

January 2, 2017

Dear business owner/representative,

\$50,000!!! That's what Darts for Dreams raised to benefit Make-A-Wish® New Jersey. That was just last year, not our historical event total! In total, after eleven years, we are now just a little bit under **TWO HUNDRED AND FIFTY THOUSAND DOLLARS!!!** That's enough in our history to sponsor almost forty wishes for children, almost exclusively in Mercer County, who are facing life-threatening illnesses.

The bottom line is that this event succeeds because of businesses like yours. Whether it's helping with a financial sponsorship, an in-kind donation used at the event to raise money 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! In 2016, Darts for Dreams was the second largest externally hosted event to benefit MAWNJ in the entire state. For 2017, we're shooting for the top spot. We're going to need your help. We have now had almost 400 different sponsors help us out at least once in our eleven years, almost 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.

This year's event will be held on **Saturday, April 29th, 2017** at Cook Athletic Association in Hamilton, NJ. We have set our 2017 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 provided 483 wishes last year. According to a medical study conducted by Make-A-Wish America, approximately 800 children a year in New Jersey will be diagnosed with a medical condition that will qualify them for a wish. Make-A-Wish New Jersey wants to be there for all of these children. That's about 300 more wishes to support. Considering an average wish is now over \$10,000, that's approaching three 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 donations and items from businesses like yours. No company is too small or too big, and no donation is too small or too big. As we always have, we accept both financial and in-kind donations. 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.

In order to meet our goals, we'll ask you to consider doing just a little more than last year. Our ad rates won't change, but we hope you'll consider adding five or ten percent to your donation/sponsorship of last year or on top of the rate listed. If you gave a few gift cards, consider an extra one, or increase the amount by a few dollars. Every little bit helps! You can find rates further along in this package.

In order to ensure that your company is included in our event materials, all donations must be confirmed by Wednesday, April 12th, 2017. Please feel free to contact me at 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>.

Please call for donation pickups or mail to MAWNJ/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
1347 Perrineville Road
Monroe Township, NJ 08831
609 371-9474, 800 252-9474
609 371-8919 fax
jersey@wishnj.org
www.nj.wish.org



To Whom It May Concern,

On April 29, 2017, the Greater Trenton Dart League will be hosting their 12th 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 over 450 wishes for seriously ill children in the state of New Jersey. Each wish was as unique as the child and limited only by his or her imagination. Although many children wished to go to Disney World, we also helped children attain their dreams of meeting celebrities and having their own computers, traveling abroad and so much more. One young lady wished to meet Pope Francis and we helped make that happen. But, 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 cursive script that reads "Emily Schonberg".

Emily Schonberg
Manager of External Events

Darts For Dreams 12 2017 charity dart-a-thon to benefit

Make-A-Wish[®] New Jersey Important Dates and Information for Sponsors

Saturday, April 29, 2017 – Event date

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

Wednesday, April 12th, 2017 – Cutoff for ad-book and t-shirt inclusion (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)

Beneficiary: Make-A-Wish[®] New Jersey (MAWNJ – 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 (**checks made out to Make-A-Wish New Jersey**) and items:
MAWNJ

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

Greater Trenton Dart League Special Events Coordinator
Gary Yourman 732-284-0941
events@trentondarts.com

MAWNJ Offices/ Director of External Events:

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

If you have any questions – please contact Gary directly.

Our goal is to help local children with life-threatening illnesses through the hard work of 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!!!

2017 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
Gary Yourman/MAWNJ, 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 12. Your donation, sponsorship or support of the event has helped the GTDL raise almost \$250,000 to date. Without you we couldn't make it happen. **THANK YOU!!!**