

# BENEFIT SPONSORSHIP



**Dystrophic Epidermolysis Bullosa Research Association of America**

Imagine your child living with...

***The Worst Disease You've Never Heard Of™***



**Because the Cost of Doing Nothing is Too Great™**

JOIN **debra** AS A SPONSOR  
of our two-annual fundraising events  
at the legendary **West Side Tennis Club**  
and **MoMA | The Museum of Modern Art**  
DETAILS ENCLOSED

Contact Casey Fitzpatrick at [casey@debra.org](mailto:casey@debra.org) or 212.868.1573

# BENEFIT SPONSORSHIP



# MATS WILANDER FOUNDATION TENNIS PRO-AM

For Epidermolysis Bullosa (EB) — The Worst Disease You've Never Heard Of.™

Wednesday, August 28, 2013 ♦ West Side Tennis Club ♦ Forest Hills, Queens, New York City

## SPONSORSHIP FORM

### US OPEN SPONSOR

**SOLD**

### WIMBLEDON SPONSOR

**\$20,000**

- Acknowledgement as Wimbledon Sponsor in Press Release and on Entrance Signage
- 12 tickets to the **debra** & MW Foundation Tennis Pro-Am
- Sponsor of Players Breakfast & Pro Meet-and-Greet
- Presenting Sponsor of Grass Courts (8 total)
- Logo on Official Shirt (sole sponsor)
- Logo Inclusion Within Annual Benefit Program
- Acknowledgement/Logo in **debra**'s End of Year Newsletter
- Acknowledgement/Logo in **debra**'s Fall e-Newsletter
- Exclusive Highlighted Sponsorship Post on **debra**'s Facebook and Twitter
- Logo/Link on **debra.org** through August 28, 2014

### FRENCH OPEN SPONSOR

**\$10,000**

- Acknowledgement as French Open Sponsor in Press Release and on Entrance Signage
- 8 tickets to the **debra** & MW Foundation Tennis Pro-Am
- Presenting Sponsor of Har-Tru Courts (4 total)
- Logo on Official Visor (sole sponsor)
- Logo Inclusion Within Annual Benefit Program
- Acknowledgement/Logo in **debra**'s End of Year Newsletter
- Acknowledgement/Logo in **debra**'s Fall e-Newsletter
- Inclusion in Sponsorship Post on **debra**'s Facebook and Twitter
- Logo/Link on **debra.org** through August 28, 2014

### AUSTRALIAN OPEN SPONSOR

**\$5,000**

- Acknowledgement as Australian Open Sponsor in Press Release and on Entrance Signage
- 6 tickets to the **debra** & MW Foundation Tennis Pro-Am
- Logo Inclusion Within Annual Benefit Program
- Acknowledgement/Logo in **debra**'s End of Year Newsletter
- Acknowledgement/Logo in **debra**'s Fall e-Newsletter
- Inclusion in Sponsorship Post on **debra**'s Facebook and Twitter
- Logo/Link on **debra.org** through August 28, 2014

### SINGLES SPONSOR

#### Sole Logo Sponsor of the Following:

- |                       |         |
|-----------------------|---------|
| • Towels              | \$2,500 |
| • Wrist Sweatbands    | \$2,500 |
| • Water Bottles       | \$2,500 |
| • Sunscreen Keychains | \$1,500 |

#### Additional Sponsor Options:

- |                                  |         |
|----------------------------------|---------|
| • Sponsor an EB Family to Attend | \$1,500 |
| • Name on In Honor/Memory Banner | \$250   |

*Contributions are tax deductible to the extent allowed by law.*



# 15<sup>TH</sup> ANNUAL DEBRA OF AMERICA BENEFIT

For Epidermolysis Bullosa (EB) — The Worst Disease You've Never Heard Of.™

Thursday, October 24, 2013 ♦ MoMA | The Museum of Modern Art ♦ New York City

## SPONSORSHIP FORM

### TITLE SPONSOR

**SOLD**

### PLATINUM SPONSOR

**\$40,000**

- Acknowledgement as Platinum Sponsor in all Benefit Materials, including Press Release and Benefit Program
- 16 tickets to the Benefit at MoMA | The Museum of Modern Art
- Private Tour of 5<sup>th</sup> Floor Painting & Sculpture Galleries Led by a MoMA Educator
- Logo Prominently Featured on Plasma Screen and Entrance Signage
- Rotating Logo on BidPal Mobile Auction Experience – Appears on Guests' Smartphone and **debra's** Online Giving Center
- Back Inside Cover, Full-Color Advertisement in the Benefit Program
- Acknowledgement/Logo in **debra's** Winter e-Newsletter and End of Year Newsletter
- Exclusive Highlighted Sponsorship Post on **debra's** Facebook and Twitter
- Logo/Link on **debra.org** through October 24, 2014

### GOLD SPONSOR

**\$20,000**

- Acknowledgement as Gold Sponsor in all Benefit Materials, including Press Release and Benefit Program
- 12 tickets to the Benefit at MoMA | The Museum of Modern Art
- Logo Included on Plasma Screen and Entrance Signage
- Rotating Logo on BidPal Mobile Auction Experience – Appears on Guests' Smartphone and **debra's** Online Giving Center
- Full Page, 4-Color Advertisement in the Benefit Program
- Acknowledgement/Logo in **debra's** Winter e-Newsletter and End of Year Newsletter
- Inclusion in Sponsorship Post on **debra's** Facebook and Twitter
- Logo/Link on **debra.org** through October 24, 2014

### SILVER SPONSOR

**\$10,000**

- Acknowledgement as Silver Sponsor in all Benefit Materials, including Press Release and Benefit Program
- 8 tickets to the Benefit at MoMA | The Museum of Modern Art
- Logo Included on Plasma Screen and Entrance Signage
- Rotating Logo on BidPal Mobile Auction Experience – Appears on Guests' Smartphone and **debra's** Online Giving Center
- Half Page, 4-Color Advertisement in the Benefit Program
- Inclusion in Sponsorship Post on **debra's** Facebook and Twitter
- Logo/Link on **debra.org** through October 24, 2014

### BRONZE SPONSOR

**\$5,000**

- Acknowledgement as Bronze Sponsor in all Benefit Materials, including Press Release and Benefit Program
- 4 tickets to the Benefit at MoMA | The Museum of Modern Art
- Logo Included on Entrance Signage
- Quarter Page, 4-Color Advertisement in the Benefit Program
- Inclusion in Sponsorship Post on **debra's** Facebook and Twitter
- Logo/Link on **debra.org** through October 24, 2014

### BENEFIT PROGRAM SPONSOR

- |                             |         |                                |       |
|-----------------------------|---------|--------------------------------|-------|
| • Full Page (4-Color)       | \$1,000 | • Half Page (Black & White)    | \$500 |
| • Full Page (Black & White) | \$800   | • Quarter Page (4-Color)       | \$400 |
| • Half Page (4-Color)       | \$700   | • Quarter Page (Black & White) | \$250 |

*Contributions are tax deductible to the extent allowed by law.*