

# BEACON OF HOPE

*Help Us Light the Night*

SEPT. 10, 2021 • 7PM-11PM

Penfield Pavilion, Fairfield, CT



Dear Potential Food Vendor,

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 Food Vendors**. Attached is a Vendor 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](mailto:NKaldawy@mikeysway.org)  
Mikeysway.org

# BEACON OF HOPE

*Help Us Light the Night*

**SEPT. 10, 2021 • 7PM-11PM**

**Penfield Pavilion, Fairfield, CT**



**Mikey's Way Foundation**  
Helping kids cope with cancer... Mikey's Way  
[www.mikeysway.org](http://www.mikeysway.org)

## VENDOR FORM

### VENDOR BENEFITS:

- Exposure to 250 guests.
- Signage at Event.
- Digital and Print advertising before, during and after the event.
- Each station or truck will be provided with their menu items and restaurant logo or promotional sign.

### DONATION REQUEST:

- 2 – 3 Specialty bite-sized items (Approximately 250 of each) OR the items you provide from the truck.
- Cases of beer or distribution of breweries choosing OR other alcoholic beverages.
- Table-scape of food (Antipasto, finger foods or desserts)

---

### CONTACT INFORMATION (please print)

RESTAURANT OR TRUCK NAME: \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

---

PLEASE SEND HIGH RESOLUTION LOGO TO [CFRIEDMAN@MIKEYSWAY.ORG](mailto:CFRIEDMAN@MIKEYSWAY.ORG) BY AUGUST 20, 2021

QUESTIONS: PLEASE EMAIL NIKKI KALDAWY AT [NKALDAWY@MIKEYSWAY.ORG](mailto:NKALDAWY@MIKEYSWAY.ORG)