** ..... \$5,000  
(Full page color ad in "Shubert Alley" section of program, 2 VIP tickets, plus additional benefits)
- "42nd Street" Advertisement** ..... \$1,500  
(1 full page black & white ad in "42nd Street" section of program)
- "Off-Broadway" Advertisement** ..... \$750  
(1/2 page black & white ad in "Off-Broadway" section of program)
- "National Tour" Advertisement** ..... \$250  
(1/4 page black & white ad in "National Tour" section of program)
- Please add my name to the **"Tribute"** page ..... \$100

#### Please Invoice

- Check enclosed  
(made payable to John Wayne Cancer Institute)
- Visa
- Mastercard
- American Express

Credit Card # \_\_\_\_\_  
Exp. Date \_\_\_\_\_  
Cardholder's Name \_\_\_\_\_  
Total Amount Charged \_\_\_\_\_  
Signature \_\_\_\_\_  
Date \_\_\_\_\_

#### Mail this form to:

John Wayne Cancer Institute, Attn: Public Affairs and Development, 2200 Santa Monica Blvd., Santa Monica, CA 90404 or Fax to 310-315-6195

\* Qualifying sponsorships must be confirmed before July 10, 2009 to be included on the invitation.

\* To be included in the event program, camera ready artwork must be received by August 31, 2009. Artwork must be in Quark (B&W or 4 color), Photoshop (400dpi TIFF, B&W or 4 color), or Illustrator (B&W or 4 color / all fonts must be outlined). In all formats, all fonts must be included for Macintosh. PDFs are acceptable as well. Artwork should be to be e-mailed to VasquezY@jwci.org. Subject line must say "What a Pair! Ad." Order form should be faxed to 310-315-6195.

Your donation in excess of \$150 per ticket for goods and services received (estimated value of event) is tax deductible. JWCI is a non-profit organization that operates under the tax id #95-4291515, and meets all the requirements of the IRS code, section 501(c)(3). For the following sponsorships, the amount in parenthesis is tax deductible: \$50,000 (\$48,500), \$25,000 (\$24,100), \$15,000 (\$14,400), \$10,000 (\$9,700), \$5,000 (\$4,700).