

January 2, 2018

Dear business owner/representative,

Darts for Dreams 13 is quickly approaching. So far, thanks to the support of companies like yours, the event has collected almost \$300,000 to sponsor wishes for kids facing critical illnesses in Mercer County through the hard work of Make-A-Wish® New Jersey (MAWNJ).

The success of this event is directly attributable to businesses like yours. Whether it's helping with a financial sponsorship, an in-kind donation used as a prize, or with logistic/operational support for the actual event itself, we couldn't do what we do, and in turn MAWNJ do what they do without you! This event continues to be one of the most successful of all MAWNJ events not run by the charity directly. We have now had 470 different sponsors help us out at least once in our twelve years, more than 100 sponsors have been part of this event for at least five years, and seven sponsors have been with us since our first event way back in 2006. The ongoing support from our sponsors has been phenomenal and appreciated beyond words. The addition of new sponsors each year help drive the event's growth.

This year's event will be held on **Saturday, April 28<sup>th</sup>, 2018** at Cook Athletic Association in Hamilton, NJ. We have set our 2018 fundraising goal at \$50,000; enough to sponsor five wishes, maybe more. We thank and look forward to the ongoing support of our returning sponsors and want to welcome any new sponsors that wish to participate!

Why should this matter? It's real simple; MAWNJ granted 530 wishes last year. According to a medical study conducted by Make-A-Wish America, approximately 700 children a year in New Jersey will be diagnosed with a medical condition that will qualify them for a wish. MAWNJ wants to be there for all of these children. That's about 170 more wishes to support. Considering an average wish is now over \$10,000, that's approaching two million additional dollars needed. As I talk to people, everyone has a story. A relative, a friend, a co-worker who has been touched by Make-A-Wish, either in NJ or where they live. It's an unfortunate reality we live with, yet we can all help make a difference. Darts for Dreams is an easy way to do that and helps right here in our own backyard.

As we always have, we are again soliciting financial donations and items from businesses like yours. No company is too small or too big, and no donation is too small or too big. All in-kind donations are used at the event to raise more money, as either raffles, door prizes or as a silent auction item. Recognition is given to all sponsors, with an appropriate sized ad in our event ad-book. All sponsors are listed on our event T-shirt. Financial sponsors of at least \$100 will receive an event T-shirt as a thank you.

Our ad rates remain unchanged and offer you reasonable options to help MAWNJ through this event. Please consider making the same sponsorship as previous years or even a little more to it. If you're a new sponsor this year, please consider a sponsorship that allows you to feel comfortable – again, every dollar counts!

In order to ensure that your company is included in our event materials, all donations must be confirmed by Wednesday, April 11th, 2018 (details on page three). Please feel free to contact me at [events@trentondarts.com](mailto:events@trentondarts.com), via phone at 609-406-1808 or via cell at 732-284-0941 (not always on) if you have any questions or comments. To follow our progress, you can visit our website at <http://www.dartsfordreams.com> or our facebook event page: <http://fb.com/events/203700320168229/>

Please call for donation pickups or mail check made payable to **Make-A-Wish New Jersey** to Gary Yourman \* 12 Coventry Sq \* Ewing, NJ 08628. Thank you for your time, consideration, and helping to make this event a success,



Gary Yourman  
Event Coordinator

**Make-A-Wish**  
NEW JERSEY





To Whom It May Concern,

On April 28, 2018, the Greater Trenton Dart League will be hosting their 13<sup>th</sup> Annual "Darts for Dreams" Dart-A-Thon with proceeds benefiting Make-A-Wish® New Jersey. This event is being held at the Cook Athletic Association in Hamilton, New Jersey.

Make-A-Wish New Jersey grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy. A wish gives a child the chance to forget treatments and hospital stays as they plan their own unique wish, anticipate it, experience it to the fullest, and then relive it through happy memories that will sustain them and their family through the days ahead.

Last year, we granted 530 wishes for seriously ill children in the state of New Jersey. Each wish is as unique as the child and limited only by his or her imagination. Although many children wish to go to Disney World, we also granted the wishes of children whose dream was to meet their favorite celebrity, have a puppy to call their very own, travel to countries abroad, and so much more. One young lady even wished to go to New Zealand to see the visit the scenes and landscapes where the *Lord of the Rings* trilogy was filmed. We could not have done this without the generosity of our donors.

