



**Scleroderma Foundation Michigan Chapter
Presents**

**Third Annual
Dinner, Dancing and Diamonds:
Gala Benefit for Scleroderma**

**Saturday, November 22, 2008
Royal Park Hotel
Downtown Rochester, MI**

Sponsorship Proposals

Table of Contents

Executive Overview	1
Dinner, Dancing & Diamonds Overview	2
2008 Gala Honorees	3
Scleroderma Overview	4
Photos from 2007 Gala	5
Presenting, Gold, Silver and Bronze Sponsor Benefits Packages	6-9
Summary	10
Sponsorship Commitment Form	11



The Scleroderma Foundation Michigan Chapter invites you to join us as a sponsor of our **Third Annual Dinner, Dancing & Diamonds Gala: A Gala Benefit for Scleroderma** on Saturday, November 22, 2008 at the luxurious Royal Park Hotel.

Amidst an elegant and truly beautiful backdrop, gala guests will enjoy an evening that stimulates all the senses!

As guests arrive they are welcomed with a champagne reception and an opportunity to bid on fabulous auction items, which include a one-week stay in Palm Springs timeshare, sports memorabilia, vacation packages, jewelry, fine dining experiences and much more.*

A scrumptious dinner follows complete with decadent dessert and time to mingle in a setting full of conviviality, joy and enthusiasm for our cause.



An awards ceremony – which brings guests to their feet and to tears – honors remarkable individuals who have contributed in extraordinary ways to our Chapter. This ceremony is always a special highlight of our gala.

We then “switch gears” and welcome our lively, top-rated band – Chateau Band – to begin festivities of the second half of the evening with our ballroom dance performances! A saucy fast-paced latin dance and a slow rhythm dance by Arthur Murray dancers will tantalize the audience and inspire guests to take advantage of the dancing we’ll have all night long!

It’s then time for two couples of “our own” – Chapter supporters, not professionals! – to show us their moves on the dance floor in a dance contest. And, how much fun is this: Guests will judge the contest! The winning couple receives a fabulous prize.



Sponsors receive a supply of tickets, preferred seating and entries into our diamond giveaway. A plethora of marketing benefits are also provided through your sponsorship and are outlined on pages 6-9.

A live auction and spectacular diamond giveaway will conclude the gala’s formal program. Live music and dancing continues til midnight for those who wish to experience every last moment of this magical evening.

In the spirit of mutual support, we invite you to join us as a sponsor of our **Third Annual Dinner, Dancing & Diamonds Gala**, which will allow our respective organizations to experience added prosperity and success while making a positive difference for people affected by scleroderma. At the Scleroderma Foundation Michigan Chapter, we are confident that sponsorship benefits provided to you through this partnership offer you a valuable return on your investment, and we look forward to having your support.

Third Annual Dinner, Dancing and Diamonds Overview – Page Two

Event: Dinner, Dancing & Diamonds Gala
Benefiting: Scleroderma Foundation Michigan Chapter
Date: Saturday, November 22, 2008
Time: 5:30 –10 PM: Formal Program
Dancing Til Midnight!



Tickets: **\$150**
Includes champagne reception, silent/live auctions, dinner/dessert, awards ceremony, ballroom dancing performances, lessons, participation in judging of ballroom dancing competition, entry into diamond giveaway and more. Each guest also receives a gala favor.

Location: Luxurious Royal Park Hotel in Rochester, MI (photo top right)
Attendance: 300+ community leaders, patients, family members, professionals in the medical community and other supporters
Description: This spectacular gala is set apart from other galas in that it provides guests with both **an elegant and fun experience** that stimulates all the senses! While enjoying this gala, you will be supporting the Scleroderma Foundation Michigan Chapter and its mission of support, education and research:

Support: To help patients and their families cope with scleroderma through mutual support programs, peer counseling, physician referrals, and educational information.

Education: To promote public awareness and education through patient and health professional seminars, literature, and publicity campaigns.

