



SPONSORSHIP OPPORTUNITIES

ULTIMATE HERO ~ \$20,000+

- All the benefits of 'Super Hero' below
- For corporate sponsors, we will create a customized sponsorship package tailored to meet your company's community investment objectives

SUPER HERO ~ \$10,000+

- 10 tickets to the May 4th Evening Party (VIP tickets) or to the May 5th Luncheon*
- 10 shopping tickets to the May 5th Fair Day
- Full page advertisement on back or inside front cover of Fair program (first two corporate donors; all subsequent corporate sponsors receive a full-page advertisement)
- Recognition in *Brighter Futures* quarterly newsletter (sent to 3,000 homes and businesses), donor section of Edgewood's Annual Report, and all Fair advertisements & press releases
- Listing/Logo in 4,000 Fair invitations and on Edgewood.org

HERO ~ \$5,000+

- 8 tickets to the May 4th Evening Party (VIP tickets) or to the May 5th Luncheon*
- 8 shopping tickets to the May 5th Fair Day
- Full page advertisement in Fair program (corporate sponsors)
- Recognition in *Brighter Futures* quarterly newsletter (sent to 3,000 homes and businesses), donor section of Edgewood's Annual Report, and all Fair advertisements & press releases
- Listing/Logo in 4,000 Fair invitations and on Edgewood.org

**Please note that luncheon seats sell-out and are offered on a first come/first served basis.*



GUARDIAN ~ \$2,000+

- 6 tickets to the May 4th Evening Party (VIP tickets) or to the May 5th Luncheon*
- 6 shopping tickets to the May 5th Fair Day
- Half page advertisement in Fair program (corporate sponsors)
- Recognition in *Brighter Futures* quarterly newsletter (sent to 3,000 homes and businesses), donor section of Edgewood's Annual Report, and all Fair advertisements & press releases
- Listing/Logo in 4,000 Fair invitations and on Edgewood.org

DEFENDER ~ \$1,000+

- 4 tickets to the May 4th Evening Party (VIP tickets) or to the May 5th Luncheon*
- 4 shopping tickets to the May 5th Fair Day
- Quarter page advertisement in Fair program (corporate sponsors)
- Listing in 4,000 Fair invitations and on Edgewood.org

CHAMPION ~ \$500+

- 2 tickets to the May 4th Evening Party (VIP tickets) or to the May 5th Luncheon*
- 2 shopping tickets to the May 5th Fair Day
- Listing in 4,000 Fair invitations and on Edgewood.org

****Please note that luncheon seats sell-out and are offered on a first come/first served basis.***

DEADLINES

Please confirm your sponsorship by February 1, 2010 in order to ensure placement in Fair invitation and by March 22, 2010 to ensure placement in the Fair program. Advertisements must be received by March 22, 2010.

SPONSORSHIP REPLY FORM



YES! I would like to support the Edgewood Fair. Please complete this form and submit by mail or fax to the address below, or sponsor online at www.edgewood.org/fair2010.

SPONSORSHIP LEVEL *(Please check one.)*

- | | |
|---|--|
| <input type="checkbox"/> ULTIMATE HERO - \$20,000+ | <input type="checkbox"/> GUARDIAN – \$2,000+ |
| <input type="checkbox"/> SUPER HERO - \$10,000+ | <input type="checkbox"/> DEFENDER – \$1,000+ |
| <input type="checkbox"/> HERO – \$5,000+ | <input type="checkbox"/> CHAMPION – \$500+ |
| <input type="checkbox"/> I cannot attend the Fair this year but would like to make a tax-deductible donation of \$ _____. | |

Your Name/Company Name: _____
(as you would like it to appear in the Edgewood Fair materials)

Contact Name and Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

PAYMENT

- My check made payable to **The Edgewood Fair** is enclosed in the amount of \$ _____.
- Please reserve my sponsorship, I/we will submit payment of \$ _____ by _____ (date).
- I authorize a charge of \$ _____ on _____ (date) to my credit card: ___ Visa ___ Mastercard ___ AMEX

Name as it appears on credit card

Credit card number

Exp. Date

Signature

DEADLINES

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CONTACT INFORMATION

Please contact Lynn Atkinson at atkinsondickman@yahoo.com or Kelly Wyllie at kelly.wyllie@gmail.com with questions.