The bearer of this letter is representing Make-A-Wish New Jersey. Please help them in any way that you can throughout their fundraising efforts. With your generous donation, we can work together to make dreams come true for seriously ill children.

Thank you for sharing in the *power of a wish*.

With warm wishes,

A handwritten signature in black ink that reads "Emily Schonberg".

Emily Schonberg  
Manager of External Events

# Darts for Dreams 13 2017 charity dart-a-thon to benefit

## Make-A-Wish<sup>®</sup> New Jersey Important Dates and Information for Sponsors

**Event date:** Saturday, April 28, 2018

**Location:** Cook Athletic Association, 411 Hobart Ave, Trenton NJ

**Printing Deadline:** Wednesday, April 11<sup>th</sup>, 2018 – We'll take a donation after, but can't guarantee you'll be included in the materials.)

**Host:** Greater Trenton Dart League ([www.trentondarts.com](http://www.trentondarts.com))

**Beneficiary:** Make-A-Wish<sup>®</sup> New Jersey (MAWNJ – [nj.wish.org](http://nj.wish.org))

Ad-book rates (financial shown, in-kind sized as appropriate)

**All checks should be made out to Make-A-Wish New Jersey.**

- Platinum: \$500 donation. Includes a full page ad (7.5x10 in). Includes special recognition.
- Gold: \$200 donation. Includes a full page ad (7.5x10 in).
- Silver: \$100 donation. Includes a half page ad (7.5 x 5 in or 4 x 10 in).
- Bronze: \$50 donation. Includes a business card sized or quarter page ad.
- Supporter: Any other donation. Includes mention/listing as space permits.

**Shipping address** for donations and items: **(Checks made out to Make-A-Wish New Jersey)**

Darts for Dreams  
c/o Gary Yourman  
12 Coventry Sq  
Ewing, NJ 08628

**Event Director:**

Gary Yourman 732-284-0941

[events@trentondarts.com](mailto:events@trentondarts.com)

Greater Trenton Dart League Special Events Coordinator

**MAWNJ Offices/ Manager of External Events:**

Emily Schonberg  
1347 Perrineville Road  
Monroe Township, NJ 08831  
800-252-WISH (9474)  
[eschonberg@wishnj.org](mailto:eschonberg@wishnj.org)  
TaxID #: 22-2488495

**If you have any questions – please contact Gary directly.**

Darts for Dreams' goal is to help local children facing critical illnesses by raising money to sponsor their wishes. Actual wish granting is done by MAWNJ. Our success comes from the hard work of the many volunteers, the support of our sponsors and the attendees of the event. **THANK YOU!!!**

2018 Darts for Dreams  
charity dart-a-thon to benefit  
Make-A-Wish New Jersey

**Sponsor Information**

Company Name	_____		
Title / Role	_____		
Address	_____		
City, St, Zip	_____		
Phone	_____	Email	_____

**Sponsor Information**

<u>Sponsor Type</u>	<u>Donation</u>	<u>Recognition</u>	<u>Ad Size</u>	<u>Selected</u>	<u>Shirt Sizes</u>
Platinum	\$500	Full page ad, special recognition	7.5" x 10"	<input type="checkbox"/>	
Gold	\$200	Full page ad	7.5" x 10"	<input type="checkbox"/>	
Silver	\$100	Half page ad	4"x10" OR 7.5"x5"	<input type="checkbox"/>	
Bronze	\$50	Quarter page ad	4"x5" OR 7.5"x2.5"	<input type="checkbox"/>	
Supporter	Other	Listing	Logo/Text only	<input type="checkbox"/>	

Checks should be made out to **Make-A-Wish New Jersey**, and sent to  
Darts for Dreams / Gary Yourman 12 Coventry Sq, Ewing NJ 08628

Please send all ads, in the appropriate size, as a JPG or PDF to **events@trentondarts.com**.  
List your thank you shirt sizes in the last column. Silver 1 shirt, Gold 2 shirts, Platinum up to 5 shirts.

**In Kind Donations**

Donation Description	_____		
Donation Value	_____		
Received By	_____	Date	_____

**Please keep a copy of this document as your receipt for an in-kind donation.  
Please consult your accountant regarding applicable tax implications.**

The Greater Trenton Dart League and Make A Wish New Jersey thank you tremendously for your support of Darts for Dreams 13. Your donation, sponsorship or support of the event has helped the GTDL raise almost \$300,000 to date. Without you we couldn't make it happen. **THANK YOU!!!**