



## CORPORATE SPONSORSHIP

119 West 72<sup>nd</sup> Street, #145  
New York, NY 10023  
[mail@milesformoms.org](mailto:mail@milesformoms.org)  
[www.milesformoms.org](http://www.milesformoms.org)

### ***BECOME A MILES FOR MOMS CORPORATE SPONSOR...***

Dear Perspective Sponsor:

Miles For Moms is a 501(c)(3) not for profit charity organization founded in 1999 in memory of wonderful mother, Celia Rosenberg, and all mothers who have battled cancer. Each spring Miles For Moms organizes a 4-mile charity run/walk in Central Park, New York City to raise money for cancer research and related programs. To date Miles For Moms has raised over \$30,000.00, which was donated to The Cancer Institute of New Jersey and The National Colorectal Cancer Research Alliance foundation (Co founded by Lilly Tartikoff, Katie Couric, and the Entertainment Industry Foundation Program) which funds some of the most advanced research to develop better tests, treatments and cures for colorectal cancer.

Miles For Moms cancer foundation is determined to raise a substantial amount of money to fund cancer research and related programs. To help us obtain this goal, we are seeking sponsors for our Seventh Annual Miles For Moms Run/Walk fundraiser which will take place on Saturday, April 21, 2007 in Central Park, New York City.

If you or your employer are interested in learning more about how to become a Miles For Moms sponsor, please email me at [mail@milesformoms.org](mailto:mail@milesformoms.org) or call 917-626-2559. I look forward to discussing how your organization can be part of a great event with an even greater cause... the fight against cancer.

Sincerely,

*Renee Rosenberg*

Renee Rosenberg, President/Founder  
Miles For Moms



## MISSION STATEMENT

In 1994 Celia's Rosenberg was diagnosed with colon cancer. Although she bravely and tirelessly attempted to fight this deadly disease for 5 years, on April 6, 1999, her struggle ended. The life of a strong, caring and beautiful person was lost. Another victim claimed by this horrible disease. We must stop these senseless deaths.

In attempt to do so, Miles For Moms was established, to raise money for cancer research. All proceeds from Miles For Moms events are donated towards cancer research and related programs. The purpose of our organization is threefold:

1. To commemorate Celia's life, and the lives of all those we loved and lost to Cancer;
2. To increase awareness of cancer and methods of prevention; and most importantly,
3. TO SAVE LIVES BY FINDING A CURE.

But we need your help to accomplish these goals. We must find a cure by raising money for cancer research. You can help. You can make a difference.

## Miles For Moms Sponsorship Opportunities

### Platinum Sponsorship - \$10,000 Donation

- Official Title sponsor of the Seventh Annual Miles For Moms Run/Walk.
- Promoted as “Platinum *Sponsor*” of Miles For Moms in all online and printed materials including:
  - Press releases distributed to local electronic and print medias: business, fitness and charity, and cancer related services.
  - 2,000-event applications mailed/emailed to over 1,000 individuals.
  - Miles For Moms T-shirts distributed to all event attendees and volunteers.
  - Prominent logo exposure on Miles For Moms website and other related websites prior to and after the event.
- Name and Logo displayed on event application and all material for the event.
- Name and Logo prominently showcased at Miles For Moms Run/Walk on Sunday, July 17, 2011, including banners and posters (sponsor to supply signage).
- Table provided at event to distribute information, conduct product sampling or promotions during Miles For Moms Run/Walk. Company may include product and/or information in the 300 guest goody bags.
- Ten complimentary admissions to the Seventh Annual Miles For Moms Run/Walk.
- Sponsoring company associated with Miles For Moms Foundation for cancer research and related programs.
- Company announced and thanked at the event as the “Platinum *Sponsor*” of the Seventh Annual Miles For Moms Run/Walk.

### Gold Sponsor - \$5,000 Donation

- Promoted as “Gold Sponsor” of the Seventh Annual Miles For Moms Run/Walk in all online and printed materials including:
  - Press releases distributed to local electronic and print medias: business, fitness and charity, and cancer related services.
  - 2,000-event applications mailed/emailed to over 1,000 individuals.
  - Miles For Moms T-shirts distributed to all event attendees and volunteers.
  - Prominent logo exposure on Miles For Moms website and other related websites prior to and after the event.
- Invited to sponsor needed supplies at the event.
- Name will be prominently showcased at the Seventh Annual Miles For Moms Run/Walk event including banners and posters.
- May include product and/or information in the 300 guest goody bags.
- Seven complimentary admissions to the Seventh Annual Miles For Moms Run/Walk.
- Sponsoring company announced and thanked at the event as a “Gold Sponsor” of the Seventh Annual Miles For Moms Run/Walk

### Silver Sponsor - \$3,000 Donation

- Promoted as “Silver Sponsor” of the Seventh Annual Miles For Moms Run/Walk in all online and printed materials including:
  - Press releases distributed to local electronic and print medias: business, fitness and charity, and cancer related services.
  - 2,000-event applications mailed/emailed to over 1,000 individuals.
  - Miles For Moms T-shirts distributed to all event attendees and volunteers.
  - Prominent logo exposure on Miles For Moms website and other related websites prior to and after the event.
- Name will be prominently showcased at the Seventh Annual Miles For Moms Run/Walk event including banners and posters.
- May include product and/or information in the 300 guest goody bags.
- Four complimentary admissions to the Seventh Annual Miles For Moms Run/Walk.
- Sponsoring company announced and thanked at the event as a “Silver Sponsor” of the Seventh Annual Miles For Moms Run/Walk

### Sponsor - \$1,000 Donation

- Promoted as “Sponsor” of the Seventh Annual Miles For Moms Run/Walk in all online and printed materials including:
  - Press releases distributed to local electronic and print medias: business, fitness and charity, and cancer related services.
  - 2,000-event applications mailed/emailed to over 1,000 individuals.
  - Prominent logo exposure on Miles For Moms website and other related websites prior to and after the event.
- Name will be prominently showcased at the Seventh Annual Miles For Moms Run/Walk event including banners and posters.
- May include product and/or information in the 300 guest goody bags.
- Two complimentary admissions to the Seventh Annual Miles For Moms Run/Walk.
- Sponsoring company announced and thanked at the event as a “Sponsor” of the Seventh Annual Miles For Moms Run/Walk

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAR 11 2005

MILES FOR MOMS  
119 W 72ND ST 145  
NEW YORK, NY 10023

Employer Identification Number:  
20-2247199  
DLN:  
17053035013015  
Contact Person:  
THOMAS M KALLMAN ID# 31383  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
JUNE 30  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
YES  
Effective Date of Exemption:  
FEBRUARY 1, 2005  
Contribution Deductibility:  
YES  
Advance Ruling Ending Date:  
JUNE 30, 2009

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501 Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

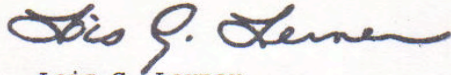
If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

Letter 1045 (DO/CG)

MILES FOR MOMS

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)