



Dear Gift for Life Supporter,

Each year the jewel in Gift for Life's fund raising crown is the exciting industry event during the New York International Gift Fair®. Building upon last year's success, we are excited to announce the details for the 2012 **Party for Life**. With your help, we are determined to have even more fun and raise a record amount to assist more people.

The **Party for Life** will take place on Sunday, January 29, 2012, at the landmark Boathouse in Central Park. Guests will experience quintessential New York City culture and cuisine while bidding on an impressive array of hospitality experiences and luxury items in the silent auction, all in support of Gift for Life's sole beneficiary, DIFFA: Design Industries Foundation Fighting AIDS.

Additionally, we will celebrate our *Chuck Yancy Lifetime Achievement Award* honoree **George Kacic**, *Trailblazer Award* honoree **Brandwise**, and *Bert Tonkin Gift of Giving* honoree **Jenny Hammons**.

Your support is critical now more than ever, with *1.2 million people* living with HIV in the United States today, and *60,000 more* Americans becoming infected every year. Proceeds from this event will further DIFFA's mission to support preventative education and direct treatment and care for those in need. We hope we can count on you!

Please review the various levels of sponsorship following. In order to ensure inclusion in the **Party for Life** event program, please respond by **Friday, December 16, 2011**. Please also note the November 1 "Early Bird" benefits for sponsorship/ticket purchases.

For the past 20 years, Gift for Life has united the passion, resolve and commitment of the gift and home industries in the fight against HIV/AIDS. Since its inception, Gift for Life has raised over \$5 million for this important cause. As HIV/AIDS continues to affect each of us, both personally and as members of a global community, Gift for Life remains committed to raising not only money, but spirits, awareness, and expectations. Thank you in advance for your support.

Best Wishes,

A handwritten signature in black ink, appearing to read "Leslie Nathan-Street".

Leslie Nathan-Street  
Chair, *Gift for Life*



## Gift for Life's "Party for Life" Benefitting DIFFA

**Experience New York City Cuisine and Culture  
at the Boathouse in Central Park . . .**

Sunday January 29, 2012, 6:30PM to 10:00 PM, during the New York International Gift Fair®  
The Boathouse at Central Park at East 72<sup>nd</sup> St. & Park Drive North, NYC

### **SPONSORSHIP OPPORTUNITIES**

Celebrate *Chuck Yancy Lifetime Achievement Award* honoree **George Kacic**, *Trailblazer Award* honoree **Brandwise** & *Bert Tonkin Gift of Giving* honoree **Jenny Hammons**.

#### **PRESENTING Sponsor Package** at \$25,000

- Sixty (60) tickets for you and your clients
- Billed as presenting sponsor of event
- Logo inclusion on press wall
- Full-page ad in souvenir program
- Inclusion in press releases
- Inclusion in Gift for Life monthly e-newsletter
- Potential additional branding opportunities to be discussed.



#### **PLATINUM Sponsor Package** at \$15,000

- Thirty-five (35) tickets for you and your clients
- Logo inclusion on press wall
- Full-page ad in souvenir program
- Inclusion in press releases
- Inclusion in Gift for Life monthly e-newsletter
- Potential additional branding opportunities to be discussed



#### **DIAMOND Sponsor Package** at \$10,000

- Twenty-five (25) tickets for you and your clients
- Full-page ad in souvenir program
- Inclusion in press releases
- Inclusion in Gift for Life monthly e-newsletter
- Potential additional branding opportunities to be discussed





## Gift for Life's "Party for Life" Benefitting DIFFA

### **GOLD Sponsor Package** at \$5,000

- Fifteen (15) tickets for you and your clients  
(18 tickets if you commit before November 1st!)
- Full-page ad in souvenir program

### **SILVER Sponsor Package** at \$2,500

- Eight (8) tickets for you and your clients  
(10 tickets if you commit before November 1st!)
- Half-page ad in program

### **BRONZE Sponsor Package** at \$1,000

- Four (4) tickets for you and your clients  
(6 tickets if you commit before November 1st!)
- Acknowledgment in program

### **FRIEND Sponsor Package** at \$500

- Two (2) tickets for you and your clients  
(3 tickets if you commit before November 1st!)
- Acknowledgment in program

For more info, please call Steven Williams at 212.727.3100.





## SPONSORSHIP RESPONSE FORM

Name/Company \_\_\_\_\_

(as you wish it to appear in printed materials)

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Country \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### Please Reserve the Following:

\_\_\_ **PRESENTING Sponsor Package** at \$25,000

\_\_\_ **PLATINUM Sponsor Package** at \$15,000

\_\_\_ **DIAMOND Sponsor Package** at \$10,000

\_\_\_ **Gold Sponsor Package** at \$5,000

\_\_\_ **Silver Sponsor Package** at \$2,500

\_\_\_ **Bronze Sponsor Package** at \$1,000

\_\_\_ **Friend Sponsor Package** at \$500

\_\_\_ **Individual Ticket(s)** at \$125

### Would you like to be a part of this amazing event but you can't attend?

\_\_\_ List me as a supporter in all printed materials with a **FULL PAGE** ad in program book (\$1,000)

\_\_\_ List me as a supporter in all printed materials with a **HALF PAGE** ad in program book (\$500)

\_\_\_ I/we cannot attend, but have enclosed a contribution in the amount of \$\_\_\_\_\_.

### Payment:

\_\_\_ A check made payable to DIFFA in the amount of \$\_\_\_\_\_ is enclosed.

\_\_\_ Please bill my: \_\_\_ AmEx \_\_\_ Visa \_\_\_ MasterCard \_\_\_ Discover

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ If Corporate Card, Company Name \_\_\_\_\_

**Please reply by December 16, 2011 to be included in Gift for Life's "Party for Life" souvenir program.**

**Please make checks payable to DIFFA** Checks may be mailed to: *Gift for Life, c/o DIFFA, 200 Lexington Ave, Suite 910, New York, NY 10016*. For further information, please call Steven Williams at (212) 727 3100 or e-mail swilliams@diffa.org. All tickets are non-refundable. For U.S. residents, \$90 of each ticket is a non-tax-deductible charge for food, beverage, and entertainment. Payments in excess of \$90 per person and contributions in return for which no goods or services were received are tax deductible as a charitable contribution (DIFFA Tax ID 13-3224150).