



SHIMMY-A-THON 2010

Benefiting



Good Day:

On behalf of the **6th Annual Shimmy-a-thon® – Belly dancing for Breath** we invite you to become a sponsor for a unique and fun event.

Shimmy-a-thon® was created to benefit the Cystic Fibrosis Foundation, to raise awareness and help fund vital research to find a cure for cystic fibrosis. **Shimmy-a-thon®** features a weekend of informative and fun workshops, an exciting gala show, and wraps up with a shimmy contest. Making **Shimmy-a-thon®** successful this year and in the future can only be accomplished with the generosity of our supporters, including you and your company.

How can you help? We can use donations of money, products or services at any level you can contribute. All donations are 100% tax deductible at their retail value. Tax receipts are given to donors by the Cystic Fibrosis Foundation for any donation valued at \$75 or more. Research has proven that consumers are more likely to pick a brand they recognize as a sponsor from a charity they support than a competitor product. This event is a great way to get your name out there as supporting a worthy cause.

The Cystic Fibrosis Foundation receives no government support for treatment or research, so the more contributions of cash and supplies we can attract, the more money actually goes to finding a cure.

Cystic fibrosis (CF) is a life threatening genetic disease that affects approximately 30,000 children and adults in the United States alone. The Cystic Fibrosis Foundation's mission is to find a cure and/or effective treatment for cystic fibrosis and to improve the quality of life for those who battle the disease on a daily basis.

We invite you to be a member of our team, all dedicated to curing and controlling this disease. By making a donation you will contribute directly to the success of **Shimmy-a-thon®** and your business will gain exposure through the event materials and website, and recognition at the event.

We have enclosed our Sponsorship package detailing the different levels of sponsorship and promotional opportunities available. Keep in mind we can customize a package to meet your companies specific needs, and we want to work with you to ensure you get the most out of your sponsorship. If you are not the individual in your organization to make a decision regarding our request, please forward this information to the appropriate person. If you have any questions about the organization or donations, please contact us via email at shimmyathon@gmail.com.

Thank you for your consideration and support.

Kindest Regards,

Wendy Darsey, Founder and Chairman
4246 Loch Highland Pkwy
Shimmy-a-thon
Roswell, GA 30075
404-394-7818
wendylynncarroll@hotmail.com
www.shimmyathon.com

Sara Neece, CF Foundation Liaison
931 Monroe Dr, Suite 102, Box 182
Cystic Fibrosis Foundation, Georgia Chapter
Atlanta, GA 30308
404-664-6222
sneece@cff.org
www.cff.org



SHIMMY-A-THON 2010

Benefiting



When: Saturday & Sunday August 21st and 22nd, 2010

Where: **Toblert Yilmaz School of Dance**
10400 Alpharetta St
Roswell, GA 30075-8401
(770) 998-0259

Who: Benefits the Cystic Fibrosis Foundation, Georgia Chapter

Contact: Wendy Darsey, Founder and Chairman
Shimmy-a-thon
404-394-7818
wendylynncarroll@hotmail.com

Sara Neece, Foundation Liaison
Cystic Fibrosis Foundation, Georgia Chapter
404-325-6973
sneece@cff.org

What: Fundraiser and bellydance show. Atlanta area professional and amateur bellydancers showcase their talent and raise money for the Cystic Fibrosis Foundation.

Why Get Involved:

Shimmy-a-thon is a unique and fun way for the bellydance community to get together to enjoy a night of dance and sisterhood, and to help find a cure for CF. The event brings together dancers from all over the Atlanta area, their friends and family, and the local media to help promote the art of bellydance and our sponsors, and most importantly provide education and awareness of Cystic Fibrosis. Participants will enjoy a night of great music, dancing and prizes!



The Cystic Fibrosis Foundation

The Cystic Fibrosis Foundation (CFF) is one of the most efficient voluntary health organizations of its kind and has been recognized by such magazines as *Forbes* and *SmartMoney* for its innovative approach to curing a disease. In 2003, only 11 percent of the revenue raised was spent on fundraising and administrative costs. This translates to approximately 90 cents of every dollar raised being invested in Cystic Fibrosis (CF) research, education and care programs.

Since 1955, the mission of the CFF is to assure the development of the means to cure and control CF and to improve the quality of life for those with the disease. The CFF tirelessly pursues this mission by supporting innovative research dedicated to discovering and developing new therapies and by funding and accrediting specialized care centers to treat people with the disease.

Never before in the history of the CFF has the feeling of optimism for defeating CF been so great. Progress has been made in the fight against this disease because the CFF has seized every opportunity to support the best minds in science and to recruit the finest team of caregivers to the CF cause.

By partnering with the CFF, you are investing in the lives of those with CF. Working together, we can give the children and adults with CF the quality of life and the future that they deserve.

What is Great Strides?

Since its inception in 1989, GREAT STRIDES has become the CF Foundation's largest and fastest-growing fund-raiser to support cutting-edge science and has raised millions of dollars to fight the disease. The CF Foundation hopes to raise \$23 million through GREAT STRIDES this year to fund the landmark research that will, one day, make a tremendous difference in the lives of those with the disease.

What is Cystic Fibrosis?

CF is a life-threatening genetic disease that affects the lungs and digestive systems of approximately 30,000 children and adults in the United States (70,000 worldwide). When the CFF began, few children lived to attend elementary school.

Today, thanks to the efforts of scientists and caregivers supported by the CFF, the median age of survival for a person with CF is now in the early thirties. In fact, nearly 40 percent of the CF patient population is age 18 and older. A remarkable improvement – although it is not good enough as we continue to lose at least one precious life to CF every day.



SHIMMY-A-THON 2010

Benefiting



What is the Shimmy-a-thon?

