



Mad Hatter's Ball
Saturday, March 24, 2012
Mile High Station, Denver, CO

RESTAURANT/CATERER SPONSORSHIP PROPOSAL

The 2012 Mad Hatter's Ball is a costumed celebration for 500 plus guests. The event is sure to become the signature fundraising event for Dani's Foundation, a Colorado non-profit organization whose mission is to find the cause and the cure for pediatric sarcomas; those rare forms of cancer that are affecting and taking the lives of children and young adults.

The 2012 Mad Hatter's Ball will take place on Saturday, March 24 at Denver's historic Mile High Station.

The 2012 Mad Hatter's Ball will kick off at 7 p.m. Guests will be greeted by the Queen of Hearts and her Army of Cards as they enter the gates of Wonderland for an evening of magical merriment. After each guest checks in, they will be directed to pick up a libation of choice and then will be directed to the Cat's Alley, an area of the event that will feature gourmet samplings from some of Denver's finest eateries and entertainment options including palm readers, tarot card readers, caricature artists and a photo booth opportunity with the White Rabbit.

Alice's Wonderland Silent Auction will overlook the main floor of the event and guests will have the opportunity to shop for a variety of items that will not only offer them great bargains but will help in raising funding for Dani's Foundation and the Campaign to End Pediatric Sarcoma.

As the clock strikes half past 8, the Mad Hatter will take the stage and oversee the evening's program that will include a Fedora Fashion Show and will culminate in anointing the winners of the Best Hat contest. Following the stage program, the Ball will commence and guests will the night away until the wee hours of the morning.

Dani's Foundation is working to partner with some of Denver's finest restaurants and caterers in hopes of providing a sampling of menu samplings from each food partner. Each participating restaurant/caterer will be asked to prepare and serve sample-sized portions of their specialty dishes to the assembled guests.

The Mad Hatter's Ball will be a wonderful opportunity for metro area restaurants and catering companies to market their establishment to a targeted customer base comprised of young professionals, corporate leaders and philanthropists.

- The average guest at the Mad Hatter's Ball will be 21 – 60 years old.
- Tickets to the Mad Hatter's Ball are \$100/couple or \$75/person.
- Corporate Sponsorships range from \$500 to \$3,000.

Dani's Foundation will work to assist our restaurant partners in marketing their establishment to our guests:

- Promotion of our Restaurant Partners within the copy of our event invitations.
- Promotion on all Mad Hatter Press Releases and Email Blasts.
- Promotion in the Dinner Program (500 circulation) which are distributed to event guests and the Colorado media.
- Promotion within the event's Power Point presentation which will run during the event from 7:00 p.m. to midnight.
- Verbal recognition during the evening's stage program.
- Post promotion on the Foundation's website (www.danisfoundation.org)

As part of the food display, Dani's Foundation will allow each participant to bring any and all marketing items that can be distributed to our guests from the partner's food booth, such as napkins, small menus, matches, etc. Additionally, each restaurant partner will have the opportunity to provide a coupon for inclusion in our event goody bag and may provide a dining certificate for use in our Silent Auction.

Your support of the March 24th Mad Hatter's Ball will support Dani's Foundation and our efforts in the Campaign to End Pediatric Sarcoma. All funding raised during this event will support the Foundation's Patient Assistance Programs, Educational Outreach and Research efforts including:

- Providing funding for the Foundation's Patient Assistance Grant Program which serves to financially assist non or under-insured pediatric sarcoma patients with payment of medical treatments and health and human welfare needs.
- Providing funding for our educational outreach program that is designed to educate the public-at-large on the symptoms of pediatric sarcoma with the hope of seeking earlier detection and ultimate survival.
- Providing funding for on-going research that is designed to find the cause and the cure for pediatric sarcomas; those rare forms of cancer that are affecting and taking the lives of children and young adults.

We thank you for your consideration of support for the March 24th Mad Hatter's Ball. We are hopeful that you will agree to become involved with our event as one of our Restaurant/Caterer Partners!

Confirmation Information

To confirm your participation as a Mad Hatter's Ball Restaurant Partner, please contact

Martha Simmons

Dani's Foundation

303.601.1881