



March, 2010

Dear Friends,

The 'Moms Who Kick' 2011 calendar project is underway and we are asking for your support!

In an effort to raise money to assist in the search to find a cure for breast cancer, the 'Moms Who Kick' are in the process of creating the 2011 calendar, a fundraising project of which 100% of the net proceeds will go directly to The American Cancer Society. The American Cancer Society has once again asked us to have the 2011 calendar ready for sale at the 'Making Strides Walk for Breast Cancer' at Jones Beach this coming October 17th, 2010, where over 50,000 people are expected to participate!

Breast cancer affects us all: our mothers, daughters, grandmothers, sisters and friends; it even affects men. The 'Moms Who Kick' are asking you to help make a difference by showing your support and becoming a sponsor for our campaign. All sponsorship donations are tax deductible and a receipt will be provided by the American Cancer Society.

Our inspirational and informative calendar features 'real moms' who train hard in the Martial Arts and other sports. The photographs displayed in the calendar are being donated by fine art photographer Art Koch of Oyster Bay, NY, who specializes in black and white artistic images.

The 2009 calendar was extremely well received, and the 2010 edition, just recently released and readily available, is gaining high acclaim and the momentum keeps building! *"The Moms Who Kick group is remarkable in so many ways,"* said Carole Vande Velde, Director of Corporate Relations for the American Cancer Society. *"We are truly grateful to all those who have been involved with this project, especially photographer Art Koch, UBS and all the sponsors,"* said Vande Velde. *"We are excited to start production for 2011."*

Attached is a list of sponsorship opportunities. If you would like to support us and be a part of the 2011 'Moms Who Kick' calendar, kindly fill in the attached donation form, choose a sponsorship level and email it to Jo@MomsWhoKick.com **Please make checks payable to the 'American Cancer Society'** and mail them to: Moms Who Kick c/o Carole Vande Velde, The American Cancer Society, 75 Davids Drive, Hauppauge, NY 11788. We ask that all sponsorship donations be submitted as soon as possible, or by May 31st, 2010 in order to meet our printing deadlines. Thank you in advance for your support and we hope you'll join us in our 'Kick for the Cure'!

With warm regards,

Joanne Hutchins

Founder - Moms Who Kick™

516-524-3505

Jo@MomsWhoKick.com

www.MomsWhoKick.com

SPONSORSHIP DONATION FORM

Please check your desired sponsorship below and email to: Jo@MomsWhoKick.com

Checks should be made payable to 'The American Cancer Society' and mailed to:

Moms Who Kick c/o The American Cancer Society, 75 Davids Drive, Hauppauge, NY 11788

Attn: Carole Vande Velde *Please indicate 'Moms Who Kick' in the memo section of your check*

For credit card payment information, please contact Carole Vande Velde at 1-631-300-3175

All sponsorship donations are tax deductible and a receipt will be provided by the American Cancer Society.

All sponsorship donations must be received by May 31st, 2010. Additional sponsor information, including logo artwork (300 dpi or higher, in .pdf or .jpeg format) and text for advertisements should be emailed to Jo@MomsWhoKick.com and received no later than June 30th, 2010 in order to meet printing deadlines. The price remains the same for color vs. black and white ads. Sponsorship availability will be honored on a first come, first served basis. You will be notified of availability upon receipt of your request.

Please note an advertisement can be created for you. Please contact us for pricing

For further information, please call: Joanne Hutchins @ (516) 524-3505

The Flying Side Kick 'Special Sponsorship' Package

Full Page Ad + Small Ad on all monthly pages

\$ 6,500.00 _____

This 'special sponsorship package' consists of one full page advertisement as well as your company's logo and tagline printed on every month of the calendar. At this level you will receive 375 calendars to distribute to your business associates, friends and family. *Please note that the 'Side Kick' sponsors will also appear on each month of the calendar, with maximum separation from your company's logo and tagline. * Only one sponsorship available at this level; please act fast to secure your placement.

Full page

\$ 2,500.00 _____

Your corporate advertisement will be printed on a full page in the back of the calendar. You will receive 125 calendars to distribute to your business associates, friends and family.

Half page

\$ 1,250.00 _____

Your corporate advertisement or your company's business card will be printed on a half page in the back of the calendar. You will receive 60 calendars to distribute to your business associates, friends and family.

Quarter page

\$ 750.00 _____

Your corporate advertisement or your company's business card will be printed on a quarter page in the back of the calendar. You will receive 35 calendars to distribute to your business associates, friends and family.

The Side Kick

\$ 300.00 _____

Mom of the Month - Your corporate logo and company information (i.e. name, address, telephone number, and website) will be featured on a specific month of the calendar, sponsoring one of the Moms! This is a 14 month calendar. All sponsorships will be placed in a 'first received/first placed' manner. Please advise if you would like your ad placed on a specific month; you will be notified of availability once your request is received. At this level you will receive 15 calendars to distribute to your business associates, friends and family. *These sponsorships sell out fast; please act now to secure your placement.

The Round Kick

\$ 100.00 _____

Dedication Page Sponsor - Your donation will entitle you to make a special dedication which will be printed on the 'dedication page' in the back of the calendar. This will consist of two to three sentences, or up to 150 characters. You will receive five calendars at this sponsorship level.

The Hook Kick

\$ 50.00 _____

Specific Date Dedication Sponsor - Your donation will entitle you to make a special dedication, printed on a specific date, to someone who has succumbed to or battled with breast cancer

(i.e.: on June 23rd: 'In memory of _____' or 'In honor of _____' or 'Happy Birthday _____'). You will receive three calendars at this sponsorship level.

Dedications can also be made to those who have battled with other forms of cancer

Date requested: 1st choice: _____ 2nd choice: _____

Please note date requests are first come, first served. We will notify you if your first choice is unavailable.

Dedication to be printed (Maximum 100 characters please): _____

Please provide us with your contact information:

Name: _____

Company: _____

Address: _____

City _____ State: _____ Zip: _____

Phone: () _____

Email: _____

The 'Moms Who Kick' thank you for your support!