



January 10, 2016

Dear friends,

On Saturday, April 9, 2016 we are bringing the Live Life Full Gala to Philadelphia! This fabulous event will feature a premium open bar, assorted hors d'oeuvres, food stations, live entertainment and awesome silent and live auctions. We are very fortunate to be hosting this event at the brand new Fillmore Theatre Philly. **All proceeds from the gala will fund critical research** for Prader-Willi Syndrome (PWS), a rare, non-inherited genetic disorder that our children were born with.

PWS is the most common cause of genetic obesity and affects approximately 1 in 15,000 births. Children with PWS suffer from feeding difficulties in infancy, delayed speech and physical milestones, short stature, scoliosis, sleep disturbances, behavioral challenges and cognitive delays. The defining symptom of PWS however, is hyperphagia, or, an insatiable appetite. Children with PWS feel hungry all the time, regardless of how much they eat. They also suffer from a slow metabolism and must be kept on a very strict diet to avoid life threatening weight gain. Without continuous supervision, our loved ones with PWS are constantly at risk for overeating to the point of stomach rupture. Currently, there are few treatments and no cure for Prader-Willi Syndrome.

We've decided to be as proactive as possible in helping to fund research for this challenging disorder. We know that through medical research, we can help to eliminate the many hurdles that our loved ones with PWS face on a daily basis. Last year, this event raised more than \$80,000 for PWS research, this year we hope to make it to \$100,000!

Corporate sponsorships are critical to the success of our evening and we would be thrilled if you would consider becoming a corporate sponsor of our event. By teaming up with FPWR, your company will gain marketing exposure among this vast, national audience and have the potential to reach countless others based on your sponsorship level. Enclosed, please find the accompanying documents, which list the various benefits based at different sponsorship levels.

Thank you in advance for helping to make the Live Life Full Gala Philadelphia a successful event. We are both thrilled to be hosting this evening in a city that is so near and dear to our hearts. Most of all, we appreciate your willing to help ensure that our loved ones living with Prader-Willi syndrome, will one day be able to live life FULL.

Sincerely,

Two handwritten signatures in black ink. The first signature is 'Samantha Chipetz' and the second is 'Rebecca McWilliams'. Both are written in a cursive, flowing style.

Samantha Chipetz and Rebecca McWilliams
Co-Chairs, *Live Life Full Gala, Philadelphia*

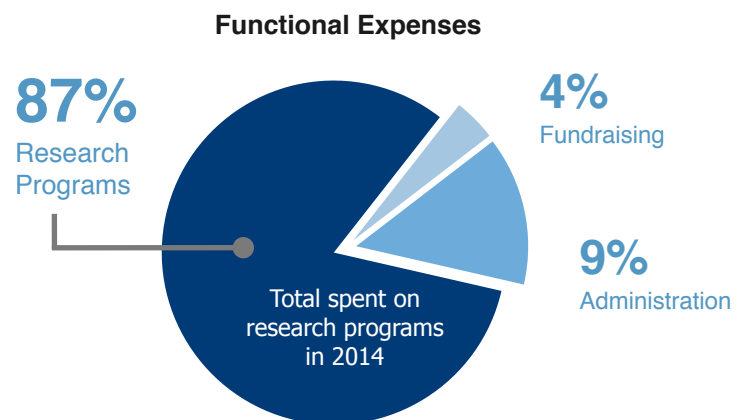
Our Foundation

The Foundation for Prader-Willi Research was established in 2003 by a small group of parents who saw the need to foster research that would help their children with Prader-Willi syndrome lead more healthy and fulfilling lives. Today, FPWR is composed of hundreds of parents, family members, researchers, and others who are interested in addressing the many issues related to PWS, including childhood obesity, developmental delay, psychiatric disorders, and autism spectrum disorders.

FPWR is dedicated to fostering and supporting research that will advance the understanding and treatment of PWS. To date, the FPWR has committed more than \$6,000,000 to support 113 PWS-related research grants.

Maximizing Your Investment

FPWR maximizes donor contributions. In 2014, 87% of every donation was used to directly fund research programs. In partnership with the NIH, academic institutions and private pharmaceutical companies, FPWR ensures that your dollars are used to effectively accelerate research and advance potential therapies to treat the many challenges of PWS.



Prader-Willi Syndrome

(PWS), is a complex genetic disorder that occurs in approximately one out of every 15,000 births. PWS is caused by a small deletion on the 15th chromosome.

The symptoms of PWS are varied and dramatic. The most notable symptom is an insatiable hunger and most people with PWS are not able to control their food intake. Hyperphagia coupled with a metabolism

requiring only 60% of the calories of a typical peer can lead to excessive eating, diabetes, morbid obesity and even death.

In addition to constantly feeling hungry, people with PWS may also suffer from challenges such as: short stature, scoliosis, sleep disturbances, skin picking, speech apraxia, mental illness, cognitive delays, obsessive-compulsive disorder, and difficulty controlling emotions.

