



To Whom It May Concern,

I am writing on behalf of The Children's Medical Nutrition Alliance (CMNuA), a non-profit organization dedicated to providing food, related medical expenses and quality of life enhancing programs to families with children who have medical conditions that make them **deathly allergic to the protein in FOOD...ALL FOOD. These children need medical nutrition to thrive and even survive.** Their parents are hard working people like you and me. In our community and across the country, they hold down jobs, pay housing and utilities expenses and have health insurance. BUT, insurance doesn't cover the \$50+ PER CAN for the formula that their children need TO LIVE. **THEY DESPERATELY NEED OUR HELP!**

CMNuA's Fund for Food and Families is in its second year of providing special, life-sustaining formula, **FREE OF CHARGE** to area families, and those across the country, whose children will starve or suffer life altering severe reactions to the protein in food. Our list of recipients is growing daily but the need is far outpacing our ability to help everyone. We rely solely on donations to fund **this life-saving medical food campaign**, so CMNuA will be hosting our 1<sup>st</sup> Annual Funding Food and Families Gala on Friday, December 2, 2016 at the River Creek Club in Leesburg, VA.

This event is one of the main sources of fundraising for the Children's Medical Nutrition Alliance and our Fund for Food and Families, and we would like to **PROMOTE YOUR COMPANY** at our Gala and on our website, [www.cmnu.org](http://www.cmnu.org). Please consider one of these ways to help raise much needed capital so we can help these children!

1 – **SPONSORSHIP** is a great way to **make a HUGE DIFFERENCE for local children and their families** while generating future business from over 200 anticipated attendees, local business owners and as well as over the 225,000 reached through our social media network and print media coverage. We offer many levels of sponsorship to choose from and have something to fit every budget. (see attached)

2 – **PURCHASE A TABLE** for you, your company, and your family and friends to attend our 1<sup>st</sup> Annual Funding Food and Families Gala. You can also sponsor a table and enjoy this fun-filled memorable night with VIP table placement and your company name displayed on the table and in our sponsor materials.

3 – **FORMULA SPONSOR** Each \$200 donated will sponsor items like a case of life-sustaining formula that will be delivered to a family in need with your company name on sponsor donor card attached..

4 – **DONATE FUNDS** Visit [www.cmnu.org](http://www.cmnu.org). No donation is too large or small.

Attached you will find: Sponsorship Opportunities Information  
Sponsorship Form  
Tax Exempt Form from IRS

Please complete the sponsorship form and return to:

The CMNuA, 20539 Courier Ridge PI, Ashburn VA 20147  
Or email to [lendress@cmnu.org](mailto:lendress@cmnu.org)

## Sponsorship Opportunities

### **\$10,000 Diamond**- Presenting Sponsor (Exclusive)

- Speaking presentation on stage
- Company logo on red carpet step and repeat
- Company identification in print/electronic advertising
- FULL PAGE back cover or inside front cover ad (your choice) in the Gala Program Book
- Company name/logo on exclusive slide presentation shown during dinner
- Company name/logo in exclusive top tier of recognition on sponsor page in Gala Program Book
- Company name/logo on event signage
- Company name/logo/link placed on [www.cmnu.org](http://www.cmnu.org) for one year
- Verbal recognition by emcee at event
- Company identification (name/logo) in all marketing materials "The CMNuA 1<sup>st</sup> Annual Funding Food and Families Gala presented by your company name"
- Complimentary table at event (10 Gala tickets)
- VIP seating at event
- Recognition throughout the year

### **\$5,000 Ruby** - Live Auction Sponsor (Exclusive)

- Company name/logo on auction paddles and signage at Live Auction Table display
- Company logo on red carpet step and repeat
- Company name/logo on slide presentation shown during dinner
- Company name/logo in Gala Program Book
- Company name/logo on event signage
- Company name/logo/link placed on [www.cmnu.org](http://www.cmnu.org) for one year
- Verbal recognition by emcee at event
- Company identification (name/logo) in marketing materials
- Full page inside back cover ad placement in Gala Program Book
- FIVE complimentary gala tickets
- VIP seating at event

