



Bloomington Area Birth Services'  
4th Annual Auction Gala

## *A Red Carpet Event*

We are pleased to announce our **4th Annual Auction Gala** entitled "*A Red Carpet Event.*" It will be a splendid affair with all the excitement of our previous galas! We look forward to seeing all of our friends and supporters there to celebrate and support Bloomington Area Birth Services.

This year's gala will again take place at **Deer Park Manor** on **Saturday, February 25th, 2012** from **6-9 pm**. We are seeking items for our silent auction, gift certificates, ads, and sponsorship. Your donation and program ads will be seen by all of our attendees, which have exceeded 125 people! BABS is a non-profit organization, and all donations are eligible for tax deduction as allowed by law. Unless otherwise requested, donation receipts will be sent after the event for the 2012 calendar year. Enclosed you will find information regarding sponsorship, donations, program ad sales, and tickets, as well as the benefits you will receive as a donor. To ensure inclusion in the event and promotional materials, the deadline for submission is **Friday, January 27th, 2012**.

The overwhelming success of our previous galas has set a new precedent for fundraising at BABS and has facilitated monumental growth in our organization. We are still thriving in our new location, where we have been able to reach more mothers and families in need, and provide more services than ever before. These services include childbirth classes, pre- and post-natal exercise, free support groups and seminars, free parent-child playtime, and an expanded retail boutique for infants and expectant mothers. In addition, our Lactation Center provides lactation support to families at all income levels. BABS also continues to work toward the planning and opening of a birth center in Bloomington, serving the entire Southern Indiana region. Our goal with these services is to improve the health and lives of mothers and babies by improving birth outcomes, increasing breastfeeding rates, supporting a healthy postpartum period, and reducing the isolation of new families. To continue and expand all of these benefits to our clients, we depend on the help of donors, supporters, and the success of various fundraising events.

Please accept our sincere thanks in advance for your donations and ongoing support of BABS. We truly would not be able to do what we do without you! We will be following up with you in the coming weeks.

Contact us at 812-337-8121 or by email at [gala@bloomingtonbirth.org](mailto:gala@bloomingtonbirth.org) if you have any questions.

Sincerely,

BABS Gala Committee Member

BABS is a 501 (c)(3) corporation, and donations are tax-deductible as allowed by law. IRS tax free number is 90-0194963.

Bloomington Area Birth Services – PO Box 302, Bloomington, IN 47402  
812-337-8121 – [www.bloomingtonbirth.org](http://www.bloomingtonbirth.org)



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### **Auction Donor Level Benefits**

***A-List Celebrity or Event Sponsor:*** \$1200 donation or higher

- One Half Page Ad in Event Program
- Featured Logo on Promotional Materials & BABS Website ([www.bloomingtonbirth.org/gala](http://www.bloomingtonbirth.org/gala))
- Item/Service Listing in Event Program & BABS Website ([www.bloomingtonbirth.org/gala](http://www.bloomingtonbirth.org/gala))
- Mention in any Event Radio Promotions or Ads
- Special Mention and Listing at Event
- Free Admission for TWO to the Event

***B-List Celebrity or Event Sponsor:*** \$800 - \$1199

- One Fourth Page Ad in Event Program
- Special Listing on Promotional Materials, Event Program, & BABS Website ([www.bloomingtonbirth.org/gala](http://www.bloomingtonbirth.org/gala))
- Item/Service Listing in Event Program & on BABS Website ([www.bloomingtonbirth.org/gala](http://www.bloomingtonbirth.org/gala))
- Free Admission for TWO to the Event

***Celebrity Fanatic:*** \$150 - \$799

- Special Mention in Event Program
- Item/Service Listing in Event Program & on BABS Website
- Half off Admission for TWO to the Event

***Paparazzi:*** up to \$149

- Individual or Business Name Listing on Website
- Listing in Event Program
- Item listed on BABS Website

### **Event Program Ad Space**

Ad space in our event program is limited, so please purchase ads as soon as possible to ensure ad inclusion.

**Deadline is January 27, 2012.**

FULL Page Ad (5.5w x 8.5 inches): \$190

HALF Page Ad (5.5w x 4.25 inches): \$100

¼ Page Ad (2.75w x 4.25 inches): \$55

### **Ticket Sales**

Tickets are available for purchase at \$30 per person in advance or \$40 at the door. Call 337-8121, return the completed donor form (on the reverse side), or visit [www.bloomingtonbirth.org/gala](http://www.bloomingtonbirth.org/gala) to purchase tickets.

**Tickets are limited so don't delay!**



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Please return this form by **January 27<sup>th</sup>** for program inclusion. We appreciate all donations, and request that multiple donations vary. Each item/service donation needs its own completed form. See reverse side for more details.

**Donor Information**

Business or Individual Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

**Item or Service Donation Details**

Donation Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Dollar Value: \_\_\_\_\_  
If a Service or Credit for Items, will you provide a Certificate for the donation? \_\_\_\_\_

**Ticket Purchase**

Number of Tickets: \_\_\_\_\_ x \$30 each= Total Cost: \_\_\_\_\_  
Payment Method Included: \_\_\_\_\_

**Program Ad Purchase**

Ad Size (circle one): FULL Page (\$190) HALF Page (\$99) ¼ Page (\$55)  
Payment Method Included: \_\_\_\_\_

**Payment Information for Donation or Ticket/Ad Purchase**

Circle One: Cash (drop off or arrange pick-up) Check (included to BABS) Visa MC Website Payment  
Credit Card Holder Name: \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ 3-Digit Security Code: \_\_\_\_\_  
Total Amount to be charged to Credit Card: \_\_\_\_\_