



# education celebration

**Cause Marketing Luncheon**  
Wednesday, September 30, 2009  
Noon – 2:00 p.m.  
The Depot  
Minneapolis, MN

featuring David Hessekiel\* with the latest cause-related marketing information and opportunities.

In addition, a representative from Target will share Target's philosophy about this type of project that **benefits the manufacturer, the retailer, the population served by the charity, and the consumer!**

A tour of the local Kids In Need National Network affiliate, the World Vision Minneapolis Teacher Resource Center, will immediately follow the luncheon.

1 Seat . . . . . \$250 or FREE with your reservation to the Kids In Need Foundation Gala

\_\_\_\_\_ Seats @ \$250 ea. = \$ \_\_\_\_\_  
\_\_\_\_\_ Seats with Gala reservation: FREE

\* David Hessekiel's annual Cause Marketing Forum, Inc. was founded in 2002 to help companies and nonprofits do well by doing good and is attended by leading charitable organizations and corporations in the U.S.

**The 2009 Kids In Need Foundation Gala**  
Wednesday, September 30  
6:30 to 9:30 p.m.  
The Depot  
Minneapolis, Minnesota.

**COCKTAIL RECEPTION 6:30 p.m. to 7:30 p.m.**



**DINNER 7:30 p.m. to 9:30 p.m.**

Black Tie Optional RSVP by September 25, 2009

Guest Speaker: Ron Clark ("The Ron Clark Story")



Decorations: sponsored by Westcott

Individual Seating at the Gala

1 Seat . . . . . \$500  
\_\_\_\_\_ Seats @ \$500 ea. = \$ \_\_\_\_\_

## Reserve a Table at the Gala and Save!

1 Table . . . . . \$4,750  
One table will seat up to 10 people.  
\_\_\_\_\_ Tables @ \$4,750 ea. = \$ \_\_\_\_\_

**GALA BOOK:** Place a message to share your support of the Kids In Need Foundation or use the page to inform others about what your company/organization is doing to support education.

### DEADLINE FOR ARTWORK IS SEPTEMBER 15.

- Back Cover\*\* . . . . . \$7,500 \$ \_\_\_\_\_
- Inside Front Cover\*\* . . . . . \$6,000 \$ \_\_\_\_\_
- Inside Back Cover\*\* . . . . . \$6,000 \$ \_\_\_\_\_
- Page 1\*\* (facing inside front cover) . . . . . \$6,000 \$ \_\_\_\_\_
- Full Page 4-Color . . . . . \$4,000 \$ \_\_\_\_\_
- Full Page B&W . . . . . \$3,000 \$ \_\_\_\_\_
- Half Page Horizontal B&W . . . . . \$2,000 \$ \_\_\_\_\_
- Quarter Page Vertical B&W . . . . . \$1,000 \$ \_\_\_\_\_

\*Companies and individuals purchasing Gala Book space will be contacted by the Kids In Need Foundation staff concerning artwork requirements and specifications. Art must be received by the Foundation by September 8, 2009.

\*\*Back Cover, Inside Front and Back Covers, and Page 1 are available on a first come, first served basis.

NOTE: The Kids In Need Foundation is a recognized 501 (c) (3) charity. Contributions to the Foundation are tax-deductible to the greatest extent allowed by law.

**GRAND TOTAL** (Seats/Tables/Gala Book) \$ \_\_\_\_\_

Check enclosed. Payable to: Kids In Need Foundation.

Send invoice.

Credit Card Payment     MC     VISA     AmEx

Name on Card \_\_\_\_\_

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

I will not be able to attend the Luncheon or Gala but wish to make a contribution to the Kids In Need Foundation in the amount of \$ \_\_\_\_\_.  
Your gift will be acknowledged in the Gala Book if received by Sept. 15, 2009.

**GIVE TWICE!** I would like to purchase seats and donate them so that teachers may attend the Gala:  
\_\_\_\_\_ seats @ \$500 each = \$ \_\_\_\_\_.  
Your gift will be acknowledged in the Gala Book.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please mail or fax this form to:  
Attn: Penny Hawk  
Kids In Need Foundation  
3077 Kettering Blvd., Suite 114  
Dayton, OH 45439 USA  
Fax: 937-296-1215

**All proceeds benefit the Kids In Need Foundation**