



Dear Friend:

The excitement is building for the Friends of Laurel Hill Cemetery's **5th Annual Fundraiser**, the **GRAVEDIGGERS' BALL**. I would like to extend to you a warm invitation to become a supporter of this year's signature event.

Last year, over 375 persons attended the Ball, and we raised nearly \$50,000 to support the Friends' missions, providing funding for the Urban Mourning Project, a program aimed to reduce the impact of violence on our city's young people.

The Friends of Laurel Hill Cemetery is a 501(c)(3) nonprofit organization, founded over thirty years ago to ensure the preservation and educational interpretation of Laurel Hill Cemetery, one of the most unique *National Historic Landmark* sites in the United States. Proceeds from the Gravediggers' Ball will directly support our principle missions, preserving Laurel Hill Cemetery as a sacred place of solace, history, learning and wonder for generations to come.

This year's Ball will take place on Friday evening, **October 2nd** at the **Crystal Tea Room** of Philadelphia. New musical entertainment will be provided by *Jellyroll*, one of the most sought-after, award winning dance bands in the region! **Becoming a supporter of this year's fundraiser is an ideal opportunity for both corporations and individuals to make a positive investment in our community and in the lives of the people that we serve.**

I have enclosed the details of our 2009 Sponsorship, Advertising and Auction Donation Opportunities, and look forward to following up in the near future. For additional information on what is certain to be a memorable evening, please visit us online at **WWW.GRAVEDIGGERSBALL.ORG**.

Sincerely,

Barbara K. Smith
Chair, Gravediggers' Ball Committee



GRAVEDIGGERS' BALL

CORPORATE SPONSORSHIP OPPORTUNITIES *and* BENEFITS

2 OCTOBER 2009 ~ CRYSTAL TEA ROOM, PHILADELPHIA

Bronze Level Sponsor\$10,000

1. Twenty complimentary Tickets (2 tables) to the Ball
2. Inside, front-cover, full-page color Advertisement in the GDB program book
3. Special invitation to address audience during the GDB reception
4. Table space for display and distribution of corporate literature at GDB registration area
5. Corporate logo featured prominently in signage, and audio visual presentation at the Ball (375+ well-connected guests)
6. Recognition in all event press releases, advertising and marketing
7. Recognition in all event mailings, newsletters, emails and public outreach (over 8,000 constituents)
8. Corporate logo displayed on GDB banner along Kelly Drive (viewed daily by thousands)
9. Corporate logo displayed on GDB banner at Laurel Hill Cemetery's entrance (accessed by 10,000+ visitors per year)
10. Year-long corporate logo placement on Laurel Hill Cemetery website (3 million hits and 67,000 unique visits annually)
11. Private tour and reception at Laurel Hill Cemetery for up to 40 colleagues, employees or friends
12. An opportunity to meaningfully impact one of our regions' most valuable, unique and sacred historic sites

Marble Level Sponsor\$7,500

1. Ten complimentary Tickets (1 table) to the Ball
2. Inside, back-cover, full-page color Advertisement in the GDB program book
3. Table space for display and distribution of corporate literature at GDB registration area
4. Corporate logo featured prominently in signage, and audio visual presentation at the Ball (375+ well-connected guests)
5. Recognition in all event press releases, advertising and marketing
6. Recognition in all event mailings, newsletters, emails and public outreach (over 8,000 constituents)
7. Corporate logo displayed on GDB banner along Kelly Drive (viewed daily by thousands)
8. Corporate logo displayed on GDB banner at Laurel Hill Cemetery's entrance (accessed by 10,000+ visitors per year)
9. Year-long corporate logo placement on Laurel Hill Cemetery website (3 million hits and 67,000 unique visits annually)
10. An opportunity to meaningfully impact one of our regions' most valuable, unique and sacred historic sites

Zinc Level Sponsor\$5,000

1. Ten complimentary Tickets (1 Table) to the Ball
2. Full-page, color Advertisement in the GDB program book
3. Table space for display and distribution of corporate literature at GDB registration area
4. Corporate logo featured prominently in signage, and audio visual presentation at the Ball (375+ well-connected guests)
5. Recognition in all event mailings, newsletters, emails and public outreach (over 8,000 constituents)
6. Corporate logo displayed on GDB banner along Kelly Drive (viewed daily by thousands)
7. Year-long corporate logo placement on Laurel Hill Cemetery website (3 million hits and 67,000 unique visits annually)
8. An opportunity to meaningfully impact one of our regions' most valuable, unique and sacred historic sites

Granite Level Sponsor\$2,500

1. Six complimentary Tickets to the Ball
2. Full-page, color Advertisement in the GDB program book
3. Corporate logo featured prominently in signage, and audio visual presentation at the Ball (375+ well-connected guests)
4. Recognition in all event mailings, newsletters, emails and public outreach (over 8,000 constituents)
5. Year-long corporate logo placement on Laurel Hill Cemetery website (3 million hits and 67,000 unique visits annually)
6. An opportunity to meaningfully impact one of our region's most valuable, unique and sacred historic sites

GRAVEDIGGERS' BALL

CORPORATE SPONSORSHIP OPPORTUNITIES *and* BENEFITS

2 OCTOBER 2009 ~ CRYSTAL TEA ROOM, PHILADELPHIA

Thank you for your interest in sponsoring the Friends of Laurel Hill Cemetery's FIFTH ANNUAL Gravediggers' Ball!