Research: To stimulate and support research to improve treatment and ultimately find the cause of and cure for scleroderma and related diseases.

Celebrity Help: Barry Sanders, former Detroit Lion star running back and Football Hall of Famer, best-selling author Mitch Albom, Kim Adams, reporter for WDIV Channel 4 and Jay Towers, Fox 2 News reporter are a few of the celebrities lending their time and support to events hosted by the Scleroderma Foundation Michigan Chapter.



Barry Sanders, Scleroderma Ambassador, and Kim Adams, WDIV Channel 4 Reporter, at Chapter's Annual Walk in 2007; Barry attends our walk each year and donates sports memorabilia for our auctions; Kim served as emcee of our 2007 walk



Jay Towers, Fox 2 News Reporter, with Guest at 2007 Gala; Jay enthusiastically served as our emcee and provided a VIP tour of Fox 2 News studios for our auction



Mitch Albom, Best-Selling Author, Detroit Media Personality and Scleroderma Foundation supporter; Mitch has written about scleroderma and donates items for our auctions

KEVIN CHAN, MD – Spirit of Leadership Award Recipient

This award is given to an individual who, through extraordinary dedication to our mission, has demonstrated unparalleled leadership through tireless efforts to advance the treatment of scleroderma and related conditions.

Kevin Chan, MD is the Medical Director of the Lung Transplantation Program in Pulmonary and Critical Care Medicine at the University of Michigan. He is also an organizer and active participant in the University of Michigan Multidisciplinary Scleroderma Lung Clinic. Expert in both pulmonary hypertension and fibrotic lung disease, he is a wonderfully effective 'bridge' between scleroderma, pulmonary and cardiology specialists. An excellent scientist and a great clinician, he is recognized as a "Best Doctor in America".

ANNIE VALLE – Lifetime Achievement Award Recipient

This award is given to an individual who, through extraordinary dedication to our mission, has given significant support, time and resources over a lifetime to advance our mission.

Annie has served the Scleroderma Foundation Michigan Chapter in many capacities for more than two decades including Board President, Vice-President, Support Group Leader and as a member of virtually every Chapter committee. Annie received a diagnosis of scleroderma over twenty years ago in the prime of her life and has since done everything she can to advance our mission of support, education and research. Annie is incredibly passionate about advocating for people affected by scleroderma and is steadfast in her quest to find the cure. Serving this Chapter and championing our cause for as long as she has, Annie is a most deserving and very special recipient of this award.

BARBARA DONOHOE – Spirit of Hope Award Recipient

This award is given to an individual who, through extraordinary dedication to our mission, gives a sense of ongoing hope in our fight against scleroderma.

Barbara Donohoe is a dedicated and passionate supporter of our Chapter. When Barbara received her diagnosis with scleroderma a few years ago -- a severe form of systemic scleroderma -- she and her family made it their mission to fight and overcome the devastating effects the illness had on Barbara's health and quality of life. Due to the outstanding care and treatment she received from Dr. James Seibold and his team at the University of Michigan Scleroderma Program, Barbara has become healthy again and works to help others who are coping with scleroderma. Barbara recently joined the Chapter's Board of Directors, serves on our Gala Committee and works closely with family and friends to raise significant awareness and funding to support our mission. After almost losing her life to the disease, she is truly emblematic of hope for all who are affected by scleroderma.

LINDA KAMINSKI – Spirit of Inspiration Award Recipient

This award is given to an individual who, through extraordinary dedication to our mission, serves as a tremendous inspiration to others.

Linda Kaminski is a truly inspirational supporter who received her diagnosis with scleroderma a few years ago. Linda sought the best treatment available through Dr. James R. Seibold's team at the University of Michigan's Scleroderma Program and began to see major improvements in her health and well-being. She learned about our Foundation and "kicked off" her efforts to become involved with us through a successful and inspiring campaign to raise pledges for our 2007 walk. Through tireless efforts and incredible support from friends, family and loved ones, Linda was our top fundraiser raising over \$10,000 in pledges. She has since joined our Development Committee and is actively involved in spreading the word about scleroderma and helping the Chapter raise funds for our mission.

