

# hope

  
michael's  
cause

*fighting Duchenne Muscular Dystrophy*

## 6TH ANNUAL EVENING OF HOPE DINNER DANCE

APRIL 1st, 2017

SEVEN O'CLOCK – TWELVE THIRTY  
IN THE EVENING

Hilton Garden Inn, Staten Island

\$150 per person

5 ½ HOUR OPEN BAR	Cash Raffle
COCKTAIL HOUR	\$100 / ticket
SIT DOWN DINNER	300 tickets sold
PHOTOBOOTH	1st prize \$12,500
SILENT AUCTION	2nd Prize \$1500
RAFFLE BASKETS	3rd Prize \$500
50/50	4th Prize \$500

ENTERTAINMENT  
**SCREAMING  
BROCCOLI**  
Partners In Sound performing.



Michael Capolongo

Michael's Cause is a 501c3 public Charity - EIN 45-2808761

  
A VOICE for Working America

  
1st Choice Industries

646-758-6152 or PO Box 120323 Staten Island, NY 10312 [www.michaelscause.org](http://www.michaelscause.org) [michaelscause@gmail.com](mailto:michaelscause@gmail.com)

*Working Intensely to Save and Heal*



Michael's Cause  
PO Box 120323  
Staten Island, NY 10312  
Robertcapolongo@michaelscause.org  
Office Phone 917-443-5384

December 14, 2016

Dear Sir or Madam:

As Founders of Michael's Cause, a non-profit organization dedicated to finding a cure for Duchenne Muscular Dystrophy, we invite you to help sponsor our "Evening of Hope" at Michael's Cause 6th annual dinner dance to be held Saturday, April 1, 2017 at the Hilton Garden Inn, Staten Island, New York.

All proceeds raised will be directed to scientists and pharmaceutical companies in an effort to continue their DMD research. To date Michael's Cause has funded over \$900,000 toward research projects. Sponsorship for this event is available at all levels. We would very much appreciate any contributions that you would be willing to provide – whether *monetary, gift certificates, overnight stays or gifts-in-kind* to be raffled off at our signature event. All donations are tax deductible.

Duchenne Muscular Dystrophy (DMD) is the leading fatal genetic childhood disease worldwide and it affects 1 out of every 3,500 boys. DMD is caused by an absence of dystrophin, a protein that is present in the muscle cells and protects them from injuries. This progressive neuromuscular disorder results in degeneration of all voluntary muscles, including the heart. This makes it a fatal disease 100% of the time. Boys with DMD lose the ability to ambulate between the ages of 8 and 12 requiring a wheelchair. Survival is rare beyond the early 20's.

Our 10 year old son Michael has been fighting Duchenne since his diagnosis in 2010. We would never have been able to guess that his simple complaints of leg pain, after running in the playground, would have led to this devastating news. It is extremely difficult to imagine that our little boy who looks and acts like every other little boy may never play a sport, drive a car, or live independently.

My wife Theresa and I have always had a proclivity to help and serve others, being a NYPD Sergeant and a nurse in the NICU at SI University Hospital, we are now humbly asking for help to save our son's life and the thousands of other boys afflicted with this devastating disease before time runs out.

Since Michael's diagnosis, we have tirelessly sought out new therapies, treatments and specialists to help our son. Although DMD research has made great strides over the past 10 years, for example, steroid treatments, clinical trials, experimental drugs, and supplements, a cure has not yet been discovered. Scientific research is expensive thus private funding becomes necessary in sustaining and advancing such critical studies. It is for this reason that we founded Michael's Cause, with the mission of promoting life-saving DMD research.

On behalf of Michael's Cause, thank you for your consideration of this request in helping to promote crucial research for treating this debilitating disease. Your generosity will not only help to assist scientists in their quest to improve and enhance the quality of life of countless little boys and young men suffering from DMD, but also the families, including ours, whose lives will be enriched through these pursuits.

Sincerely,

Robert and Theresa Capolongo  
*Robert and Theresa Capolongo*  
Founders, Michael's Cause

hope



6TH ANNUAL  
EVENING OF HOPE  
DINNER DANCE

**Michael's Cause Evening of Hope 6th Annual Dinner Dance April 1, 2017**

**Event Sponsor \$10,000**

Prominently displayed company name/family name or logo on individual banner and step and repeat signage  
Company Name or Logo/family name on 2 individual poster boards in the main room

1 Full Gold Page Journal Ads

Special recognition throughout the event

Complimentary tickets for 20 guests to the event (2 tables)

Exposure on all Social media sites & the Michael's Cause website

Event favor will have your logo listed as a proud sponsor

Check presentation and photo opportunity with media coverage

**Cocktail Hour Sponsor \$7500 (max of 2 available)**

Company name/family name or logo on (2) 30x40 poster board at the cocktail hour and on step and repeat signage

Company Name or Logo on 30x40 poster board at the main event

1 Silver Page Journal Ads

Prominent recognition throughout the event

Exposure on all Social media sites & the Michael's Cause website

Complimentary tickets for 15 guests to the event

**Entertainment Sponsor \$5000 (max of 2 available)**

Company name or logo on signage at the event near the stage

Full Color Page Journal Ad

Special recognition throughout the event

Exposure on all Social media sites & the Michael's Cause website

Complimentary tickets for 10 guests to the event

**Giveaway Sponsor \$4000 (max of 2 available)**

Company Logo or name on giveaway item

Full Page Journal Ad

Exposure on all Social media sites & the Michael's Cause website

Complimentary tickets for 6 guests to the event

**Hope Sponsor \$1500**

Company name or logo on signage at the event

Half Page Journal Ad

Complimentary tickets for 2 guests to the event

**Michael's Cause 501(c)(3) Public Charity EIN# 45-2808761**

**RSVP by March 21, 2017**

Please make checks payable to:

Michael's Cause, Inc

PO Box 120323

Staten Island, New York 10312

Or Online [www.michaelscause.org](http://www.michaelscause.org)

[michaelscause@gmail.com](mailto:michaelscause@gmail.com)



6TH ANNUAL  
EVENING OF HOPE  
DINNER DANCE

**JOURNAL AD**  
**SPONSORSHIP**  
**March 1, 2017**  
**Hilton Garden Inn**

**Sponsorship criteria:**

\_\_\_\_\_ Outer Back Cover for \$650 (if available)

\_\_\_\_\_ Inside Cover for \$550(if available)

\_\_\_\_\_ Gold Page for \$350

\_\_\_\_\_ Silver Page for \$300

\_\_\_\_\_ Full Color Page \$250

\_\_\_\_\_ Full Page B/W \$200

\_\_\_\_\_ Half Page Ad \$100

Please attach a copy of advertisement (photos will not be returned)

(A PDF file or JPEG of the logo or artwork is preferred - email to [michaelscause@gmail.com](mailto:michaelscause@gmail.com))

All Journal ads must be sent in

By: March 12, 2017

All Journal ads are tax deductible

Name: \_\_\_\_\_

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

Telephone: \_\_\_\_\_

Signature: \_\_\_\_\_

Please make check payable to:

Michaels Cause  
PO Box 120323  
Staten Island, NY 10312  
Payment also accepted at  
[www.michaelscause.org](http://www.michaelscause.org)