

*Presenting the Upper Peninsula's signature event for breast cancer awareness and support.....*

**The Eric R. Beverly Family Foundation's  
4<sup>th</sup> Annual Celebration of Life  
Luncheon & Silent Auction**

**Saturday, October 24, 2009  
11:00 a.m. – 2:00 p.m.  
The American Legion  
Munising, MI**



*The*  
***Eric R. Beverly***  
*Family Foundation*

***"Making a Difference, One Day, One Life at a Time"***

[beverlyfamilyfoundation.org](http://beverlyfamilyfoundation.org)

Dear Friend,

Plans are underway for **The Eric R. Beverly Family Foundation's 4<sup>th</sup> Annual Celebration of Life Luncheon & Silent Auction** which will be held on **Saturday, October 24, 2009, from 11:00 a.m. – 2:00 p.m at The American Legion in Munising**. As a Munising native and a three-time breast cancer survivor, I am proud to join my husband, Eric Beverly, to once again host what has become the signature event for breast cancer support and awareness in the Upper Peninsula. We are both honored to have **Mining Journal Sports Editor Renee Prusi** as our keynote speaker.

We know that many families and businesses in our community are struggling with the effects of global economic challenges. As we consider the fact that over 200,000 women will be diagnosed with breast cancer this year, we are compelled to increase our efforts to help them as they bear the added financial, physical, and spiritual burden of battling such a treacherous disease. It is now more important than ever to give generously!

*Celebration of Life* is an excellent way for you to **show your support of and directly impact** Alger County women and families touched by breast cancer. Proceeds from the luncheon benefit the foundation's Alger County Chemotherapy And Mammography Program (CHAMP) Fund which makes grants available to underinsured individuals living with breast cancer in Alger County, as well as, to organizations desiring to develop or expand existing breast cancer awareness, education and support programs. Your support of this year's event will help us sustain and expand support services and programs such as:

- ✓ Financial assistance for medical and other treatment-related expenses;
- ✓ An Awareness Campaign designed to educate about the life-and-death importance of early detection for surviving breast cancer;
- ✓ An Angel Closet at Munising Memorial Hospital to provide scarves and other items to help ease the difficulties of hair loss and other chemotherapy-related discomforts

Enclosed is more information about partnership opportunities. Our goal is to continue making a positive difference in the fight against breast cancer – in Alger County and the entire Upper Peninsula. We hope we can count on your support.

Please visit our website at [www.beverlyfamilyfoundation.org](http://www.beverlyfamilyfoundation.org) to learn more about how your generosity will help to make a difference in the lives of so many in our community. Thank you again, and we look forward to hearing from you soon.

Sincerely,



Eric R. Beverly



Danielle S. Beverly



## 4<sup>th</sup> Annual “In The Pink”: A Celebration of Life Luncheon & Silent Auction

*Saturday, October 24, 2009*

*11:00 a.m. – 2 p.m.*

*The American Legion Roderick Prato Post No. 131  
Munising, Michigan*

### Sponsorship Levels

#### **Pink Diamond Sponsor - \$2,500**

- Company logo and name prominently displayed in all promotional materials and press releases;
- Speaking opportunity during luncheon;
- Logo and listing as “Pink Diamond Sponsor” on web site;
- Preferred event seating for four (4) guests;
- Recognized with special table signage;
- Recognition as “Pink Diamond Sponsor” during event;
- Recognition in printed souvenir program;

#### **Pink Pearl Sponsor - \$1,000**

- Company logo and name included in promotional materials and press releases;
- Logo and listing as “Pink Pearl Sponsor” on web site;
- Preferred event seating for two (2) guests;
- Recognized with special table signage;
- Recognition as “Pink Pearl Sponsor” during event;
- Recognition in printed souvenir program;

#### **Champ Award Sponsor - \$750**

- Recognition as exclusive sponsor of Champ Award in promotional materials;
- Recognition as exclusive sponsor of Champ Award in printed souvenir program;
- Preferred event seating for two (2) guests;

#### **Pink Topaz Sponsor - \$500**

- Company logo and name included in promotional materials;
- Preferred event seating for two (2) guests;
- Recognition during event;
- Honorable mention in printed souvenir program;

#### **Pink Sapphire Sponsor - \$250**

- Company name included in printed souvenir program;
- Preferred seating for two (2) guests;

#### **Friend of The Eric R. Beverly Family Foundation - \$100**

- Recognition in printed souvenir program;
- Recognition as a “Friend of The Eric R. Beverly Family Foundation” on web site;

The Eric R. Beverly Family Foundation’s mission is to provide programs and activities that unite men and women in promoting education, increasing awareness, and providing support and resources for families who have been touched by breast cancer. Celebration of Life Luncheon and Silent Auction proceeds will benefit the Alger County Chemotherapy And Mammography Program (CHAMP) Fund.

