

BEACON OF HOPE

Help Us Light the Night

SEPT. 10, 2021 • 7PM-11PM

Penfield Pavilion, Fairfield, CT



Dear Potential Sponsor,

Mikey's Way Foundation is a 501(c)(3) organization dedicated to enriching the lives of children suffering from cancer and other life-threatening illnesses by providing diversion and connection. Mikey's Way Foundation, started by Mikey Friedman in 2005, gifts patient's laptop computers, tablets, and other internet-ready electronics, providing them a means to escape the misery of long-term treatment.

Last year, as we all know, was a very difficult year for everyone. We quickly pivoted to a virtual event that allowed us to continue to help kids cope with cancer. A lot of these children already feel isolated, and this pandemic made it even worse for them. Even with hospital restrictions, Mikey's Way was able to serve over 1,000 children during the pandemic, and our work still isn't done. Everyday more and more children are diagnosed with cancer that need our help.

Help us light the night on Friday, September 10, 2021 at our **Beacon of Hope** event for another amazing night of food and drinks provided by local restaurants and breweries as they set up their food trucks or their stations throughout Penfield Beach Pavilion. There will be memories of Mikey and his inspirational legacy, and live music by Tangled Vine held at the beautiful waterfront venue overlooking spectacular views of Long Island Sound. Silent auction items will be available through our mobile bidding platform to allow people to bid while they enjoy the night!

Please consider becoming one of our **2021 Corporate Sponsors**. Attached is a Sponsor Form that details what we will do for your business in return of your generosity. With your support, we can bring light to the dark days these children and their families face while in treatment.

Thank you for your consideration, I look forward to hearing from you. Please feel free to contact me with any questions.

Sincerely,

Nikki Kaldawy

Nikki Kaldawy
CT Events Coordinator
203.733.5857
NKaldawy@mikeysway.org
Mikeysway.org

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Mikey's Way Foundation
Helping kids cope with cancer... Mikey's Way
www.mikeysway.org

SPONSOR FORM

EVENT SPONSOR \$10,000 – 2 Available

- Company logo prominently featured on sponsor banner.
- Company featured on event web page.
- Company logo on event web page.
- Corporate signage throughout event and recognition during presentation.
- Logo included in all print and digital advertising and social media.
- Band will acknowledge the sponsor during event.
- Prominent placement in event program.
- 8 Tickets to event.
- **Ability to participate in a Mikey's Way Day at a MW participating hospital when conditions allow.**

BE LIKE MIKEY \$5,000

- Company logo featured on sponsor banner.
- Company logo on event web page.
- Corporate signage throughout event.
- Company logo in event program.
- 6 Tickets to event.

BE THE BEACON \$2,500

- Company logo on event web page.
- Corporate signage throughout event.
- Company name in event program.
- 4 Tickets to event.

BE UPLIFTING \$1,000

- Name recognition in event program.
- 2 Tickets to event.

**SPONSORSHIP DEADLINE: AUGUST 20, 2021 - PLEASE MAKE CHECKS OUT TO: MIKEY'S WAY FOUNDATION
2228 Black Rock Turnpike, Suite 311 Fairfield, CT 06825**

SPONSOR NAME _____

CONTACT NAME _____

ADDRESS _____

PHONE _____ EMAIL _____

AMOUNT PAID _____

For questions, please contact Nikki Kaldawy at nkaldawy@mikeysway.org or Cathy Friedman at cfriedman@mikeysway.org