

## Hear Ye! Hear Ye!

The countdown has begun toward the planning of the newest event for Dani's Foundation. The Mad Hatter's Ball will take place on Saturday, March 24th at Denver's Mile High Station. Proceeds from the event will benefit Dani's Foundation and the Campaign to End Pediatric Sarcoma. I am hopeful that you will agree to become involved as one of our Corporate Partners for this new event and partake of the merriment that will take place on March 24th!

The Mad Hatter Ball is sure to become the cornerstone of our Foundation's fundraising program. This whimsical event will not only feature the eclectic tastes of our guests - *who are being asked to don their finest headwear and matching attire* - but it is sure to strike the fancy of anyone who is looking to partake of an evening of foolery and fun!

Your participation with the Mad Hatter's Ball will insure that all funds raised will directly benefit Dani's Foundation and efforts to end pediatric sarcoma; those rare forms of cancer that are affecting and taking the lives of children and young adults.

As a mother of a pediatric sarcoma patient, who lost her battle to this horrific disease, I am asking for your support of the Mad Hatter's Ball. Your support will not only make this event a smashing success, but it will insure that Dani's Foundation continues in its efforts to provide patient services, education and research.

In advance, I thank YOU for your consideration of support. Here's hoping that I will see you on March 24th to celebrate the madness of this event!

My Best,

*Michele Ashby*

Michele Ashby  
Dani's Mom



**Dani's**  
FOUNDATION

1600 Broadway, Suite 2400  
Denver, CO 80202

THE  
MAD  
HATTER'S  
BALL



Saturday, May 7  
7:00 p.m. - 1:00 a.m.  
Denver's Mile High Station



Dani's Foundation was named in memory of Daniele (Dani) Stell, an active, bright and social young woman who loved fashion, dancing, school and friends. She aspired to become a fashion designer after graduating from college.

Dani was 18 years old when she found a lump on her side. After six months of medical visits, she was finally diagnosed with Ewing's Sarcoma, a rare type of cancer that typically affects children and young adults. By the time of Dani's diagnosis, the cancer had spread to her lungs. Although she showed no other symptoms, Dani was in critical condition.

Despite an aggressive battle against her cancer, Dani succumbed to Ewing's Sarcoma in April of 1999. She was 19 years old.

Dani's Foundation is committed to continue its funding of scientific research for Ewing's Sarcoma and other forms of pediatric sarcomas; those rare forms of cancer that are affecting and taking the lives of children and young adults. In addition, the Foundation continues its efforts to educate the public-at-large on the symptoms of pediatric sarcomas with the intent of seeking earlier detection and ultimate survival and raising the funding necessary to lend financial support to pediatric sarcoma patients and their families who are financially struggling due to their cancer diagnosis and treatment.

Your support of The Mad Hatter's Ball will help Dani's Foundation in its Campaign to End Pediatric Sarcoma. For information on how you can become involved with what is sure to become one of Denver's hottest events, contact

**Dani's  
FOUNDATION**

303.601.1881  
or email to [martha@danisfoundation.org](mailto:martha@danisfoundation.org)

*By working together,  
we can make tomorrow a brighter day  
for the children of Colorado!*

# 2012 MAD HATTER SPONSORSHIP OPPORTUNITIES

Below is a listing of sponsorship opportunities that are available for the March 24th Mad Hatter's Ball. We hope that you will consider becoming involved with this very special event for Dani's Foundation!

## **ALICE'S ANGELS - \$3,000 SPONSORSHIP**

Included in this sponsorship package:

- 30 tickets - including a complimentary cocktail for each guest and tasty treats from the Queen's Feast buffet
- A half-page ad in the event program
- Inclusion as sponsor in all event press releases that will be sent to 300 CO media outlets
- Corporate logo display during the event
- Sponsorship recognition during the Queen of Heart's program
- Visibility on the Dani's Foundation website ([www.danisfoundation.org](http://www.danisfoundation.org)) with a link to your home page

## **GRINNING CATS - \$1,500 SPONSORSHIP**

Included in this sponsorship package:

- 12 tickets - including a complimentary cocktail for each guest and tasty treats from the Queen's Feast buffet
- A quarter-page ad in the event program
- Corporate logo display during the event
- Sponsorship recognition during the Queen of Heart's program
- Visibility on the Dani's Foundation website ([www.danisfoundation.org](http://www.danisfoundation.org)) with a link to your home page

## **QUEEN OF HEARTS - \$500 SPONSORSHIP**

Included in this sponsorship package:

- 6 tickets - including a complimentary cocktail for each guest and tasty treats from the Queen's Feast buffet
- Corporate logo display during the event and
- Sponsorship recognition during the Queen of Heart's Program
- Visibility on the Dani's Foundation website ([www.danisfoundation.org](http://www.danisfoundation.org)) with a link to your home page

## **HATTER PROGRAM ADVERTISING - \$250**

- Full page ad in the event program
- 2 tickets including a sampling from the buffet

## **QUEEN'S FEAST DINNER BUFFET**

Dani's Foundation is looking for area restaurants to help in providing cocktail hor d'oeuvres for the Mad Hatter's Ball. If you would like to showcase your restaurant and your award-winning food to Denver's up and coming diners, we will work with you on providing space for your booth at our event.

In return for this donation of product, your restaurant will receive

- A booth space at the March 24th event
- The opportunity to offer promotional materials and coupons in the event goody bag
- Inclusion as a food sponsor in all event press releases that will be sent to 300 CO media outlets
- Corporate logo display during the event
- Recognition during the Queen of Heart's program
- Visibility on the Dani Foundation website ([www.danisfoundation.org](http://www.danisfoundation.org)) with a link to your restaurant home page.

## **WONDERLAND AUCTION DONORS**

How would you like to showcase your goods or services to the guests at this year's Mad Hatter Ball? By making a donation to our Wonderland Silent Auction, you will not only assist Dani's Foundation in raising much-needed funding for the Campaign to End Pediatric Sarcoma, but you will showcase your special product/service to hundreds of potential customers.

**For sponsorship information,  
contact**

**Dani's  
FOUNDATION**

303.601.1881 - [martha@danisfoundation.org](mailto:martha@danisfoundation.org)