

THE HAMELS FOUNDATION PRESENTS



DIAMONDS AND DENIM EVENT

THURSDAY, AUGUST 11TH 2011

SPONSORSHIP  
OPPORTUNITIES





# DIAMONDS AND DENIM EVENT - THE FACTS

## WHAT/WHERE/WHEN

The Hamels Foundation's second annual Diamonds and Denim event will be held at (LOCATION TBA) Thursday, August 11, 2011.

Diamonds and Denim mixes casual with formal, providing a unique atmosphere for attendees to dress up their favorite denim with as much "bling" as they want. However, the fun doesn't stop with the dress code. Guests to the event enjoy gourmet fare from Philadelphia's top restaurants, extensive silent and live auctions, live music from some of the country's most loved musicians, meet and greet with over 80 celebrities including your local Philadelphia Phillies, and much more.

## WHO

The inaugural Diamonds and Denim event, in 2010, brought together more than 500 celebrities, corporate sponsors, companies, and generous individuals, headlining LeAnn Rimes and Tony Orlando (raising over \$300,000). We fully intend to surpass our 2010 attendance and monies raised at the second annual event.

## WHY

The Hamels Foundation is dedicated to enriching the lives of children through the power of education, both home and abroad. In the Philadelphia area, almost 20% of our families live below the poverty level. One-half of ninth graders won't graduate high school, and only one-third of students test "proficient" in reading and math on the Pennsylvania System of School Assessment exams. Funding projects that address specific needs in the Philadelphia schools are the mainstay of the mission here at home.

The Hamels Foundation also takes a global look at issues affecting children. In Malawi, Africa, there are over one million orphans due to HIV. Money raised from events like Diamonds & Denim go towards improving this impoverished region by building a boarding school that will educate nearly 7,000 orphaned boys and girls. The first step towards breaking the cycle of AIDS is education, and by empowering these children (girls especially) with education, as well as tending to their more basic needs such as shelter and food, we hope to be the first step in improving the lives of thousands.

## HISTORY & MISSION

Originally, the goal of the Hamels Foundation was to extend a hand of philanthropy to countries that have limited access to the educational and environmental aid that the United States provides for its' own. However, the support from the fans of Philadelphia made such an impact on the Hamels' that they wanted to give back to their own community as well. Education being the primary focus in Malawi, and a great passion of the Hamels family, it only seemed right to continue the tradition in Philadelphia. The Hamels Foundation has already donated the largest grants ever received by a single school in Philadelphia. By promoting more effective education methods in a healthier environment, students are able to achieve academic goals once thought impossible.

