

JOURNAL SPECIFICATIONS

Please supply all materials in digital format, preferably Mac OS in QuarkXPress, Adobe Illustrator, Adobe Photoshop or Macromedia FreeHand. Files can be supplied on Iomega Zip, Jaz, or CD. Please ensure all related graphics files and fonts are included and provide 2 printed proofs. Files must be in a minimum of 300dpi CMYK or B/W resolution at printed size. Other formats and platforms can be supported with prior arrangement. Please Note: MS PowerPoint and MS Word files are generally NOT suitable for printed reproduction. Text for ads or complete files can also be delivered directly by email to: kate@atbf.org. Please put all files in a folder and compress the folder using Stuffit or Zip before sending.

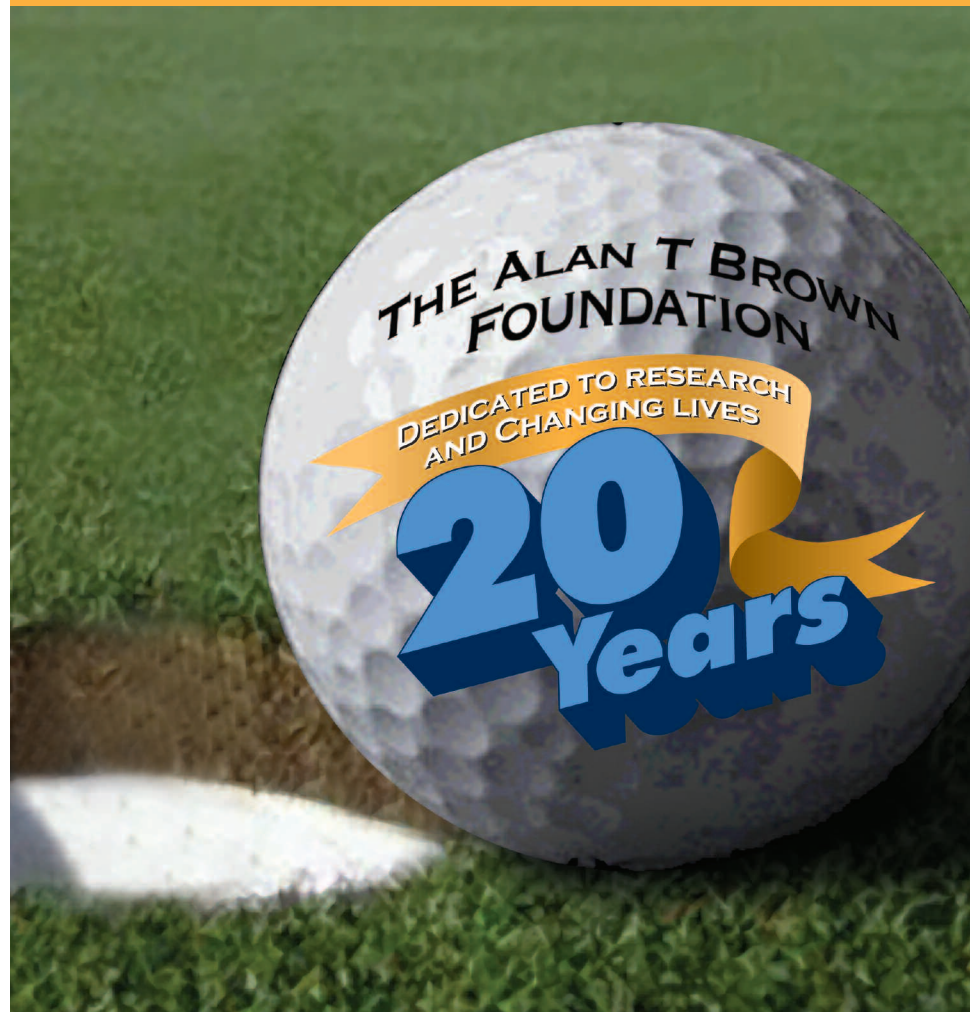
All ads must be received by June 13, 2008.

The Alan T Brown Foundation is a qualified organization under Internal Revenue Code 501(c)(3). The good faith estimate of the fair market value of the day's event is \$525 for Golf, \$320 for Tennis and \$180 for Dinner. The excess over such amounts is tax deductible.

