



TOY

Delaware Valley Legacy Fund



- Who:** Between 450 and 600 guests and YOU!
- What:** The 3rd annual holiday fundraising event TOY
- Where:** Marc Phillips Showroom at the
Marketplace Design Center
2400 Market Street
Philadelphia, PA 19103-3082
- When:** Friday, December 4th 2009, from 7:00-10:00pm
- Why:** To raise funds for DVLF and distribute toys to children and adolescents from the Pediatric HIV/AIDS unit at Children's Hospital of Philadelphia.





Dear Friend:

On December 4, 2009, The Delaware Valley Legacy Fund (DVLf) will host its third annual holiday fundraising event and toy drive hosted by Marc Phillips Showroom at center city Philadelphia's Marketplace Design Center.

"TOY" will raise funds for DVLf, a community foundation which provides funding to support organizations serving the LGBT community and scholarships to LGBT students. This year, DVLf has provided over \$60,000 in grants to more than 20 organizations in Delaware, Pennsylvania, and New Jersey. As usual, we will be collecting toys for distribution to children from the pediatric HIV/AIDS unit at Children's Hospital of Philadelphia.

We anticipate attendance of between 450 and 600 guests drawn from the LGBT and allied communities. Last year we raised \$13,000 for DVLf and collected 550 toys. This year Comcast has joined this effort as a premiere sponsor and will broadcast our Public Service Announcement (PSA) throughout November.

This year we have set our goals and standards even higher: raising at least \$25,000 and collecting 1,000 toys. With your help, we can achieve our goal!

We need your help and sponsorship for these worthy causes. With your sponsorship, you can be assured that the following programs thrive and reach their goals:

Straight Allies & Partners Initiative for Youth
Racial Equity Initiative to Build Communities of Color
Legacy Initiative to Strengthen Individuals, Couples, and Families

Thank you for your consideration of TOY. All checks are to be made payable to the Delaware Valley Legacy Fund. Tickets can be purchased online at www.dvlf.org/TOY. The sponsorship levels can be viewed on page two. Together, we will continue to build strong communities through philanthropy and corporate sponsorships.

Sincerely,

A handwritten signature in black ink, appearing to read "Joseph M. Matthews III".

Joseph M. Matthews III – Chair

A handwritten signature in blue ink, appearing to read "Stormy Lundy".

Stormy Lundy – Vice Chair

TOY Sponsorship Levels

All sponsors will receive prominent name recognition throughout the event. This will include, but is not limited to the following: gift bags, website, PSA on Comcast, post cards, email blasts, event posters, sponsorship posters, event announcements, advertisements in multiple media outlets, etc. We have a combined effort of 30,000 + contacts in our mailing list. This does not include the PSA audience.

General Ticket Price (pre- and door ticket sales):
\$30.00 + (1) toy for a child

Gold Sponsor: \$5,000

Receive 12 tickets to TOY & name/ logo will appear in:

All marketing materials & press releases

Premier logo & signage placement throughout the event & gift bag promotional item

Logo placement on the PSA that will be aired on Comcast the entire month of November!

Logo placement on DVLF website for one year and all DVLF materials as Gold Sponsor with hyperlink

Silver Sponsor: \$2,500

Receive 8 tickets to TOY & name/ logo will appear in:

All marketing materials & press releases

Logo & signage throughout the event & gift bag promotional item

Logo placement on the PSA that will be aired on Comcast the entire month of November!

Logo placement on DVLF website for 9 months and all DVLF materials as Silver Sponsor with hyperlink

Bronze Sponsor: \$1,000

Receive 6 tickets to TOY & name/ logo will appear in:

All marketing materials & press releases

Gift bag promotional item

Logo placement on the PSA that will be aired on Comcast the entire month of November!

Logo placement on DVLF website for 6 months and all DVLF materials as Bronze Sponsor with hyperlink

Patron Sponsor: \$500

Name on invitation & name on TOY website

4 tickets to TOY

Host: \$250

Name on invitation & name on TOY website

2 tickets to TOY

Friend: \$125

Name on invitation

2 tickets to TOY

**Please contact us soon as the deadline for
the Comcast PSA is October 1st,
and the deadline for the printed materials is October 30th.**





TOY 2008

...this year you CAN do it all!

Mix and mingle with old and new friends as the Delaware Valley Legacy Fund unites the community for an evening of sharing & caring; giving & living. **DJ Carl Michaels** will provide the shimmy in your step while open bar and heavy hors d'oeuvres complete the festivities.

Event Details:
 Friday, December 5, 2008
 6:00 PM – 9:00 PM
 Marc Phillips Showroom
 Marketplace Design Center
 2400 Market Street
 Philadelphia, PA 19103

Ticket Price:
 \$25 per person
 plus one
 unwrapped toy

Please bring an unwrapped toy for a child at the Children's Hospital of Philadelphia living with HIV/AIDS. **No plush toys please.**



*Tickets are going fast.
Get yours today!*

www.dvlf.org/toy or 215-563-6417 x117

Toy 2008 is made possible by our generous sponsors:

GOLD LEVEL

The Legal Intelligencer

Bruce Finlayson

SILVER LEVEL



Diverse Catering

BRONZE LEVEL



PATRON LEVEL

DJ Carl Michaels, Mel Heifetz,
 Tavern on Camac,
 The Thomas Glenn Collection

HOST LEVEL

David Banks,
 Ed Bomba & Don Bahr,
 Daniel Giacobbe, Dan Persico
 Cletus Lyman/Lyman & Ash,
 Matt Woodring & Phil Nuccetelli

FRIEND LEVEL

Romy Diaz, Greensgrow Farms,
 InstaMed, Malcom Lazin,
 Cathy & Joe Matthews, Jr.,
 Joe Matthews III & Michael Short,
 Michael T. Sweeney & Stephen Betts,
 Mike Walsh

Delaware Valley Legacy Fund
 1234 Market Street, Suite 1800
 Philadelphia, PA 19107
 (215) 563-6417
www.dvlf.org



If you would like to sponsor TOY 2009, please sign your name, date it, give a brief description of the gift and how much the gift is worth. For example, \$1,000.00 cash donation or a Gift Basket from Chocolate World at \$125.00. This will help determine your sponsorship level. Please fax this agreement to (215) 563-6882.

NAME: _____

DATE: _____

DONATION AMOUNT: \$ _____

DESCRIPTION: _____



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