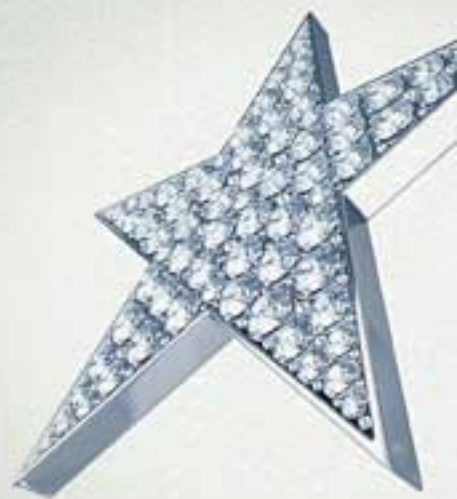





# YOUR DOLLARS AT WORK



## CALENDAR 2010 TOTAL = \$183,000






<b>GAIA</b>	\$40,000
(This is a 501(c)(3) partner of the Hamels Foundation that gives aid and resources to Malawi, Africa). This money went towards a new well for safe drinking water and putting over 1,200 children through school for an entire year.	
<b>Philadelphia, PA Grants to Public Schools:</b>	
• Wilson Elementary New playground	\$50,000
• Taylor Elementary Auditorium Curtain	\$13,000
• Hartranft Elementary Kindles for Library	\$8,000
• Marshall Elementary Smart Board and Technology	\$8,000
• Vare Middle School Smart Board and Technology	\$8,000
• Morton Elementary Music Equipment	\$5,000
• Friere Charter School Adidas Clothing and Equipment for Sports Programs	\$10,000
<b>Philadelphia, PA 501(c)(3) Grant Recipient:</b>	
• CADE KIDS This program helps provide tutoring and mentoring programs within the Philadelphia public schools.	\$10,000
<b>Springfield, MO Grants to Public Schools:</b>	
• Mark Twain School Funding a running program	\$700
• Springfield Public Schools	\$250
<b>Springfield, MO Funded Programs:</b>	
• Boys and Girls Clubs	\$300
• Discovery Center	\$250
• Underprivileged School Children's Fund	\$2,500
• Big Brothers Big Sisters Of The Ozarks	\$10,000
<b>Scholarships:</b>	
• Buffalo, MO 5 Students benefited from this amount (to be put towards college). The top scholarship winner also received this amount in technology.	\$6,000 \$4,000
• Eldon, MO 1 Student benefited from this amount (to be put towards college).	\$2,000
• San Diego, CA 1 Student benefited from this amount (to be put towards college).	\$5,000










## CALENDAR 2009 TOTAL = \$134,455



-  **GAIA** \$20,000  
 Helped put 270 students through school for 1 year.




  -  **Turkmenistan** \$10,000  
 Funded an entire baseball program in this country for over 500 orphans.
  
-  **Philadelphia, PA Grants to Public Schools:**

  -  **Stetson Middle School** \$65,000  
 Renovation of library, science room, music room, auditorium, and much more.
  -  **Olney West High School** \$10,000  
 ESOL program
  -  **Morton Elementary** \$10,000  
 Music program
  -  **Taylor Elementary** \$3,000  
 Security system
  
-  **Philadelphia, 501(c)(3) Grant Recipient:**

  -  **Help Us Adopt** \$5,000
  
-  **Springfield, MO Grants to Public Schools:**

  -  **Mark Twain Elementary** \$10,000  
 Basketball goals, books, and a running program
  -  **Hillcrest High School** \$25
  -  **Meehan Middle School** \$130
  -  **Summit School** \$300
  
-  **Springfield, MO Funded Programs:**

  -  **Underprivileged School Children's Fund** \$1,000  
 Provided winter clothing for students for 1 year.
  
-  **Future Events That Help Funding:**

  -  **Diamonds and Denim: Philadelphia, PA (August)**
  -  **Cole Hamels Pitching Clinics: Philadelphia, PA (November)**
  -  **Diamond in the Rough: Springfield, MO (December)**





## SPONSORSHIP & UNDERWRITING OPPORTUNITIES

### WORLD SERIES SPONSORSHIP - \$50,000

Awarded the prestigious honor of the World Series Sponsorship Trophy during evening entertainment

The Diamonds and Denim Event "Presented By" your company's name on all invitations and materials.

**Sponsorship Opportunity (Choose One):**

- Logo on all Hamels Foundation T-Shirts (minimum of 500 shirts)
- Spring Training Trip with Cole Hamels
- Name or logo featured in evening video loop
- Name or logo on the Hamels Foundation website
- Name or logo in the evening program
- Full page ad in the evening program
- Name or logo on all levels of gift bags
- Name or logo on Red Carpet photo backdrop/ "Step and Repeat"
- 26 Complimentary tickets to any Hamels Foundation event
- Priority and Reserved Seating for all 26 guests
- Signed Cole Hamels baseball
- Signed Cole Hamels/Hamels Foundation bat
- Signed Cole Hamels jersey
- 6 Tickets to any Phillies game (excluding Post Season)
- Red Carpet photo opportunity with Cole Hamels
- "Sponsor" luncheon with Cole Hamels (8 tickets)
- 10 Keys to our diamond giveaway
- 26 Top shelf drink tickets
- 5 Celebrity gift bags
- 5 Sponsor gift bags



### MVP SPONSORSHIP - \$40,000

Awarded the prestigious honor of the MVP Sponsorship Trophy during evening entertainment

**Logo Opportunities (Choose One):**

- Logo on "B-Video" on the Hamels Foundation website and all social networking videos.
- Logo on Auction Paddles
- Logo on all celebrity signed wine bottles for wine toss game
- Name or logo featured in evening video loop
- Name or logo on the Hamels Foundation website
- Name or logo in the evening program
- Half page ad in the evening program
- Name or logo on all levels of gift bags
- Name or logo on Red Carpet photo backdrop/ "Step and Repeat"
- 20 Complimentary tickets to any Hamels Foundation event

