

# A World of Possibilities Annual Benefit & Auction Thursday, May 10, 2012



## Mission

Reach Out and Read prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together.

The Board of Directors of  
**Reach Out and Read of Greater New York**  
Cordially Invites You to Join Them at Our

## 2012 Annual Benefit and Auction—A World of Possibilities

At Bridgewater's Museum Club, 11 Fulton Street  
Atop the Fulton Market Building at the South Street Seaport  
6:00 PM—Cocktails, Auction and Awards

### Honorees

#### Dolly Parton's Imagination Library

#### Richard Robinson

Chairman of the Board, President and Chief Executive Officer  
Scholastic Inc.

### Event Co-Chairs

#### Karine Apollon

Vice President & General Manager  
Scholastic Classroom and Community Group

#### Eileen FitzPatrick

Reach Out and Read of Greater New York Founding Board Member

### Auction Chair

#### Susan Kaufman

Editor  
People StyleWatch

### Benefit Committee

Karine Apollon   Eileen FitzPatrick   Vincent R. FitzPatrick, Jr.   Maria Gotsch   Rachael Honowitz  
Susan Kaufman   Lewis Krata, MD   Mardee Kravit   Linda Moody   Jack Pace   Libby Schmitz  
(committee in formation)

Sponsorship, Tickets and Journal Ads Details on Back of Page

# A World of Possibilities Annual Benefit & Auction



## SPONSORSHIPS

### Chapter Book (\$25,000)

- Your name on the Benefit Invitation as Lead Sponsor
- Signage at the Event
- Full page prominent placement ad in Benefit Journal
- Link on Reach Out and Read website to your company website
- 10 tickets to Benefit with reserved table

### Picture Book (\$10,000)

- Your name on the Benefit Invitation
- Full-page ad in Benefit Journal
- Link on Reach Out and Read website to your company website
- 8 tickets to Benefit with reserved table

### Pop-Up Book (\$5,000)

- Your name on the Benefit Invitation
- Half-page ad in Benefit Journal
- 6 tickets to Benefit with reserved seating

### Board Book (\$2,000)

- Your name on the Benefit Invitation
- Quarter-page ad in Benefit Journal
- 4 tickets to Benefit with reserved seating

*Note: Sponsorships must be received by February 10, 2012 for inclusion on the Benefit Invitation*

## INDIVIDUAL TICKETS

- **Paperback (\$350)** – 1 ticket to Benefit

## JOURNAL ADVERTISEMENTS

*Outside back cover, inside front and back covers are two-color (black and red). All interior advertisements are black and white. Dimensions are provided in inches as width x height. Mechanical requirements sent upon receipt of order.*

- Outside Back Cover \$5,000—(5 x 8)
- Inside Covers \$3,500—(5 x 8)
- Full Page \$2,500—(5 x 8)
- Half Page Horizontal \$1,000—(5 x 3.75)
- Quarter Page Horizontal \$500—(5 x 2)

For more information, please email us at [ReachOutAndReadNYCGala@gmail.com](mailto:ReachOutAndReadNYCGala@gmail.com) or phone 212.398.1133.

**2012 Annual Benefit Dinner & Auction  
REACH OUT AND READ OF GREATER NEW YORK  
Sponsorship, Journal Ad and Ticket Reply Form**

**SPONSORSHIPS (Please see the attachment for detailed information)**

- |                                       |          |
|---------------------------------------|----------|
| <input type="checkbox"/> Chapter Book | \$25,000 |
| <input type="checkbox"/> Picture Book | \$10,000 |
| <input type="checkbox"/> Pop-Up Book  | \$5,000  |
| <input type="checkbox"/> Board Book   | \$2,000  |

**JOURNAL ADS (Please see the attachment for detailed information)**

- |   |         |
|---|---------|
| <input type="checkbox"/> Outside Back Cover | \$5,000 |
| <input type="checkbox"/> Inside Cover       | \$3,500 |
| <input type="checkbox"/> Full Page          | \$2,500 |
| <input type="checkbox"/> Half Page          | \$1,000 |
| <input type="checkbox"/> Quarter Page       | \$500   |

**INDIVIDUAL TICKETS (Please indicate quantity)**

\_\_\_\_\_ Paperback Tickets @ \$350 each

**CONTRIBUTIONS**

\_\_\_ I/we cannot attend. Enclosed is a contribution of \$\_\_\_\_\_.

\_\_\_ I/we will sponsor \_\_\_ (#) Program Volunteers @ \$350 each

**PAYMENT INFORMATION**

**Check Payment:** Make checks payable to Reach Out and Read of Greater New York

**On line Payment:** [www.reachoutandreadnyc.org/events/register.htm](http://www.reachoutandreadnyc.org/events/register.htm)

**Credit Card Payment:** \_\_\_ Amex \_\_\_ Visa \_\_\_ Mastercard Card Number \_\_\_\_\_

Exp. Date\* \_\_\_\_\_ Security Code\* \_\_\_\_\_ Signature \_\_\_\_\_

(\* This information is **required** in order to process payment)

**Return this form with payment to:**

**Reach Out and Read of Greater New York, 30 East 33rd Street, 6th Floor, NY, NY 10016**

**CONTACT INFORMATION**

Your Name (exactly as you would like it printed on the invitation): \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime phone: \_\_\_\_\_ Email: \_\_\_\_\_

**PLEASE NOTE: Sponsorships must be received by February 10, 2012 for inclusion in the Benefit Invitation.**

**Tax-Information:** \$128 per ticket is not tax-deductible. Contributions deductible as provided by law.  
**Information/Inquiries:** [ReachOutAndReadNYCGala@gmail.com](mailto:ReachOutAndReadNYCGala@gmail.com) T: 212.398.1133