### **\$3,000 Garnet** - Signature Drink Sponsor (Exclusive)

- Company name/logo carved into signature drink ice sculpture
- Company name/logo on slide presentation shown during dinner
- Company name/logo in Gala Program Book
- Company name/logo on event signage
- Company name/logo/link placed on [www.cmnu.org](http://www.cmnu.org)
- Verbal recognition by emcee at event
- Company identification (name/logo) in marketing materials
- Full page inside back cover ad placement in Gala Program Book
- FIVE complimentary gala tickets with VIP Seating
- VIP seating at event

### **\$3,000 Garnet - Open Bar Sponsor (Exclusive)**

- Company/logo at the bar and with item/giveaway if sponsor so chooses
- Company name on slide presentation shown during dinner
- Company name in Gala Program Book
- Company name on event signage
- Company name/link placed on [www.cmnu.org](http://www.cmnu.org)
- Verbal recognition by emcee at event
- Company identification in marketing materials
- Full page ad placement in Gala Program Book
- THREE complimentary Gala tickets
- Preferred seating at event

### **\$2,000 Emerald – Social Media & Photo Booth Sponsor (2 available)**

- Company name/logo on branded photo booth, and interactive touchscreen at event
- Company logo on all branded photos printed at event and livestreamed to CMNuA AND sponsor's facebook pages
- Sponsor hashtag embedded in all social media photos
- Company name on slide presentation shown during dinner
- Company name in Gala Program Book
- Company name on event signage
- Company name/link placed on [www.cmnu.org](http://www.cmnu.org)
- Verbal recognition by emcee at event
- Company identification in marketing materials
- ½ page ad placement in Gala Program Book
- TWO complimentary Gala tickets
- Preferred seating at event
- Other benefits exclusively for each package

### **\$1,500 Amethyst - Cocktail Hour Sponsor | Centerpiece Sponsor**

- Company name/logo on signage at cocktail hour or on centerpiece
- Company name on slide presentation shown during dinner
- Company name in Gala Program Book
- Company name on event signage
- Company name/link placed on [www.cmnu.org](http://www.cmnu.org)
- Verbal recognition by emcee at event
- Company identification in marketing materials
- ½ page ad placement in Gala Program Book
- TWO complimentary Gala tickets
- Preferred seating at event
- Other benefits exclusively for each package



## **\$1,250 Sapphire** - Dinner Sponsor | Table Sponsor | ~~Photography Sponsor~~ (SOLD)

- Company/logo with item or give-away on each chair (Dinner Sponsor)
- Company name on your Table with Premier table placement (Table Sponsor)
- Company name on slide presentation shown during dinner
- Company name in Gala Program Book
- Company name on event signage
- Company name/link placed on [www.cmnuua.org](http://www.cmnuua.org)
- Verbal recognition by emcee at event
- Company identification in marketing materials
- ¼ page ad placement in Gala Program Book
- Dinner sponsorship includes ONE complimentary Gala ticket
- Table sponsorship includes 10 Gala tickets

## **\$200 Formula Sponsor**

Each \$200 donated will sponsor a case of life-sustaining medical formula

## **Advertising Sponsor**

Full page ad - \$200

Half page ad - \$100

Quarter page ad - \$50



# 1<sup>st</sup> Annual Funding Food and Families Gala

## SPONSORSHIP FORM

RETURN THIS FORM NO LATER THAN NOVEMBER 11, 2016. FOR ADDITIONAL INFORMATION OR QUESTIONS CALL 571.216.7291

Primary Contact: \_\_\_\_\_  
Company: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_  
Email: \_\_\_\_\_  
Facebook: \_\_\_\_\_

