



August 24, 2010

Dear Friend,

At any given time, more than 40,000 children are in treatment for cancer. Additionally, childhood cancer is the No. 1 disease killer of children under the age of 21, yet research for it is under-funded up to \$30 million a year. In response to this issue, Rally Foundation increases awareness and raises the needed funds for childhood cancer research.

In just three years, Rally Foundation has given away more than \$1.5 million in research grants, funding 40 research projects across the country. Here in Atlanta, Rally funds cutting-edge research at the Aflac Cancer Center and Blood Disorders Service at Children's Healthcare of Atlanta and the Young Adult Survivors of Childhood Cancer Clinic at Emory University.

For every dollar Rally receives, 93 cents goes towards research, according to audited financials. Furthermore, Rally Foundation has been awarded the Independent Charities Seal of Excellence by meeting the highest standards of public accountability, program effectiveness and cost effectiveness. Of the million independent charities in the United States, fewer than 2,000 have been presented with the Seal of Excellence.

Rally Foundation could not have accomplished these milestones without the support of our community. Therefore, we ask that you please join us in support of the *2010 Rally Foundation Double Play* and help us to further fund childhood cancer research.

Four-time All-Star Atlanta Braves catcher Brian McCann and his wife Ashley will be the honorary chairs of this year's *Double Play*. Going for its fourth consecutive sold-out year, the *Benefit Bash with Mizuno Big League Players* will take place at 7pm on Thursday, Nov. 4th at the Foundry at Puritan Mill, followed by the *Brian McCann Celebrity Softball Game* at 7pm on Friday, Nov. 5th at the Georgia Tech baseball stadium.

It is my sincere hope that you will partner with the Rally Foundation and me by becoming a sponsor of this exciting event.

Please contact me at kisakson@isaksonliving.com or 770-559-4829 for more information. Thank you for your consideration and support of this premier event.

Rally On!

A handwritten signature in black ink, appearing to read "Kevin Isakson".

Kevin Isakson
Benefit Bash Gentlemen's Committee Chair



Rally Foundation 2010 Double Play Sponsorship Levels



Sponsorship Benefits	Title	Presenting	League MVP	All Star	Silver Slugger	Gold Glove
	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Naming rights and company logo on all collateral	!					
Two full page sponsor recognition in event program	!					
Full page sponsor recognition in event program		!	!			
Half page sponsor recognition in event program				!		
Quarter page sponsor recognition in event program					!	
Listing in event program						!
Company logo featured on program cover and event signage	!	!				
Acknowledgement signage at event	!	!	!	!	!	!
Listing on event invitation (if received by 8/30/10)	!	!	!	!	!	!
Media Tour: Media Impressions and Verbal Mentions at both events (Title) or Presenting Sponsor event (Presenting)	! (Primary Mention)	! (Secondary Mention)				
Verbal mentions and media impressions at event specific to your sponsorship		!	!			
Company logo with link on Rally Foundation website	!	!	!	!	!	!
Featured article highlighting partnership in post-Double Play newsletter	!	!				
Mention in post-Double Play newsletter			!	!	!	!
Tables at Benefit Bash						
Number of event tables (Includes tickets to MVP reception)	4 tables of 10	3 tables of 10	2 tables of 10	1 table of 10	6 tickets	2 tickets
Celebrity Softball Game						
Players in game (each player will play two innings and have one at bat)	8	4	2	1	0	0
*Please note: Once sponsor player roster reaches 25 players, it is full. Sign up fast so you don't miss the fun!						
Before Game Field Passes (includes picture with celebrity player)	6	4	2	2	2	0
Tickets to attend game	100	50	25	20	15	10
Autographed Mizuno Memorabilia						
Autographed and framed McCann Jersey and signed bat from all celebrity players in Home Run Derby	!					
Autographed McCann Bat		!				
Autographed Mizuno McCann Catcher Mask			!			
Autographed Mizuno McCann Glove				!		
Autographed McCann Baseball					!	!

The proceeds for Rally's Double Play will support childhood cancer research. Rally Foundation operates at 93% efficiency according to audited financials. Your contribution is tax deductible to the extent allowed by law. Rally Foundation is a 501(c)(3) non-profit. EIN: 20-1950849



Rally Foundation 2010 Double Play Sponsorship Form



Yes! I/We would like to sponsor the Rally Foundation Double Play

Company Name _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-Mail Address _____

Rally Committee Contact (if applicable) _____

Please email company logo to donna@rallyfoundation.org

I/We would like to support Rally Foundation by becoming a sponsor at the following level:

- Title Sponsor** **\$50,000**
- Presenting Sponsor** **\$25,000**
- League MVP Sponsor** **\$10,000**
- All Star Sponsor** **\$ 5,000**
- Silver Slugger Sponsor** **\$ 2,500**
- Gold Glove Sponsor** **\$ 1,000**

Please return this form with check attached at your earliest convenience to:

Rally Foundation – Double Play
5775 Glenridge Drive
Building C, Suite 120
Sandy Springs, GA 30328

Or fax form to: 404-847-1271

To learn more about the Rally Foundation or the *Benefit Bash*, contact amber@rallyfoundation.org or 404-847-1270

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