Live Life FULL Gala Sponsorship Packages



Presenting Sponsor: \$50,000

Estimated Tax Deductible Amount: \$47,000

Print

- Exclusive recognition as the presenting sponsor
- Company logo on all event materials, signage and publications
- Prominent recognition in Gala program (2 page spread)
- Listing in 2016 FPWR Annual Report

Press

- Company logo placed on Gala webpage, with link to sponsor's website
- Recognition in press materials
- Highlighted recognition in FPWR newsletter
- (2) Social media mentions on Facebook

Night of Event

- Private lounge seating for up to 10 guests with corporate signage
- Private wait staff and bottle service
- Served hors d'oeuvres, appetizers and hot plates
- Podium recognition

Platinum Sponsor: \$25,000

Estimated Tax Deductible Amount: \$23,500

Print

- Company logo prominently displayed on event signage
- Prominent recognition in Gala program (full page)
- Listing in 2016 FPWR Annual Report

Press

- Company logo placed on Gala webpage
- Recognition in press materials
- Recognition in FPWR newsletter
- (1) Social media mention on Facebook as sponsor

Night of Event

- Reserved lounge seating for up to 10 guests with corporate signage
- Private wait staff and bottle service
- Served hors d'oeuvres, appetizers and hot plates
- Podium recognition

Live Life FULL Gala Sponsorship Packages

Gold Sponsor: \$10,000

Estimated Tax Deductible Amount: \$9,100

Print

- Company logo on event signage
- 1/2 page ad in Gala program
- Listing in 2016 FPWR Annual Report

Press

- Company logo placed on Gala webpage
- Recognition in press materials
- Recognition in FPWR newsletter
- (1) Social media mention on Facebook as sponsor

Night of Event

- Reserved lounge seating for 6 guests with corporate signage
- Served hors d'oeuvres, appetizers and hot plates
- Podium recognition

Silver Sponsor: \$5,000

Estimated Tax Deductible Amount: \$4,400

Print

- Company logo displayed on event signage
- 1/2 page ad in Gala program
- Listing in 2016 FPWR Annual Report

Press

- Company logo placed on Gala webpage
- Recognition in press materials
- Recognition in FPWR newsletter
- (1) Social media mention on Facebook as sponsor

Night of Event

- Served hors d'oeuvres, appetizers and hot plates
- 4 general admission tickets

Bronze Sponsor: \$2,500

Estimated Tax Deductible Amount: \$2,200

Print

- Inclusion in event donor recognition
- 1/4 page ad in Gala program
- Listing in 2016 FPWR Annual Report

Press

- Company logo placed on Gala webpage
- Recognition in FPWR newsletter

Night of Event

- Served hors d'oeuvres, appetizers and hot plates
- 2 general admission tickets

Thank you for your consideration!

Please contact: Hannah Berger
Director of Development, FPWR
Email: hannah.berger@fpwr.org

Live Life FULL Gala Sponsorship Packages

Benefits of Sponsorship	Presenting \$50,000	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Print					
Company logo on all event materials and publications	Highlighted	•	•		
Company logo on event signage	Premier Placement	•	•	•	•
Inclusion in event donor recognition	Premier Placement	•	•	•	•
Listing in 2016 FPWR Annual Report	•	•	•	•	•
Press					
Company recognition on Gala webpage	Logo	Logo	Logo	Logo	Logo
Link to sponsor's website from Gala webpage	•				
Recognition as presenting sponsor on all press materials.	•				
Recognition in press materials	•	•	•	•	
Recognition in FPWR Newsletter	Highlighted	•	•	•	•
Sponsorship recognition on Facebook	2 mentions	1 mention	1 mention	1 mention	
Night of Event					
Opportunity for representative to welcome guests during evening presentations	•				
Reserved seating with corporate signage	Up to 10 guests	Up to 10 guests	Up to 6 guests	Up to 4 guests	Up to 2 guests
Podium Recognition	•	•	•		

Additional Gala tickets available for \$200/person.
Reserved seating is limited.

The Foundation for Prader-Willi Research is recognized as a 501(c)(3) organization by the Internal Revenue Service (ID# 31-1763110).
Gifts from donor advised funds, foundations, and charitable trusts may not be used for purchases that provide tangible benefits to any individual. Contributions are tax-deductible to the extent provided by law.

Live Life Full Gala Sponsorship Commitment Form

Individual or Company Name (as you would wish it appear on all printed materials) _____	
Contact Name: _____	
Address: _____	
Phone Number: _____	E-mail Address: _____

Please select your sponsorship level:

___ \$50,000 Presenting Sponsor ___ \$10,000 Gold Sponsor ___ \$2,500 Bronze Sponsor
___ \$25,000 Platinum Sponsor ___ \$5,000 Silver Sponsor

Additional Tickets

___ I would like to buy _____ tickets @ \$200/each (General Admission, no reserved seating)

I am unable to attend, please accept my 100% tax deductible donation in the amount of \$ _____

Gifts from donor advised funds, foundations, and charitable trusts may not be used for purchases that provide tangible benefits to any individual.

Total Amount: \$ _____	Payment Method (circle one): Check or Credit Card
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___ American Express ___ Visa ___ MasterCard ___ Discover

Name as it appears on card _____
Card # _____ Exp.Date _____ Sec. Code _____
Billing Address _____
Signature Required _____
Person to contact for payment details: _____
Telephone: _____ E-mail: _____

Submit form with payment to:

FPWR
DEPT LA 23216
Pasadena, CA 91185-3216
or fax to (888) 559-4105

Please make checks payable to FPWR

A portion of your contribution is tax deductible. The Foundation for Prader-Willi Research is a 501(c)3 non-profit organization; Federal Tax ID Number 31-1763110