ILENE RINGLE – Volunteer of the Year Award

This award is given to an individual who is exemplary in his/her volunteerism for our Chapter and in advancing our mission.

Ilene Ringle is one of our most involved, most dedicated and most passionate Chapter leaders. She devotes her time, talent and treasure to virtually every activity and event that drives our Chapter's mission forward each day. Her extraordinary support includes volunteer service as a Board Member, Development Committee Chair and Member of the Finance and Advocacy Committees. Living with scleroderma herself, Ilene wholeheartedly feels that being active through her volunteerism helps her feel empowered by helping herself and others better cope with scleroderma and, ultimately, to helping us find the cure.

MICHIGAN FINANCIAL COMPANIES – Distinguished Corporate Service Award Recipient

This award is given to a corporation that has demonstrated outstanding dedication and support to advancing our mission.

Michigan Financial Companies is a generous and involved corporate supporter of the Scleroderma Foundation Michigan Chapter. Committed to becoming the "Firm of Choice" in financial services, Michigan Financial Companies has provided significant funding and personal involvement by the firm's employees, which have contributed substantially to our Chapter's ability to serve people affected by scleroderma. Given their strong dedication to our mission, we are proud to honor Michigan Financial Companies with this award.

What is scleroderma?

Scleroderma, or systemic sclerosis, is a chronic, autoimmune connective tissue disease, and the word scleroderma literally means ‘hard skin.’ An overproduction of collagen in the body is a characteristic of the disease.

Hardening and thickening of the skin, sensitivity to cold and joint stiffness and pain are common symptoms of scleroderma.

What scleroderma is not

Scleroderma is not contagious, infectious or cancerous.

How serious is scleroderma?

Any chronic disease can be serious. The symptoms of scleroderma vary greatly from individual to individual, and the effects of scleroderma can range from very mild to life-threatening. The seriousness will depend on what parts of the body are affected and the extent to which they are affected. A mild case can become more serious if not properly treated. Prompt and proper diagnosis and treatment by qualified physicians may minimize the symptoms of scleroderma and lessen the chance for irreversible damage.

Who develops scleroderma and when?

It is estimated that there are approximately 300,000 persons with scleroderma in the United States. International incidence is unknown, but it has been reported worldwide. Statistically, approximately three to four times more women than men develop the disease. Scleroderma can develop and is found in every age group from infants to the elderly, but its onset is most frequent between the ages of 25 to 55.

Factors other than sex, such as race and ethnic background, may influence the risk of getting scleroderma, the age of onset, and the pattern or severity of internal organ involvement. The reasons for this are not clear. Although scleroderma is not directly inherited, some scientists feel there is a slight predisposition to it in families with a history of rheumatic diseases.

*There is no cure for
scleroderma.*

Together, we can change that.

What causes scleroderma?

The exact cause or causes of scleroderma are still unknown, but scientists and medical investigators in a wide variety of fields are working hard to make those determinations.



Presenting Sponsor of Third Annual Dinner, Dancing & Diamonds Gala

- *Dinner, Dancing & Diamonds Gala Presented by Company/Individual Name*
- Saturday, November 22, 2008 at the Royal Park Hotel in Rochester, MI

Twenty (20) tickets with preferred seating

- May be used to entertain key clients, employees, VIPs and special guests

Welcome Display at Registration Area

- Guests stop by welcome area to pick up program/promotional materials of Chapter and sponsor; prominent sponsor signage; sponsor product offering to each guest available
- Visit display for opportunity to participate in sponsor's enter-to-win contest

Opportunity for Large-Scale Product Display

- Ideal for optimal recognition, product interest, product sampling, couponing, computerized lead generation and more

Red carpet recognition

- Corporate logo/name on fabric backdrop included in red carpet area with lights/stanchions to capture lasting images of the night's most memorable moments; includes professional photographs

