



REGISTER BY SEPT. 13

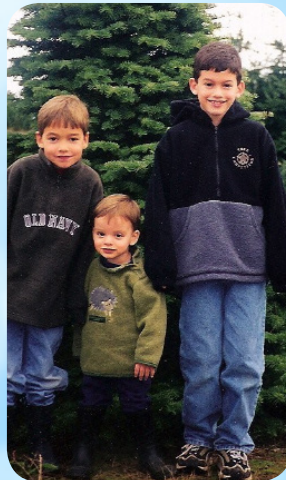
# GALA EVENT

## FRIDAY, SEPT. 27 @ 7:00 PM

### FOUNDRY AT OSWEGO POINTE

Please join us for a fun filled evening while raising money to support research for childhood Acute Myeloid Leukemia, a rare disease that has a high mortality rate.

Big thanks to you! Blue Butterfly Campaign has donated \$130,000 to leading edge childhood AML research at Cincinnati Children's Hospital over the past three years!



### MEET MAX

Max is the inspiration behind the Blue Butterfly Campaign. He was an amazing, gentle boy with an old soul and dry sense of humor. In July 2000, he was diagnosed with Acute Myeloid Leukemia (AML) and given a 10% chance of survival. After seven months of courageously fighting through three rounds of chemotherapy, radiation and a cord blood transplant, Max lost his battle.

*Pictured below: "The Three Amigos". Max (left) with his brothers, Sam and Michael.*

## WHAT IS THE BLUE BUTTERFLY CAMPAIGN?

The Blue Butterfly Campaign was created by Max's Blue Butterfly, a 501(c) (3) non-profit organization created to raise money for researching a cure and effective, less damaging treatments for childhood Acute Myeloid Leukemia (AML). Leukemia is the leading disease cause of death among children and is shockingly underfunded. But we can change that!

There is a 90 percent survival rate for the most common form of childhood leukemia, Acute Lymphocytic Leukemia (ALL). The Blue Butterfly Campaign specifically targets AML because this less common type of childhood leukemia has the highest mortality rate, only a 40-50 percent survival rate. In addition, 10 percent of children will die from side effects from the treatment itself.







Because AML cases represent a smaller percentage of all childhood leukemia diagnoses, this disease is currently underfunded. According to most leading experts in this field, "Much work remains to be done to improve outcomes for this group of patients." Some of this very important work is being done by Cincinnati Children's Hospital that will benefit children all over the world.

To see how your donations have helped, visit [www.bluebutterflycampaign.org](http://www.bluebutterflycampaign.org) to read quarterly updates from Cincinnati Children's Hospital on their latest research findings.

# 2013 SPONSORSHIP LEVELS

Your sponsorship will support the Blue Butterfly Campaign's mission to eradicate childhood cancer.