The Atlanta Shimmy-a-thon® has been organized as a way for bellydancers to come together and raise money to help find a cure for Cystic Fibrosis (CF). All proceeds from the event will be donated to the Cystic Fibrosis Foundation of Atlanta as part of their Great Strides Campaign.

Shimmy-a-thon® encourages dancers to talk to their friends, coworkers, and family members about the disease and obtain sponsors to support them in the Shimmy-a-thon®. The event works like this: Dancers ask friends, family and coworkers to sponsor them. Sponsors give a flat donation to support the cause and help dancers reach individual fundraising goals. You may remember Jump Rope for Heart from your school days...Shimmy-a-thon® is similar, but with more flair and lots more fun! Guests are encouraged to come to the event and cheer on their favorite dancers. Prizes will be awarded to the dancers who raise the most funds to help encourage larger fundraising goals. For official rules and details, see our web site www.shimmyathon.com.

Demographics

Shimmy-a-thon® targets female dancers and observers of all ages with a love or interest in Oriental dance and culture.

Event Exposure

The event appeals to dancers and non-dancers looking for a fun and casual way to spend a Saturday night with family, friends and co-workers and learn more about Oriental Dance.

Shimmy-a-thon® is an excellent way for our sponsors and vendors to mingle with potential customers/clients in a casual environment. Sponsors/vendors have the opportunity to build brand awareness, promote goodwill and public relations, and develop positive community relations while ultimately increasing business for your local establishments.

In fact, two-thirds of Americans report a greater trust in companies that support social issues and would likely switch brands or retailers to one associated with a good cause, when prices and quality are equal.

Shimmy-a-thon® was created as a way to help raise funds for the Cystic Fibrosis Foundations in support of their Great Strides Event.



SHIMMY-A-THON 2010

Benefiting



...adding tomorrows every day.

Platinum Sponsorship Package \$2,500

- Prominent placement of company name/logo on all printed collateral:
 - Flyers to be distributed at local dance studios, workshops, stores and shows.
 - Programs to be distributed at the event
 - Mention in all email communications
- Prominent placement of company name and logo on all participant t-shirts (those that raise \$100.00+).
- Full-page advertisement in event programs
- One ad placement in final mass email containing final event details to the enrollees
- One ad placement in the end of event thank you mass email communication
- Mention in all promotional and media opportunities secured by organizers
- Your company name/logo will appear on the Shimmy-a-thon web site (www.shimmyathon.com) with a link to your company's web page
- Opportunity to promote company with promotional materials and flyers placed on prize table
- During the brief show intermission, company representative may quickly address the audience and participants to increase brand awareness and promote local company events and services
- Repeated reference to your company by host/emcee throughout the show

All donations are tax deductible and a receipt will be provided.



SHIMMY-A-THON 2010

Benefiting



Gold Sponsorship Package \$1,500

- Placement of company name/logo on all printed collateral:
 - Flyers to be distributed at local dance studios, workshops, stores and shows
 - Programs to be distributed at the event
 - Mention in all email communications
- Placement of company name and logo on all participant t-shirts (those that raise \$100.00+)
- Your company name/logo will appear on the Shimmy-a-thon web site (www.shimmyathon.com) with a link to your company's web page
- Opportunity to promote company with promotional materials and flyers placed on prize table
- Half –page ad in event programs
- During the brief show intermission, company representative may quickly address the audience and participants to increase brand awareness and promote local company events and services
- One ad placement in the end of event thank you mass email communication

All donations are tax deductible and a receipt will be provided



SHIMMY-A-THON 2010

Benefiting



Silver Sponsorship Package \$500

- Placement of company name/logo on all printed collateral:
 - Flyers to be distributed at local dance studios, workshops, stores and shows
 - Programs to be distributed at the event
- Placement of company name and logo on all participant t-shirts (those that raise \$100.00+)
- Your company name/logo will appear on the Shimmy-a-thon web site (www.shimmyathon.com) with a link to your company's web page
- Opportunity to promote company with promotional materials and flyers placed on prize table

Star Sponsorship Package (dancer sponsorship) \$150

This new package allows you to sponsor the dancer or troupe of your choice:

- Your company name/logo will appear on the Shimmy-a-thon web site (www.shimmy-a-thon.com) .
- Company name will be referenced in the performer(s) name and bio in the 350 programs distributed at the show.

In-kind Donation:

For in-kind donations less than or equal to \$100.00 (exchange of products, services, gifts, etc.) the following coverage will be provided:

- Placement of company name/logo on all printed collateral:
 - Flyers to be distributed at local dance studios, workshops, stores and shows.
 - Programs to be distributed at the event.
- Placement of company name and logo on all participant t-shirts (those that raise \$100.00+).
- Your company name/logo will appear on the Shimmy-a-thon web site (www.shimmy-a-thon.com).

All donations are tax deductible and a receipt will be provided



SHIMMY-A-THON 2010

Benefiting



Sponsorship Commitment Form

Donor Information:

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: Fax: Email: _____

Web site address: _____

Items Donated:

Item Description:

Value

_____	\$
_____	\$
_____	\$
_____	\$

Total Donation Amount: \$ _____

Acknowledgment:

Applicable artwork, logo, literature etc. will be provided to Victoria Logan. The sponsorship package entitles your company to the listed benefits on the enclosed sponsorship proposal. All sponsorship and any monetary donations are due by August 1, 2010. Make checks payable directly to the Cystic Fibrosis Foundation. Credit Card donations are also accepted.

Name as it appears on Credit Card: _____

CC # _____ Exp Date: _____

Donor's Signature: _____

Please mail all donations to:
ATTN: Wendy Darsey, Chairman
Shimmy-a-thon
4246 Loch Highland Parkway NE
Roswell, GA 30075

Thank you! We truly appreciate your support and participation in this wonderful event!