Organization Name:  
*(As it should appear in the program)*

Contact Name:

Phone:	Email:
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Street:

City, State, ZIP:

**YES! We wish to SPONSOR *Celebration of Life 2009* at the following level:**  
*Please see enclosed PINK Sponsorship Opportunities sheet for complete details on benefits at each level.*

<input type="checkbox"/> Pink Diamond ... \$2,500	<input type="checkbox"/> Pink Pearl ... \$1,000
<input type="checkbox"/> Champ Award ... \$500	<input type="checkbox"/> Pink Topaz ... \$500
<input type="checkbox"/> Pink Sapphire ... \$250	<input type="checkbox"/> Friend ... \$100

**Diamond, Pearl, Champ, Topaz, and Sapphire:**  
*Do you wish to donate any of the event tickets received in your sponsorship package to breast cancer survivors?*

Yes, please donate \_\_\_\_\_ of these tickets on our behalf to breast cancer survivors.  
 No, we plan to use all of our tickets.

**We wish to DONATE items for the Silent Auction**

Item donated:	Item Description:	
Item Value: \$ _____	Expected Delivery Date:	Delivery Method:

Item donated:	Item Description:	
Item Value: \$ _____	Expected Delivery Date:	Delivery Method:

**Individual Tickets**  
 \_\_\_\_\_ Additional event tickets                      x \$35 each                      = \$ \_\_\_\_\_

**Celebration or Memorial Gifts, listed in program**  
*If additional space is needed, please continue on back of form.*

Name: \_\_\_\_\_ Celebration or memorial (*circle one*)                      \_\_\_\_\_ gifts @ \$25 each =  
 Name: \_\_\_\_\_ Celebration or memorial (*circle one*)                      \$ \_\_\_\_\_  
 Name: \_\_\_\_\_ Celebration or memorial (*circle one*)

**We are unable to formally sponsor *Celebration of Life 2009*, but wish to make a donation of \$ \_\_\_\_\_.**



**Eric R. Beverly**  
Family Foundation

"Making a Difference, One Day, One Life at a Time"  
beverlyfamilyfoundation.org

## The Eric R. Beverly Family Foundation

### Overview

The Eric R. Beverly Family Foundation was established in May 2006 by retired NFL Athlete Eric Beverly and wife, Danielle Tiernan Beverly. Inspired by Danielle's courageous battle as a three-time breast cancer survivor, they established the foundation to fund and provide support programs and services for other breast cancer survivors like Danielle and for those family members who join Eric in loving and supporting them through what can be certainly be called – the battle of a lifetime.

#### **Mission**

The Eric R. Beverly Family Foundation provides programs and activities that unite both men and women in promoting education, increasing awareness, and providing support and resources for families who have been touched by breast cancer.

#### **Vision**

As a national organization with current programming in Georgia and Michigan, we seek to engage partners in the public, private, and nonprofit sectors in efforts that include:

1. providing financial support for the chemotherapy and mammography needs of uninsured and underinsured individuals;
2. establishing social and psychological support programs for individuals facing breast cancer, their caregivers and children;
3. fostering opportunities for individuals to be actively engaged in educating themselves and others about the life and death importance of early detection;

#### **Michigan Programs & Activities**

##### **The Alger County Chemotherapy and Mammography Program (CHAMP) Fund**

The Alger County CHAMP (Chemotherapy and Mammography Program) Fund offers financial assistance to Alger County residents facing breast cancer and makes grants available to organizations seeking to develop or expand existing breast cancer support initiatives. An advisory board of Alger County residents assists with oversight and disbursement of monies to fund the following programs and services:

- ✓ **Financial grants** for medical and other treatment-related expenses;
- ✓ **An Awareness Campaign** designed to educate about the life-and-death importance of early detection for surviving breast cancer;
- ✓ **An Angel Closet at Munising Memorial Hospital** to provide scarves and other items to help ease the difficulties of hair loss and other chemotherapy-related discomforts;
- ✓ **An Energy Relief fund** to help pay utility bill arrearages that accumulate during the long U.P. winters;

##### **Annual Celebration of Life Luncheon and Silent Auction**

Held each October, Celebration of Life is the Upper Peninsula's signature event for promoting breast cancer awareness and celebrating the spirit of breast cancer survivorship. Proceeds from the event benefit the Alger County CHAMP Fund.

##### **The Upper Peninsula Breast Cancer Angel Fund**

Provides patients living outside the Alger County Region with financial assistance to cover medical and other treatment-related expenses.

#### **Other Programs & Activities**

- The Eric & Danielle Beverly Scholarship Program
- Thanksgiving & Christmas Hope for the Holidays

### Alger County Advisory Board

**\*Paula Ackerman   \*Rochelle Coty   \*Barbara Lukowski**  
**\*Amy Dale   \*Rene Schwemin (Marquette)**