Sponsorship provides Corporations a unique opportunity for charitable giving and proactive citizenship; valuable exposure and enhanced recognition; and a positive investment in our community and in the lives of people that we serve.

If you find that our opportunities do not provide a perfect match for your corporate needs, the Friends of Laurel Hill Cemetery are willing to work with Sponsors to customize a package that will be mutually beneficial and rewarding.

PLEASE COMPLETE AND RETURN THE FORM BELOW, OR SUBMIT YOUR SPONSORSHIP ONLINE AT WWW.GRAVEDIGGERSBALL.ORG.

_____ I /We wish to support the Friends of Laurel Hill Cemetery's Gravediggers' Ball through a Corporate Sponsorship.

Sponsorship Level: _____ Amount: \$ _____

Company: _____ Contact: _____

Address: _____

Telephone: _____ E-mail: _____

Sponsorship Commitments are requested by Friday, June 26th.

Visa, MasterCard or Discover accepted. Please make checks payable to Friends of Laurel Hill Cemetery, and return with completed form to:
3822 Ridge Avenue, Philadelphia, Pennsylvania 19132 ~ Fax (215) 228-7940

Corporate Logos should be submitted by Friday, June 26th.

GDB@thelaurelhillcemetery.org

Advertisements (JPEG, PDF or EPS files preferred) should be submitted by Friday, August 21st to:

GDB@thelaurelhillcemetery.org



CELEBRATING OUR FIFTH ANNUAL GRAVEDIGGERS' BALL!
FOR ADDITIONAL INFORMATION, PLEASE VISIT WWW.GRAVEDIGGERSBALL.ORG, OR CALL (215) 228-8200.

The Friends of Laurel Hill Cemetery is a registered 501(c)(3) nonprofit organization, Tax ID# 23-208-2037.



GRAVEDIGGERS' BALL
ADVERTISING OPPORTUNITIES
2 OCTOBER 2009 ~ CRYSTAL TEA ROOM, PHILADELPHIA

PROGRAM BOOK ADVERTISEMENT OPTIONS:

\$500

Two-Page Black-and-White Spread OR Full-Page Color Ad

\$300

Full-Page Black-and-White Ad

\$250

Half-Page Black-and-White Ad

\$100

Corporate or Individual Partner Listing

Advertisement Specifications:

Full-Page Ad: 5 ½" W x 8.5" H

Half-Page Ad: 5 ½" W x 4.25" H

PLEASE COMPLETE AND RETURN THE FORM BELOW, OR PURCHASE YOUR AD ONLINE AT WWW.GRAVEDIGGERSBALL.ORG.

_____ I /We wish to support the Friends of Laurel Hill Cemetery's Gravediggers' Ball through a Program Book Ad:

Ad Type: _____ Amount: \$ _____

Company: _____ Contact: _____

Address: _____

Telephone: _____ E-mail: _____

Space Reservations are requested by Friday, June 26th.

*Visa, MasterCard or Discover accepted. Please make checks payable to Friends of Laurel Hill Cemetery, and return with completed form to:
3822 Ridge Avenue, Philadelphia, Pennsylvania 19132 ~ Fax (215) 228-8200*

Camera Ready Artwork (JPEG, PDF or EPS files preferred) should be submitted by Friday, August 21st to GDB@thelaurehillcemetery.org

CELEBRATING OUR FIFTH ANNUAL GRAVEDIGGERS' BALL!
FOR ADDITIONAL INFORMATION, PLEASE VISIT WWW.GRAVEDIGGERSBALL.ORG, OR CALL (215) 228-8200.
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GRAVEDIGGERS' BALL
AUCTION DONATION FORM

2 OCTOBER 2009 ~ CRYSTAL TEA ROOM, PHILADELPHIA

Company: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

I/We wish to support the Friends of Laurel Hill Cemetery's Gravediggers' Ball with an item or gift certificate donation towards the event's Silent and Live Auctions.

Item Description for GDB Program Book:

(Please Type or Print Clearly.)

Fair Market Value of Item: _____ Actual or Estimated

Please return completed form to: Friends of Laurel Hill Cemetery, 3822 Ridge Avenue, Phila., PA 19132
Fax to (215) 228-7940, or Email GDB@thelaurelhillcemetery.org.

I/We will ensure that the above described item(s) are delivered or shipped to the Laurel Hill Cemetery office no later than Friday, September 18th.

I/We would like to provide photo(s), business cards, brochures or a display to market the item and/or company at the Ball, and will provide those additional materials at the time of donation.

CELEBRATING OUR FIFTH ANNUAL GRAVEDIGGERS' BALL!

FOR ADDITIONAL INFORMATION, PLEASE VISIT WWW.GRAVEDIGGERSBALL.ORG, OR CALL (215) 228-8200.

Please note that all Auction Donations are tax deductible to the full extent allowable by law.
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