### **LEVELS OF SPONSORSHIP – if available, circle type of sponsorship desired:**

- \_\_\_\_\_ Diamond \$10,000
- \_\_\_\_\_ Ruby – (Live Auction Sponsor)- \$5,000
- \_\_\_\_\_ Garnet – (Signature Drink Sponsor, Open Bar Sponsor) - \$3,000
- \_\_\_\_\_ Emerald – (Social Media and Photo Booth Sponsor) - \$2,000
- \_\_\_\_\_ Amethyst – (Cocktail Hour Sponsor, Centerpiece Sponsor) - \$1,500
- \_\_\_\_\_ Sapphire – (Dinner Sponsor, Table Sponsor, Photography Sponsor) - \$1,250

### **Sponsor a Case of Formula:**

\_\_\_\_\_ Cases X \$200 = \$\_\_\_\_\_ Total

### **Advertising Sponsors:**

- \_\_\_\_\_ Full page - \$200
- \_\_\_\_\_ Half page - \$100
- \_\_\_\_\_ Quarter page - \$ 50

Please provide all artwork in hi-resolution as 4-color process JPG or PNG format appropriate for printing  
Advertising sizes for finished art are as follows:

- Full page: 8 ½ X 11
- Half page: 5 ½ X 8 ½
- Quarter page: 2 ¾ X 4 ¼

All artwork is due no later than November 14,2016 for inclusion in Gala Program Book.

### **PAYMENT BY CREDIT CARD**

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV#: \_\_\_\_\_  
Name on Card: \_\_\_\_\_ Zip Code on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_ Amount: \_\_\_\_\_

Email form with credit card payment to: [kchildress@cmnua.org](mailto:kchildress@cmnua.org) or  
Mail Form with Check to: "CMNuA", 20539 Courier Ridge Place, Ashburn, VA 20147



## **COMPANY LOGO AUTHORIZATION FORM**

Authorized Logo Release/Artwork/Graphics Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

In order to publish the company's logo with Children's Medical Nutrition Alliance, the company authorizes Children's Medical Nutrition Alliance to use the company's corporate logos, trade names, and trade/service marks for display and reproduction. In addition, the company's approval allows Children's Medical Nutrition Alliance to include the company's logo in other communication materials (video, audio, electronic broadcasts, print promotion and advertising) to further increase awareness of the company.

In order to ensure the accuracy of the information, the company agrees to provide Children's Medical Nutrition Alliance with the company's current corporate logos, trade names, and trade/service marks and with any subsequent changes. By signing, the company indicates that the use granted is indemnified and held harmless from any third party rights and/or claims, without waiver of any legal privileges.

Other than the rights granted here, Children's Medical Nutrition Alliance acknowledges that it has no other rights in the company's corporate logos, trade names, and trade/service marks.

### **GUIDELINES FOR ARTWORK:**

Please send two (2) digital files of your logo via email to [lendress@cmnua.org](mailto:lendress@cmnua.org) in PNG or JPG formats, minimum 300 dpi.

AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

Donations to Children's Medical Nutrition Alliance are tax deductible to the full extent allowed by law.  
To control expenses, CMNuA will send receipts for gifts of \$25.00 or more.



1<sup>st</sup> Annual Funding Food And Families Gala - SPONSORSHIP AGREEMENT - Terms and Conditions

This agreement ("Agreement") is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ ("Effective Date") between Children's Medical Nutrition Alliance ("CMNuA") and \_\_\_\_\_ ("Sponsor") to set forth the terms and conditions upon which Sponsor agrees to be a local sponsor of the 2016 1<sup>st</sup> Annual Funding Food and Families Gala ("Gala").