2013 SPONSORSHIP LEVELS	BENEFITS
<p><b>BLUE MORPHO SPONSOR</b>  <b>\$5,000</b>                      (1 available)</p> 	<ul style="list-style-type: none"> <li>Premium seating with 2 reserved tables for 16 at event.</li> <li>Invitation to the night's VIP Champagne Reception for all guests.</li> <li>Company logo will be prominent at the Champagne Reception including a logo tag on all glasses.</li> <li>Company logo and recognition included in all printed materials, on our website and social networks.</li> <li>Company logo will be prominent on the screen the night of the event.</li> <li>Company logo listed in post event advertisement.</li> <li>Full page ad in event program.</li> <li>Introduction and recognition during event as Blue Morpho Sponsor.</li> <li>Opportunity to include company promotional item/product sample in gift bag.</li> </ul>
<p><b>GOLD MONARCH SPONSOR</b>  <b>\$2,500</b>                      (1 available)</p> 	<ul style="list-style-type: none"> <li>Premium seating with a reserved table for 8 at event.</li> <li>Invitation to the night's VIP Champagne Reception for all guests.</li> <li>Company logo and recognition included in all printed materials, on our website and social networks.</li> <li>Company logo will be prominent on the screen the night of the event.</li> <li>Company logo listed in post event advertisement.</li> <li>Full page add in event program.</li> <li>Introduction and recognition during event as Gold Monarch Sponsor.</li> <li>Opportunity to include company promotional item/product sample in gift bag.</li> </ul>
<p><b>CHAMPAGNE RECEPTION HOST SPONSOR</b>  <b>\$2,000</b>                      (1 available)</p> 	<ul style="list-style-type: none"> <li>Introduction and recognition as Champagne Reception Host Sponsor.</li> <li>To provide complimentary champagne to all guests at the special one hour VIP Champagne Reception along with your sponsorship.</li> <li>Company logo will be on each champagne glass marker.</li> <li>Premium seating with a reserved table for 8 at event.</li> <li>Invitation to the night's VIP Champagne Reception for all guests.</li> <li>Company logo and recognition included in all printed materials, on our website and social networks.</li> <li>Company logo will be prominent on the screen the night of the event.</li> <li>Company logo listed in post event advertisement.</li> <li>Half page ad in event program.</li> <li>Opportunity to include company promotional item/product sample in gift bag.</li> </ul>
<p><b>SILVER SWALLOWTAIL SPONSORS</b>  <b>\$1,500</b>                      (multiple available)</p> 	<ul style="list-style-type: none"> <li>Premium seating with a reserved table for 8 at the event.</li> <li>Invitation to the night's VIP Champagne Reception for all guests.</li> <li>Company logo and recognition included in all printed materials, on our website and social networks.</li> <li>Company logo will be prominent on the screen the night of the event.</li> <li>Company logo listed in post event advertisement.</li> <li>Quarter page ad in event program.</li> <li>Introduction and recognition during event as Silver Swallowtail Sponsor.</li> <li>Opportunity to include company promotional item/product sample in gift bag.</li> </ul>
<p><b>BRONZE QUEEN VICTORIA SPONSOR</b>  <b>\$1,000</b>                      (multiple available)</p> 	<ul style="list-style-type: none"> <li>Four tickets to dinner.</li> <li>Four tickets to the night's VIP Champagne Reception.</li> <li>Company logo will be prominent on the screen the night of the event.</li> <li>Recognition on printed program, at the table, and on our website.</li> </ul>
<p><b>COPPER VICEROY SPONSOR</b>  <b>\$500</b>                      (multiple available)</p> 	<ul style="list-style-type: none"> <li>Two tickets for dinner.</li> <li>Two tickets to the night's VIP Champagne Reception.</li> <li>Recognition on printed program, at the table, on our website.</li> </ul>



Please consider a donation to the Blue Butterfly Campaign at [www.bluebutterflycampaign.org](http://www.bluebutterflycampaign.org). Separate donations or donations in addition to your registration fees allows us to keep registration fees reasonable and are the main source of dollars that we direct to research hospitals on the front lines of the battle against AML.



## GALA EVENT REGISTRATION FORM

FRIDAY, SEPT. 27 @ 7:00 PM  
FOUNDRY AT OSWEGO POINTE

Unless otherwise indicated, all sponsorships and individual ticket prices include dinner, wine and beer, dancing, live auction and/or raffle and gift bags. All sponsorships are in part, tax-deductible. All donations are fully tax deductible.

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Ph: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Reserved Table Names:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

**Please check all that apply:**

**SPONSORSHIPS:**

- TITLE Blue Morpho Sponsor: \$5,000
- Gold Monarch Sponsor: \$2,500
- Champagne Reception Host Sponsor \$2,000
- Silver Swallowtail Sponsor: \$1,500
- Bronze Queen Victoria Sponsor: \$1,000
- Copper Viceroy Sponsor: \$500

**DINNER/RECEPTION:**

- Dinner ticket for one \$100
- Dinner ticket for two \$200
- Dinner ticket + VIP Champagne reception for one: \$125
- Dinner ticket + VIP Champagne reception for two: \$250
- Reserve a table for 8: \$800

Donation: \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

**PAYMENT INFO**

**Credit cards welcome!**

Register online at [www.bluebutterflycampaign.org](http://www.bluebutterflycampaign.org) or print and fax this form to 503-722-3916.

**Checks**

Please make checks payable to "Max's Blue Butterfly" and send to:

Jayne or Chris Dearborn • Blue Butterfly Campaign • 3400 Belknap Dr. • West Linn, OR 97068

