



2000 Raulston Street, Chattanooga, TN, 37404  
(423) 698-2611

Dear Generous Supporter:

SJK of Chattanooga, Incorporated, the non-profit arm of Sharon's Adult Day Centers and Rose of Sharon's Senior Villa, is currently preparing to welcome Billboard Music Award-winning R&B Singer/Songwriter/Producer **Kem** to Chattanooga this fall for our organization's **6<sup>th</sup> Annual Pearl White Gala and Senior Expo**. Our events will be held September 10<sup>th</sup> and 11<sup>th</sup> at the Chattanooga Convention (Trade) Center in recognition of September as National Adult Daycare and Assisted Living Month.

The mission of SJK of Chattanooga, Inc. is to increase the quality of life for our area seniors and to offset the costs of adult daycare, in-home personal care, and assisted living services to low-income families by supplying scholarships to the elderly and disabled. We have been serving families for the past seven years with this funding at a total cost of \$185,000 to date.

As with previous successful Galas, we are anticipating more than 1,900 guests to sellout Kem's concert on the evening of September 11<sup>th</sup>. For the first time, SJK of Chattanooga, Inc. is also hosting a **Senior Expo on September 10<sup>th</sup>, 12pm – 3pm** to provide caregivers access to the many agencies and vendors who provide resources and products pertinent to the elderly and disabled.

We invite you to partner with SJK of Chattanooga, Inc. by sponsoring one or more tables at our 6<sup>th</sup> Annual Pearl White Gala. In return for your corporate support, we will provide you with the promotional and marketing opportunities that are described on the enclosed Sponsorship Agreement.

All other tickets for the event are \$100 per ticket for VIP or \$75 per ticket for General Seating for the concert only.

Again, our event is expected to draw 1,900 people. Your quick response to this invitation to partner with us will assure your premium table location at this event. An agreement will have to be signed and returned by mail, fax, or e-mail if you do not plan to send the money along with your intent to purchase a table. All money must be turned in one month prior to the event in order to reserve a table or tables. Tickets will be hand delivered to corporate sponsors with two or more tables and mailed if one table is reserved.

Even if you are not able to sponsor us this year, we hope you will consider attending this event or sending in a tax deductible donation payable to **SJK of Chattanooga, Inc., 2000 Raulston Street, Chattanooga, TN 37404**.

Kindly respond by mailing or faxing in the enclosed form by **August 15, 2011** if you would like to sponsor one or more tables at this world-class, red carpet affair to assist our elderly and disabled citizens. If you have any questions, you may contact me at 423.698.2611 or [sjkelly@bellsouth.net](mailto:sjkelly@bellsouth.net).

Thank you in advance for your consideration and support of the 6<sup>th</sup> Annual Pearl White Gala and helping us to "Take Care of Those Who Once Took Care of You™"

Sincerely,  
Sharon Kelly, RN  
Chairwoman

Enclosure



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**6th Annual Pearl White Gala and Senior Expo  
Chattanooga Convention Center**

Expo: 12p—3pm, Saturday, September 10, 2011;  
Pre-Gala: 6:30pm, Sunday, September 11, 2011; 7:30pm, Gala

SPONSORSHIP LEVELS	DONOR AMOUNT	THE REWARDS OF YOUR DONATION INCLUDE
PLATINUM	\$3,500	<ul style="list-style-type: none"> <li>• 3 VIP tables at the concert</li> <li>• 30 Pre-Gala tickets</li> <li>• 1 booth/table with 2 chairs at the Expo</li> <li>• prominent name recognition on the program and from the stage on the night of the event</li> </ul>
GOLD	\$2,500	<ul style="list-style-type: none"> <li>• 2 VIP tables at the concert</li> <li>• 20 Pre-Gala tickets</li> <li>• 1 booth/table with 2 chairs at the Expo</li> <li>• prominent name recognition on the program and from the stage on the night of the event</li> </ul>
SILVER	\$1,500	<ul style="list-style-type: none"> <li>• 1 VIP table at the concert</li> <li>• 10 Pre-Gala tickets</li> <li>• 1 booth/table with 2 chairs at the Expo</li> <li>• prominent name recognition on the program and from the stage on the night of the event</li> </ul>
BRONZE	\$1,200	<ul style="list-style-type: none"> <li>• 1 VIP table at the concert</li> <li>• 10 Pre-Gala tickets</li> <li>• prominent name recognition on the program and from the stage on the night of the event</li> </ul>
EXPO ONLY	\$500	<ul style="list-style-type: none"> <li>• 1 booth/table with 2 chairs at the Expo and</li> <li>• name recognition on the printed program.</li> <li>• <i>There will be no combination of Expo Only contributions with concert seating.</i></li> </ul>

Category \_\_\_\_\_ Amount Paid \$ \_\_\_\_\_ Check # \_\_\_\_\_ Cash \_\_\_\_\_ Date of Payment \_\_\_\_\_

All corporate sponsorships must be received by **August 15, 2011**. Please make checks payable to **SJK of Chattanooga, Inc.** and note **“Pearl White Gala”** in the memo section for tax purposes. You may mail sponsorships to the above address or fax your donor form to (423) 698-2911.

Company \_\_\_\_\_

Authorized Company Representative/Officer \_\_\_\_\_

Contact \_\_\_\_\_

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

Telephone (\_\_\_\_\_) \_\_\_\_\_ E-mail address \_\_\_\_\_