



June 3, 2009

Dear Friend,

Picture a classroom filled with kids laughing. Now picture the classroom next door filled with kids, too. The two classrooms combined total about 46 children which is the number of kids who find out every day that they have cancer. Childhood cancer is the number one disease killer of children under the age of 21, yet research for pediatric cancer is under-funded up to \$30 million a year. Childhood cancer is different than adult cancer and thus requires different research. Rally Foundation, a nonprofit 501(c)(3), raises awareness and much needed funds for childhood cancer research. Please join us in support of the *Rally Foundation Benefit Bash with Mizuno Big League Players* and help us to further fund cutting-edge research.

Three-time All-Star Atlanta Braves catcher Brian McCann and his wife Ashley will be the honorary chairs of the upcoming *Rally Foundation Benefit Bash with Mizuno Big League Players* to be held on Thursday, November 12, 2009 at The Retreat of Dunwoody. A special addition to this year's festivities will be a celebrity softball tournament on Friday, November 13th at the Georgia Tech baseball stadium. Proceeds will help us to fund cutting-edge research at hospitals across the country to find better treatments with fewer long-term side effects and ultimately a cure.

In just three years Rally Foundation has given away more than \$1 million in research grants funding 39 research projects across the country. At Children's Healthcare of Atlanta, Rally funds a senior bone marrow transplant research nurse, a comparative genomic hybridization between tumor cells and somatic cells study and the collection of non-tumor tissue in pediatric cancer patients. Rally also funds the Young Adult Survivors of Childhood Cancer Clinic at Emory University. For every dollar Rally receives, 93 cents is available to support our mission according to audited financials.

The success of the *Rally Foundation Benefit Bash with Mizuno Big League Players* relies on the philanthropy of our community. It is my sincere hope that you will partner with me and the Rally Foundation by becoming a sponsor of this exciting event.

Please contact Kevin Isakson at kisakson@isaksonliving.com or 770-559-4829 for more information. We appreciate your consideration and support of this premier event and look forward to your positive response.

Rally On!

Kevin Isakson
Benefit Bash Gentlemen's Committee Chair

Rally Foundation 2009 Benefit Bash Sponsorship Levels



Presenting Sponsor \$25,000

League MVP \$10,000

Cy Young \$5,000

Gold Glove \$2,500

Slugger \$1,000

Benefit Bash Communications

Full page sponsor recognition in event program	!	!			
Half page sponsor recognition in event program			!		
Quarter page sponsor recognition in event program				!	
Listing in event program					!
Company logo featured on program cover	!				
Full page sponsor recognition in event program	!	!			
Acknowledgement signage at event	!	!	!	!	!
Listing on event invitation	!	!	!	!	!
Company recognition in select media	!	!			
Company logo with link on Rally Foundation website	!	!	!	!	!
Featured article highlighting partnership in post-Benefit Bash newsletter	!				
Mention in post-Benefit Bash newsletter		!	!	!	!

Tables at Benefit Bash

Number of event tables (Includes tickets to MVP reception)	3 tables Of 8	2 tables of 8	1 table of 10	1 table of 8	2 tickets
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Celebrity Softball Tournament

Players in game *each player will play 2 innings and have 1 at bat	8	4	2		
Tickets to attend game	100	50	40	30	20

Autographed Mizuno Memorabilia

Autographed Mizuno Brian McCann Jersey	!				
Autographed Mizuno Brian McCann Baseball Bat		!			
Autographed Mizuno Brian McCann Glove			!		
Autographed Mizuno Brian McCann Baseball				!	!

The proceeds for Rally's Benefit Bash will support childhood cancer research. Rally Foundation currently operates at 93% efficiency according to audited financials. Your contribution is tax deductible to the extent allowed by law.

Rally Foundation is a 501(c)(3) non-profit. EIN: 20-1950849

Rally Foundation 2009 Benefit Bash Sponsorship Form



**Yes! I/We would like to sponsor the *Rally Foundation Benefit Bash* on
Thursday, November 12, 2009**

Company Name _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-Mail Address _____

Please email company logo to donna@rallyfoundation.org

I/We would like to support Rally Foundation by becoming a sponsor at the following level:

- Presenting Sponsor** **\$25,000**
- Cy Young Sponsor** **\$10,000**
- League MVP Sponsor** **\$ 5,000**
- Gold Glove Sponsor** **\$ 2,500**
- Slugger Sponsor** **\$ 1,000**

Please return this form with check attached at your earliest convenience to:

Rally Foundation
5775 Glenridge Drive
Building C, Suite 120
Sandy Springs, GA 30328

Or fax sponsorship form to 404-847-1271

To learn more about the Rally Foundation or the *Benefit Bash*, contact
benefitbash@rallyfoundation.org or 404.847-1270

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