*Large-Scale Product Display:
Fabulous opportunity for optimal
recognition, product interest, product
sampling, couponing, computerized
lead generation and more.*

Presentation of Awards

- Opportunity to assist Chapter representative with presentation of awards in ceremony

Mention as Presenting Sponsor in print advertising

- Media outlet(s) to be announced

Mention in official press release

- Opportunity to provide quote for inclusion in release; information on sponsor included

Opportunity for media interviews when available

- Pre-event and on-site interviews may be available

Premier placement of corporate logo on event collaterals

- Invitations, Guest Confirmation Materials, Program (5000+ distribution)

Full-page advertisement on back cover or inside cover of event program

- Guests pick up program at welcome/registration area
- Guests often keep their program as a memento of their night at our gala

Full-page advertisement and editorial in Chapter's Fall 2008 newsletter

- 5,000+ households, community organizations and professionals in medical community

E-Letter Marketing

- Opportunity to provide e-letter marketing promotion to 2000+ e-mail recipients

Premier placement of corporate logo on signage at event

Premier placement of corporate logo/link on the Chapter website

Non-competitive sponsorship environment

- Your company will be the only sponsor in its industry**

INVESTMENT: \$25,000

**Please note that written commitment by August 11, 2008 will ensure fulfillment of all benefits listed above; if commitment is received after this date, Jennifer Viano, Executive Director, will work collaboratively with sponsors to provide details on benefits that may have been missed and to provide replacement benefits where possible.*

***Some industries do not apply; contact Jennifer Viano, Executive Director, for additional details.*

Gold Sponsor of Third Annual Dinner, Dancing & Diamonds Gala

- *Company/Individual Name – Gold Sponsor of Dinner, Dancing & Diamonds Gala*
- Saturday, November 22, 2008 at the beautiful Royal Park Hotel in Rochester, MI

Fifteen (15) tickets with preferred seating

- May be used to entertain key clients, employees, VIPs and special guests

Mention as Gold Sponsor in print advertising

- Media outlet(s) to be announced

Mention in official press release

Premier placement of corporate logo on event collaterals

- Save-the-Date materials, Invitations, Guest Confirmation Materials, Program (5000+ distribution)

Full-page advertisement in event program

- Guests pick up program at welcome/registration area
- Guests often keep their program as a memento of their night at our gala

One-half page advertisement in Chapter's Fall 2008 newsletter

- 5,000+ households, community organizations and professionals in medical community

Prominent placement of corporate logo on signage at event

Prominent placement of corporate logo/link on the Chapter website

E-Letter Marketing

- Opportunity to provide e-letter marketing promotion to 2000+ e-mail recipients; promotion and timing to be mutually agreed upon

Non-competitive sponsorship environment

- Your company will be the only sponsor in its industry**

INVESTMENT: \$10,000

**Please note that written commitment by August 11, 2008 will ensure fulfillment of all benefits listed above; if commitment is received after this date, Jennifer Viano, Executive Director, will work collaboratively with sponsors to provide details on benefits that may have been missed and to provide replacement benefits where possible.*

***Some industries do not apply; contact Jennifer Viano, Executive Director, for additional details.*

Silver Sponsor of Third Annual Dinner, Dancing & Diamonds Gala

- *Company/Individual Name – Silver Sponsor of Dinner, Dancing & Diamonds Gala*
- Saturday, November 22, 2008 at the beautiful Royal Park Hotel in Rochester, MI

Five (5) tickets with preferred seating

- May be used to entertain key clients, employees and VIPs

Mention as Silver Sponsor in print advertising

- Media outlet(s) to be announced

Mention in official press release

Placement of corporate logo on event collaterals

- Save-the-Date materials, Invitations, Guest Confirmation Materials, Program (5000+ distribution)

Full-page advertisement in event program

- Guests pick up program at welcome/registration area
- Guests often keep their program as a memento of their night at our gala