1. General. CMNuA is a non-profit organization exempt from federal tax pursuant to Internal Revenue Code section §501(c)(3), federal tax identification number 46-2535073.
2. Term. This Agreement will begin on the Effective Date set forth above and end on December 2, 2016, the scheduled date for completion of the Gala ("Term").
3. Event Date. CMNuA will use its best efforts to conduct the Gala on December 2, 2016.
4. Sponsorship Benefits/Payment. Sponsor shall receive the sponsorship benefits set forth in the 2016 1<sup>st</sup> Annual Funding Food and Families Sponsorship Opportunities brochure. CMNuA reserves the right to make non-material modifications to those benefits. Sponsor shall pay half of its sponsorship fee before November 1, 2016 (or prior to promotion inclusion, whichever is first) and the balance before November 15, 2016. Failure to do so shall result in a forfeiture of Sponsor's sponsorship rights. CMNuA may require Sponsor to provide additional documentation to support the value of In-kind donations prior to accepting such donations as credit toward Sponsor's sponsorship fee. Presenting sponsor fees are due in full before, November 1, 2016 in order to be included in promotional efforts. In-kind contributions are encouraged for goods and services that the Gala committee deems essential to the success of the event including but not limited to: food and beverages, equipment, supplies, printing, and media. In-kind contributions are credited to sponsorship according to the goods and services provided to the Gala. For the purpose of determining sponsorship levels, In-kind donations may be valued at one-half of their retail value.
5. Tax-deductibility: For tax purposes, the contributor of in-kind goods/services determines the value of the in-kind items. Gala management and sponsors will determine and agree on the value of in-kind contributions and level of sponsorship. To comply with IRS requirements, CMNuA advises sponsor that the tax-deductible amount of your contribution for Federal Income Tax purposes is limited to the excess of the amount of money plus the value of any non-cash property contributed by you that is over and above the value of the goods and services provided by CMNuA. Accordingly, any complimentary tickets or advertising will be deducted from your total contribution for your deduction for Federal Income Tax purposes.
5. Event Cancellation. CMNuA shall not be responsible for damages that result from delays or postponements of the Gala due to circumstances beyond their reasonable control. In the event that the Gala does not take place, Sponsor's sponsorship fee as set forth above shall be treated as a donation to the Organization and shall not be refunded.
6. Insurance. Sponsors not assembling or erecting temporary structures, shall maintain, during the Term of this Agreement, insurance in an amount sufficient to cover liability for bodily injury, property damage and death arising out of the party's activities in connection with the activities which are the subject of this Agreement. Sponsors shall furnish a certificate of insurance to the Organization showing that such insurance policies are in place within thirty (30) days after the Effective Date of this Agreement.
7. Relationship/Entire Agreement. The parties to this agreement have no legal relationship other than as stated contracting parties herein. This agreement represents the entire agreement between the parties and supersedes any prior understandings or agreements.
8. Indemnity. Each party agrees to indemnify and hold the other harmless from and against any and all expenses, including reasonable attorneys' fees, that the other party may incur by reason of any claim arising out of the indemnifying party's negligence, intentional misconduct performance or failure to perform pursuant to this agreement, or any service or product sold or provided by the indemnifying party in connection with the Gala. All individuals provided by or associated with Sponsor who perform services at the Gala shall perform such services at the direction of, under the supervision and control of, and for the Sponsor's benefit. Such individuals shall not perform such services on behalf of and shall not be agents or representatives of CMNuA. Sponsor shall be responsible, as between Sponsor and CMNuA, for any injuries or damages caused by, or to, said individuals.
9. Governing Law. This Agreement shall be governed by the laws of the State of Virginia.

\_\_\_\_\_  
Sponsor Representative Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
CMNuA Representative Signature

\_\_\_\_\_  
Date



children's  
medical nutrition  
alliance

## Tax Exempt information Form

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAR 23 2014**

CHILDRENS MEDICAL NUTRITION  
ALLIANCE INC  
C/O SERENA HAYES  
7309 BALTIMORE AVENUE STE 117  
COLLEGE PARK, MD 20740

Employer Identification Number:  
46-2535073  
DLN:  
17053115306003  
Contact Person:  
SIRIJUN MAYI ID# 31449  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
March 26, 2013  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

CMNuA's 501(c)(3) tax id# is 46-2535073.  
Your donation will be tax deductible to the fullest extent allowed by law.