



Greetings,

The Alana Rose Foundation is hosting the **1st Annual Butterfly Ball** on Saturday, February 29, 2020 at the Madison Concourse Hotel and Governor's Club in Madison, WI. Proceeds from the event will support UnityPoint Health – Meriter's Pregnancy & Infant Loss Program. The mission of the Alana Rose Foundation is to raise awareness and provide hope, healing, and support to families who have experienced pregnancy and infant loss. The foundation was created in memory of our beautiful daughter, Alana Rose Whitmore, who was born to eternal life on February 26, 2019 at 32-weeks gestation, as a result of a placental abruption. Losing our precious baby girl has been the most difficult experience we have ever faced as a family. Yet we feel incredibly blessed to be able to honor her life and keep her memory alive by helping others through the Alana Rose Foundation. Did you know that 1 in 4 women experience pregnancy or infant loss? Each day in the US, more than 2,000 babies earn their angel wings. We envision a world where all families who experience pregnancy and infant loss receive the love and support they need throughout their grief journey so they may, ultimately, be transformed by their experience in a way that promotes hope and healing.

We need your help to make our inaugural fundraising event a success! We are in need of donations for the silent auction that will occur at the event. By donating a service, experience, item, or gift card, you'll be making a tax-deductible contribution and will benefit from exposure of your company's name to those who attend the event. Donors will be acknowledged on signage at the event and on our website and social media outlets. Additionally, there are several sponsorship opportunities available for your consideration, which are described on the attached sponsorship form. In-kind goods and services are also appreciated. All contributions are tax-deductible through the Alana Rose Foundation, Inc. (Federal EIN #84-2839389).

Thank you for your thoughtful consideration in supporting this special event to honor my "angel" Alana Rose and raise funds to help other families who experience the loss of their precious babies. Please feel free to contact me with any questions by phone at 414-403-2699 or by email at AlanaRoseFoundation@gmail.com. You can learn more about the Alana Rose Foundation at AlanaRose.org or Facebook.com/AlanaRoseFoundation.

With Gratitude,

Kim E. Whitmore
Angel Mom of Alana Rose
Founder and President
Alana Rose Foundation, Inc.



1st Annual Butterfly Ball Sponsorship Opportunities

Purple Emperor Butterfly Sponsor \$2,000 and above

- ❖ 8 VIP tickets, which includes a reserved table at the ball
- ❖ Recognition on website and social media outlets
- ❖ Full-page message on the event slide show
- ❖ Verbal acknowledgement during program



Monarch Butterfly Sponsor \$1,500

- ❖ 4 VIP tickets, which includes reserved seats at the ball
- ❖ Recognition on website and social media outlets
- ❖ ½-page message on the event slide show



Queen Butterfly Sponsor \$1000

- ❖ 2 VIP tickets, which includes reserved seats at the ball
- ❖ Recognition on website and social media outlets
- ❖ Logo/name listed on the event slide show



Pink Rose Butterfly Sponsor \$500

- ❖ Recognition on website and social media outlets
- ❖ Logo/name listed on the event slide show



Angel Butterfly Memorial Sponsor \$50

- ❖ Full-page “In Memory of....” message (with optional photo) displayed on the event slide show that will play during the reception and dinner at the event



1st Annual Butterfly Ball Sponsorship Form

Please complete this sponsorship form to indicate your level of sponsorship for the 1st Annual Butterfly Ball, hosted by the Alana Rose Foundation on Saturday, February 29, 2020.

Sponsoring Organization: _____

Contact First and Last Name: _____

Address: _____

Email: _____ Phone: _____

Please indicate your desired level(s) of sponsorship (*select all that apply*):

- | | |
|--|--|
| <input type="checkbox"/> Purple Emperor Butterfly \$2,000 and above | <input type="checkbox"/> Pink Rose Butterfly \$500 |
| <input type="checkbox"/> Monarch Butterfly \$1,500 | <input type="checkbox"/> Angel Butterfly Memorial \$50 |
| <input type="checkbox"/> Queen Butterfly \$1000 | <input type="checkbox"/> Silent Auction Item (\$_____ value) |
| <input type="checkbox"/> In-kind goods or services (describe & indicate value) _____ | |

VIP Tickets*

If applicable, please list the first and last names of the guests that will be attending the event:

*VIP Tickets may be donated back to help support the participation of bereaved parents who may not otherwise be able to afford to attend the event. If you are interested in sponsoring additional VIP Tickets for bereaved parents, you may do so in any dollar amount.

____ YES, I would like to donate _____ (*indicate #*) of the VIP tickets to bereaved parents

____ YES, I would like to donate an additional \$_____ to support bereaved parents

*****All sponsorships are payable no later than February 21, 2020*****

Payments can be made by check to “**Alana Rose Foundation**” or online via the “Donate” button on our website at AlanaRose.org. Please send your sponsorship form, including any photos or logos that you would like included to AlanaRoseFoundation@gmail.com or mail to:

**Alana Rose Foundation
2147 Frawley Drive
Sun Prairie, WI 53590**

Thank you for supporting the Alana Rose Foundation!