Placement of corporate logo on signage at event

E-Letter Marketing

- Opportunity to provide e-letter marketing promotion to 2000+ e-mail recipients; promotion and timing to be mutually agreed upon

Premier placement of corporate logo/link on the Chapter website

INVESTMENT: \$5,000

Bronze Sponsor of Third Annual Dinner, Dancing & Diamonds Gala

- *Company/Individual Name – Bronze Sponsor of Dinner, Dancing & Diamonds Gala*
- Saturday, November 22, 2008 at the beautiful Royal Park Hotel in Rochester, MI

Two (2) tickets with preferred seating

- May be used to entertain key clients, employees and VIPs

Mention as Bronze Sponsor in print advertising

- Media outlet(s) to be announced

Mention in official press release

Placement of corporate logo on event materials

- Save-the-Date materials, Invitations, Guest Confirmation Materials, Program (5000+ distribution)

One-half page advertisement in event program

Placement of corporate logo on signage at event

Placement of corporate logo/link on the Chapter website

INVESTMENT: \$2,500

**Please note that written commitment by August 11, 2008 will ensure fulfillment of all benefits listed above; if commitment is received after this date, Jennifer Viano, Executive Director, will work collaboratively with sponsors to provide details on benefits that may have been missed and to provide replacement benefits where possible.*

We invite you to join us as a sponsor of this spectacular event: **Third Annual Dinner, Dancing & Diamonds: A Benefit to Find the Cure for Scleroderma.**

Your partnership with us will result in mutually beneficial support for our respective organizations.

Through the valuable marketing/PR benefits package you will receive, the Scleroderma Foundation Michigan Chapter will help you gain added awareness and new customers/clients through various marketing vehicles, which will reach our Chapter's audience of patients, family members, loved ones, caregivers, medical professionals and the community at-large.

The support we receive through your sponsorship helps our Chapter continue to offer a variety of life-enhancing services to those affected by scleroderma including informative and inspirational patient education meetings, annual medical conferences, literature, video library, 800 telephone helpline, patient support groups, caregiver support groups, social events for patients/families/friends, newsletters throughout the year and a patient services coordinator on our staff who helps counsel patients who need a place to turn for support and guidance.

The following page of this proposal is a 'Sponsorship Commitment Form' to complete and send back to the Scleroderma Foundation Michigan Chapter with payment of your selected sponsorship level.

We look forward to having your support, and we are confident that your sponsorship of this event will prove to be a mutually beneficial and rewarding experience.

We also welcome the opportunity to discuss these sponsorships in greater detail. Please contact Ms. Jennifer A. Viano, Executive Director, at 248.865.7259 or via email at jviano@scleroderma.org for further discussion.

Thank you in advance for the opportunity to collaborate with you, and we look forward to building a rewarding partnership together through this sponsorship!



Third Annual Dinner, Dancing and Diamonds Sponsorship Commitment Form

Yes! I would like to sponsor the Scleroderma Foundation Michigan Chapter's Third Annual Dinner, Dancing and Diamonds Gala.

SPONSORSHIP LEVEL:

Below I have selected my sponsorship level:

_____Presenting Sponsorship -- \$25,000

_____Gold Sponsorship -- \$10,000

_____Silver Sponsorship -- \$5,000

_____Bronze Sponsorship -- \$2,500

PAYMENT INFORMATION:

_____Enclosed please find a check made payable to the Scleroderma Foundation Michigan Chapter for payment of my sponsorship fee.

_____Please contact me to discuss payment arrangements.

SPONSORSHIP FULFILLMENT:

Upon receipt of this form and your payment, we will be in touch to discuss the variety of sponsorship benefits that we will fulfill for your sponsorship.

YOUR CONTACT INFORMATION:

Name: _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

Please submit this form to: Scleroderma Foundation Michigan Chapter;
30301 Northwestern Highway; Suite 300; Farmington Hills, MI 48334.

Thank you very much for your sponsorship!