ALAN T BROWN FOUNDATION
TO CURE PARALYSIS



*John Vanbiesbrouck Celebrity
Golf & Tennis Tournament*



MONDAY, JULY 28, 2008

SPONSORSHIP OPPORTUNITIES

INGEBORG AND IRA LEON RENNERT TOURNAMENT TITLE SPONSOR

- Dinner Sponsor: \$20,000**
Corporate banner at Dinner;
2 golf foursomes and 4 tennis players;
Full page color ad in Tribute Journal
- Tribute Journal Sponsor: \$15,000**
Full color front page ad;
2 golf foursomes and 4 tennis players
- Apparel Sponsor: \$15,000**
Corporate logo on official attire;
SOLD: Phillips-Van Heusen
Full page ad in Tribute Journal
- Cocktail Reception Sponsor: \$15,000**
Corporate banner at Cocktail Reception;
SOLD: Shoprite of Oakland
Full page ad in Tribute Journal
- Brunch Sponsor: \$10,000**
Corporate banner at Brunch;
1 golf foursome and 2 tennis players;
Full page ad in Tribute Journal
- Imaging Sponsor: \$10,000**
Corporate logo on 300 souvenir photo frames;
1 golf foursome and 2 tennis players;
Full page ad in Tribute Journal
- Tennis Sponsor: \$10,000**
Corporate banner on courts;
10 tennis players; Full page ad in
Tribute Journal
- Golf Cart Sponsor: \$10,000**
Corporate logo on sign;
SOLD: Impact Displays
Full page ad in Tribute
Journal
- "Hole in One" Sponsor: \$7,500/hole –**
Signage on West and South Courses;
1 golf foursome; Full page ad in Tribute Journal
- West Course Food Sponsor: \$7,500**
Signage at West Course food station;
SOLD: Inserra Supermarkets
Full page ad in Tribute Journal
- South Course Food Sponsor: \$7,500**
Signage at South Course food station;
1 golf foursome; Full page ad in Tribute
Journal
- Golf Ball Sponsor: \$7,500**
Logo on golf balls distributed to players;
1 golf foursome; Full page ad in Tribute
Journal
- Putting Green Sponsor: \$6,000**
Corporate banner on Putting Green; 1 golf
foursome; Half page ad in Tribute Journal
- Driving Range Sponsor: \$6,000**
Corporate banner at Driving Range; 1 golf
foursome; Half page ad in Tribute Journal

OFFICIAL PRIVATE
JET PARTNER **MARQUIS JET**SM
fleet by NetJets

Tournament Participation: Sponsors Play on West Course

- Foursome: \$3,800**
- Individual Golfer: \$995**
- Tennis Player: \$450**
- Cocktail Reception & Dinner: \$350**
- Dinner Table for 10: \$3,400**
- I am unable to attend, but wish to make a contribution**

JOURNAL ADVERTISEMENTS

please see reverse side for journal specifications

Page Size:	Contribution:
<input type="checkbox"/> Eagle: Front inside cover	\$3,000.00
<input type="checkbox"/> Birdie: Full page 4-color	\$2,000.00
<input type="checkbox"/> Par: Gold page	\$1,500.00
<input type="checkbox"/> Mulligan: Silver page	\$1,200.00
<input type="checkbox"/> Patron: Full page black and white	\$800.00
<input type="checkbox"/> Spectator: Half page black and white	\$500.00
<input type="checkbox"/> Booster: Quarter page black and white	\$350.00

Name: _____

Company: _____

My company _____ (company name) will match my gift.

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ E-Mail: _____

Amount Enclosed: _____ (please make checks payable to The Alan T Brown Foundation)

of Dinner tickets: _____ (If attending the dinner only; not playing golf or tennis)

Visa MasterCard American Express

Card #: _____ Exp. Date: _____

Name as appears on card: _____

Signature: _____

WEST COURSE REQUESTS HONORED ON A FIRST-PAID BASIS

Check one: Golf Tennis

Please list foursome names and handicaps (USGA handicap required for golfers).

Sponsors/Foursomes may choose to bring a 5th player in lieu of playing with a celebrity.

1. _____ HC _____ 2. _____ HC _____

3. _____ HC _____ 4. _____ HC _____

5. _____ HC _____ **(I am bringing a fifth player in place of a celebrity)**

Please complete this form and mail all payments and journal ad materials to:
The Alan T Brown Foundation, 19 West 44th Street, Suite 1519, New York, NY 10036.
For more information, please call 212.944.8727.