SUBMISSION

Please mail this form in the enclosed envelope or fax this form to:
Edgewood Center for Children and Families
Attn: Sponsorship Chairmen
1801 Vicente Street, San Francisco, CA 94116
Fax - 415.664.7094

Tickets will be held at the door

Edgewood is a 501c(3) tax-exempt organization ~ Edgewood's federal tax identification number is 94-1186168



SPONSORSHIP OPPORTUNITIES ~ LEVEL & BENEFIT COMPARISON

	ULTIMATE HERO	SUPER HERO	HERO	GUARDIAN	DEFENDER	CHAMPION
GENERAL INVOLVEMENT	\$20,000+	\$10,000+	\$5,000+	\$2,000+	\$1,000+	\$500+
Customized Benefit Opportunities	X	X	X			
Tickets to the Evening Party (VIP tickets) or to the Luncheon*	10	10	8	6	4	2
Shopping tickets to the Fair Day	10	10	8	6	4	2
RECOGNITION						
Press releases and other materials for the media	X	X	X	X		
Summer 2010 Brighter Futures donor newsletter	X	X	X	X		
Edgewood .org e-Newsletter	X	X	X	X		
Edgewood Fair invitation inclusion	X	X	X	X	X	X
ADVERTISEMENT						
Logo/Listing inclusion in ad placements in local print media	X	X	X	X		
One year on Edgewood.org with logo and link to company website	X	X	X	X	X	X
Advertisement in program book (corporate sponsors)	Centerfold	Full preferred placement	Full	1/2 page	1/4 page	

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ROCK THE CASBAH
THE 44TH ANNUAL EDGEWOOD FAIR



MAY 4 & 5, 2010



VISIBILITY & COVERAGE



around the
world
2009
the 43rd annual
edgewood fair

The Edgewood Auxiliary presents San Francisco's ultimate cocktail party, one-of-a-kind boutique shopping and an exquisite lunch.



DAILY CANDY
The Weekend Guide

PARTY
Philanthropist Benefit
What: Shop, drink, and mingle to support Edgewood Center for Children and Families.
Why: Put the do in donate.
When: Thurs., 6-8 p.m.
Where: 3571 Sacramento St., at Locust St. (415-441-1750).
R.S.V.P. to: info@philanthropistboutique.com.



The Bigelow Report

Going Green and Global: The Edgewood Fair



Edgewood Fair Event co-chairwomen Danielle Harney and Janet Lautenberger
Photos by Catherine Bigelow

The Edgewood Fair fell this year on Cinco de Mayo, an appropriate twinning opportunity for this 43rd annual event's theme, *Around the World*.

"It gave us the chance to add a fun twist," said Event co-chairwoman Janet Lautenberger. "So we're featuring a Tortilla Heights'-sponsored Tequila tasting."

A favorite spring frolic (Tequila or not), the fair kicked-off at the Golden Gate Club in the The Presidio with a VIP preview party which heralded the start of two-days of smart shopping at this beloved boutique event.

First founded as a garden festival in 1967 by the Edgewood Auxiliary, the original fair was a modest event of crafts and garden items.

"My mother-in-law, Kay Woods, was involved with Edgewood Fair for many years," said guest Annie Woods. "In the beginning, she said, the Fair mostly sold things like homemade marmalade, jams and jellies. They've really stepped it up this year!"

Indeed. More than 40 vendors from across the country shared space at this still slightly Garden-themed event, where fabulous orchid plants vied for attention next to strappy *Stubb's & Wooten* slippers.