(Continued on page 6)





## SPONSORSHIP & UNDERWRITING OPPORTUNITIES

Priority and Reserved Seating for all 20 guests  
Signed Cole Hamels baseball  
Signed Cole Hamels/Hamels Foundation bat  
Signed Cole Hamels jersey  
4 Tickets to any Phillies game (excluding Post Season)  
Red Carpet photo opportunity with Cole Hamels  
"Sponsor" luncheon with Cole Hamels (8 tickets)  
8 Keys to our diamond giveaway  
20 Top shelf drink tickets  
2 Celebrity gift bags  
5 Sponsor gift bags

### **CY YOUNG SPONSORSHIP- \$25,000**

Awarded the prestigious honor of the Cy Young Sponsorship Trophy during evening entertainment.

**Logo Opportunities (Choose One):**

- Logo on lanyards for all event tickets (minimum of 600)
- Logo on back of all tickets
- Logo on all drink tickets

Name or logo featured in evening video loop  
Name or logo on the Hamels Foundation website  
Name or logo in the evening program  
Half page ad in the evening program  
Name or logo on all levels of gift bags  
Name or logo on Red Carpet photo backdrop/ "Step and Repeat"  
14 Complimentary tickets to any Hamels Foundation event  
Priority and Reserved Seating for all 14 guests  
Signed Cole Hamels baseball  
Signed Cole Hamels/Hamels Foundation bat  
Signed Cole Hamels jersey  
2 Tickets to any Phillies game (excluding Post Season)  
Red Carpet photo opportunity with Cole Hamels  
"Sponsor" luncheon with Cole Hamels (6 tickets)  
6 Keys to our diamond giveaway  
14 Top shelf drink tickets  
1 Celebrity gift bag  
5 Sponsor gift bags





## SPONSORSHIP & UNDERWRITING OPPORTUNITIES

### GOLD GLOVE SPONSORSHIP - \$15,000

Logo Opportunities (Choose One):

- Logo on lanyards on keys for diamond Give-Away (minimum of 100 keys)
- Logo on all photo booth pictures
- Logo on napkins for the event

Name or logo featured in evening video loop

Name or logo on the Hamels Foundation website

Name or logo in the evening program

Name or logo on all levels of gift bags

Name or logo on Red Carpet photo backdrop/ "Step and Repeat"

10 Complimentary tickets to any Hamels Foundation event

Priority and Reserved Seating for all 10 guests

Award of Appreciation

Signed Cole Hamels baseball

Signed Cole Hamels/Hamels Foundation bat

Signed Cole Hamels jersey

Red Carpet photo opportunity with Cole Hamels

5 Sponsor gift bags

"Sponsor" luncheon with Cole Hamels (4 tickets)

4 Keys to our diamond Give-Away

10 Top shelf drink tickets

### ALL-STAR SPONSORSHIP - \$10,000

Name or logo on the Hamels Foundation website

Name or logo featured in evening video loop

Name or logo in the evening program

Name or logo on all levels of gift bags

Name or logo on Red Carpet photo backdrop/ "Step and Repeat"

8 Complimentary tickets to any Hamels Foundation event

Priority and Reserved Seating for all 8 guests

Award of Appreciation

Signed Cole Hamels baseball

Signed Cole Hamels/Hamels Foundation bat

Red Carpet photo opportunity with Cole Hamels

4 Sponsor gift bags

"Sponsor" luncheon with Cole Hamels (2 tickets)

2 Keys to our diamond Give-Away

8 Top shelf drink tickets





## SPONSORSHIP & UNDERWRITING OPPORTUNITIES

### HOME-RUN DERBY SPONSORSHIP - \$5,000

- Name or logo on the Hamels Foundation website
- Name or logo featured in evening video loop
- Name or logo in the evening program
- Name or logo on all levels of gift bags
- 6 Complimentary tickets to any Hamels Foundation event
- Award of Appreciation
- Signed Cole Hamels baseball
- Signed Cole Hamels/Hamels Foundation bat
- Red Carpet photo opportunity with Cole Hamels
- 2 Sponsor gift bags

