



Northwestern Mutual[®]
Gainesville



The Second Annual
LEMON
BALL

Support Packet

SPONSORSHIP • SILENT AUCTION



We are delighted

We are delighted to announce that Northwestern Mutual – Gainesville is partnering with Alex's Lemonade Stand Foundation this year in the fight against childhood cancer. Northwestern Mutual – Gainesville is holding our Second Annual Lemon Ball on **Thursday, September 14th, 2017 (6-9 PM)** at the **Florida Museum of Natural History**.

Please consider supporting our efforts to raise much needed funds for the two active grants at UF Health Shand's Hospital. Our goal is to increase awareness for innovative research projects working to develop better treatments, and ultimately, cures for all childhood cancers. There will be complimentary food, refreshments, and entertainment, as well as a silent auction for all attendees!

We would love for you to join us as a partner for the event!

The Second Annual
**LEMON
BALL**

ALEX'S STORY

SPONSORHIP

SILENT AUCTION

TAX INFORMATION



“When life gives you lemons, make lemonade”



Alexandra “Alex” Scott founded Alex’s Lemonade Stand Foundation on what seemed to be a simple concept.

In the year 2000, when Alex was just 4-years-old and battling neuroblastoma, she told her parents that she wanted to have a lemonade stand in her front yard. She surprised everyone when she announced her plan to donate the money from the stand to “her hospital” to help the doctors find a cure for all kids with cancer. As Alex fought her own battle with cancer, she also continued to hold yearly lemonade stands to benefit childhood cancer research.

News of Alex, a sick child helping other sick children, spread far and wide. People from all over the world were inspired by her story

and decided to help Alex in her quest to find a cure by holding their own lemonade stands and donating the money to Alex’s Lemonade Stand Foundation. In August of 2004,

Alex passed away at the age of 8, knowing that, with the help of others, she had raised more than \$1 million to help find a cure for other kids and their battles with cancer.

Since Alex’s very first stand in 2000, more than \$120 million has been raised for childhood cancer research! Alex’s Lemonade Stand Foundation has funded over 550 research projects in more than 102 leading pediatric cancer hospitals throughout the United States and Canada, including UF Health Shands Hospital.

SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS ARE TAX DEDUCTIBLE



Sunshine

\$500

Funds 1 Day Of Research

- Special recognition on Facebook
- Recognition of your contribution at the event
- 2 complimentary tickets to event



Fresh Squeeze

\$1,000

Funds 2 Days Of Research

- Special recognition on Facebook
- Recognition of your contribution at the event
- Opportunity to provide banner to display at event
- 4 complimentary tickets to event



Main Squeeze

\$2,000

Funds 1 Week of Research

- Special recognition on Facebook
- Recognition of your contribution at the event
- Opportunity to provide banner to display at event
- Inclusion of your corporate logo on event program
- Complimentary children's lemonade-themed painting
- 8 complimentary tickets to event
- Recognition at kick off events



Penguin

(Alex's Favorite Animal)

\$8,000

Funds 1 Month of Research

- Special recognition on Facebook, TV, and radio
- Verbal recognition of your contribution at the event
- Opportunity to provide banner to display at event
- Inclusion of your corporate logo on the event materials
- Verbal inclusion on all advertisements
- Plaque recognizing contribution
- 10 complimentary tickets to event
- Recognition at kick off events
- Tour Shands lab
- Meet researcher



Interested in becoming a sponsor?

Return this form no later than **Friday, August 26, 2017** to: lemonballgainesville@gmail.com or to Brianna Smith at Northwestern Mutual – Gainesville: 3620 NW 43rd Street Suite A Gainesville, FL 32606. Please make checks payable to: Alex’s Lemonade Stand Foundation.

Thank you in advance for your support of this important event. Together we can make a difference in the fight against pediatric cancer!

COMPANY NAME:

ADDRESS:

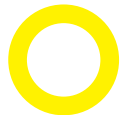
CONTACT PERSON:

EMAIL:

PHONE:

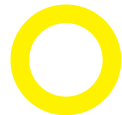
CITY, STATE, ZIP:

SPONSORSHIP LEVEL (Select level)



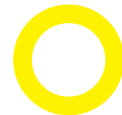
\$500

Sunshine



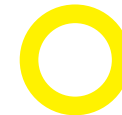
\$1000

Fresh Squeeze



\$2,000

Main Squeeze



\$8,000

Penguin



Silent Auction Opportunity

Please consider donating an item for our Silent Auction. The item can be donated by you, your employer, or both. Some items that we are looking for include: event tickets, autographed items, gift certificates, vacation packages and gift baskets.

COMPANY NAME:

ADDRESS:

CONTACT PERSON:

EMAIL:

PHONE:

CITY, STATE, ZIP:

PLEASE DESCRIBE THE SILENT AUCTION ITEM BEING DONATED

Item Description:

***Retail Value:**

*Minimum retail value of \$150 preferred.

Please return this form with silent auction item no later than Friday, **August 26, 2017** to:
Brianna Smith at Northwestern Mutual – Gainesville: 3620 NW 43rd Street Suite A Gainesville, FL 32606.

Thank you in advance for your support of this important event. Together we can make a difference in the fight against pediatric cancer!



Tax Information

Alex's Lemonade Stand Foundation is a **501(C)3 TAX-EXEMPT**, publicly supported organization.

TAX ID # 562496146.

The official registration and financial information for Alex's Lemonade Stand Foundation may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, (800) 732-0999. Registration does not imply endorsement.

Should you have any questions, please contact Alex's Lemonade Stand Foundation at (866) 333-1213.



**THANK YOU
FOR YOUR SUPPORT!**

We are committed to ensuring that Alex's legacy continues through Alex's Lemonade Stand Foundation and hope that you will support the efforts of Northwestern Mutual – Gainesville.