But were talking Palm Beach-style "slippers," colorful and crocheted beauties that start at about \$350 a pair.

Which handily added to the Fair's bottom line, raising some glorious green for the programs of the Edgewood Center for Children and Families, the oldest children's charity in the Western United States devoted to dealing with health issues, neglect, mental illness and family crisis.

Fit

boutique Philanthropist... shopping and old-fashioned... all proceeds benefit the... The starting... of... essentials by... and...



the party
tuesday, may 5

Golden Gate Club, The Presidio
live bar, tequila tasting and cigar bar

lunch and shopping
wednesday, may 6

Guest Speaker Kelly Corrigan,
author of "The Middle Place"

EDGEWOOD
Transforming Lives. Restoring Hope.

Visit edgewood.org
or call 415-682-3201
for tickets and information.

official sponsor **San Francisco**
magazine



PRESS RELEASE

THE EDGEWOOD AUXILIARY PRESENTS THE 44TH ANNUAL EDGEWOOD FAIR, MAY 4 & 5, 2010

Event to benefit Edgewood Center for Children and Families

SAN FRANCISCO, October 2, 2009 – The Edgewood Auxiliary will host the 44th Annual Edgewood Fair, with a “Rock the Casbah” theme, on May 4 and 5, 2010. This venerable San Francisco tradition, a lavish two-day fundraiser, will benefit Edgewood and its programs that support Bay Area children and families in crisis.

The Edgewood Fair begins on Tuesday, May 4, with the Evening Party, held from 6 p.m. to 10 p.m. This evening affair will feature a VIP reception, as well as exotic cuisine, specialty cocktails, and entertainment. This gala also features an extraordinary silent auction and fabulous boutique shopping with more than 40 unique vendors from around the country.

The Fair continues on Wednesday, May 5, with a day of shopping as well as The Luncheon. Shoppers are invited to a day of boutique shopping from 10 a.m. to 3 p.m. from our many magnificent vendors. A seated lunch will be catered and served at noon with a featured speaker, yet to be determined. Kelly Corrigan, best-selling author of *The Middle Place*, was the featured speaker of last year’s Luncheon.

The Edgewood Fair began as a modest garden festival hosted by the Auxiliary to celebrate the Edgewood community and support its programs. Today the Fair is a major San Francisco fundraiser that raises approximately one half million dollars each year for the organization. The Fair is attended by over 1,000 of San Francisco’s young and socially active business and civic leaders.

Corporate sponsorship of the 2009 Edgewood Fair included (\$10,000+): Dodge & Cox, Philanthropist, Verizon Wireless, WDFa Marketing; (\$5,000+): British Motor Car Distributors, Orrick, Harrington & Sutcliffe LLP; (\$2,000+): Deloitte LLP, CAL Insurance & Associates, Inc., Wilson Sonsini Goodrich & Rosati Foundation, First Republic Bank, Pacific Union Real Estate Community Fund, Wells Fargo; (\$1,000+): AMB Property Corporation, CDM Foundation, The Morrison & Foerster Foundation, MacCorkle Insurance Service, Menta Capital, LLC, Zacks Utrecht & Leadbetter, P.C.; (\$500): Apprivo, Inc.; Media Sponsor: San Francisco Magazine.

ABOUT EDGEWOOD

Founded in 1851, Edgewood Center for Children and Families (Edgewood) is the oldest children’s charity west of the Mississippi. At Edgewood, we believe every child should thrive in a loving and supportive family and community. We work to make this vision a reality in the San Francisco Bay Area by helping at-risk children and families overcome some of life’s toughest challenges – challenges like abuse, neglect, mental illness, and family crisis. Our mission is to strengthen children, youth, families, and their communities through service, training, advocacy, and research. Today, Edgewood is part of the fabric of our community, offering an innovative continuum of services that provide a safety net to more than 5,000 children and families in San Francisco and San Mateo Counties. All proceeds from the Edgewood Fair help fund Edgewood’s specialized programs.

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