### BATTER UP SPONSORSHIP - \$2,500

- Name or logo on the Hamels Foundation website
- Name or logo featured in evening video loop
- Name or logo in the evening program
- 4 Complimentary tickets to any Hamels Foundation event
- Award of Appreciation
- Signed Cole Hamels baseball
- 1 Sponsor gift bag

### LIL' SLUGGER SPONSORSHIP - \$1,000

- Name or logo on the Hamels Foundation website
- Name or logo featured in evening video loop
- 2 Complimentary tickets to any Hamels Foundation event
- Signed Cole Hamels baseball

### SILENT OR LIVE AUCTION DONATION

- LIVE** auction items must have a value of over \$1,000 to be considered. Donors of selected items will receive 2 tickets to any Hamels Foundation event.
- SILENT** auction items must have a value of over \$500 to receive 1 ticket to any Hamels Foundation event.

### GIFT BAG DONATION

- Guest Gift Bag
- Sponsor Gift Bag
- Celebrity Gift Bag

Please note that all logos and artwork must be received by the appropriate deadline or standard text will be used





## TABLE, TICKET & CONTACT INFORMATION

### ☉ Diamonds and Denim Tickets

**\$300 per person**

**\$500 per couple**

Ticket price includes:

- Dinner and Drinks
- Meet and Greet with some of your favorite athletes, reality stars, musicians, and more
- Silent and Live Auction
- Diamond Give-Away
- Celebrity Signed Wine Bottle Give-Away
- Private Concert
- Guest Gift Bag

### ☉ Diamonds and Denim Table \$2,000

Preferred and Reserved Seating for 10

(Upgraded seating + \$500.00 discount)

- Dinner and Drinks
- Meet and Greet with some of your favorite athletes, reality stars, musicians, and more
- Silent and Live Auction
- Diamond Give-Away
- Celebrity Signed Wine Bottle Give-Away
- Private Concert
- 5 Guest Gift Bags

### ☉ Diamonds and Denim Table \$1,700

Preferred and Reserved Seating for 8

(Upgraded seating + \$300.00 discount)

- Dinner and Drinks
- Meet and Greet with some of your favorite athletes, reality stars, musicians, and more
- Silent and Live Auction
- Diamond Give-Away
- Celebrity Signed Wine Bottle Give-Away
- Private Concert
- 4 Guest Gift Bags

### CONTACT INFORMATION:

For Sponsorships, Tables, Tickets or to become more involved please contact:

G-N Kang Director of Operations

610-551-8800 or [gn@thehamelsfoundation.org](mailto:gn@thehamelsfoundation.org)





## SPONSORSHIP LEVEL & CONTACT INFORMATION

### Please Check Appropriate Level

- |  |          |
|--|----------|
| <input type="checkbox"/> World Series Sponsorship        | \$50,000 |
| <input type="checkbox"/> MVP Sponsorship                 | \$40,000 |
| <input type="checkbox"/> Cy Young Sponsorship            | \$25,000 |
| <input type="checkbox"/> Gold Glove Sponsorship          | \$15,000 |
| <input type="checkbox"/> All-Star Sponsorship            | \$10,000 |
| <input type="checkbox"/> Home Run Derby Sponsorship      | \$5,000  |
| <input type="checkbox"/> Batter Up Sponsorship           | \$2,500  |
| <input type="checkbox"/> Lil Slugger Sponsorship         | \$1,000  |
| <input type="checkbox"/> Diamonds and Denim Table for 10 | \$2,000  |
| <input type="checkbox"/> Diamonds and Denim Table for 8  | \$1,700  |
| <input type="checkbox"/> Silent / Live Auction Donation  |          |
| <input type="checkbox"/> Gift Bag Donation               |          |

Name \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

Suite \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Email \_\_\_\_\_

Method of Payment  Check Enclosed  
 Credit Card (Visa, Master Card, Discover & Amex)

Credit Card No \_\_\_\_\_ Exp Date \_\_\_\_\_

CVV \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Amount Enclosed \_\_\_\_\_

**Please send along with check (made to The Hamels Foundation) or credit card authorization to:**

**The Hamels Foundation**  
212 North 12th St.  
Philadelphia, PA 19107  
Voice: **610-551-8800**  
Fax: 877-665-7310  
Email: [gn@thehamelsfoundation.org](mailto:gn@thehamelsfoundation.org)

