

ProjectLadybug presents the FIFTH ANNUAL

Ladies Night  *Out*



wine women & shoes[®]

presented by Active Center for Health & Wellness



Our Generous Sponsors



Caribbean Blue Pools & Spas
Dawn M. DeAngelo
Lorraine M. DeLade
Margaret C. Waitts

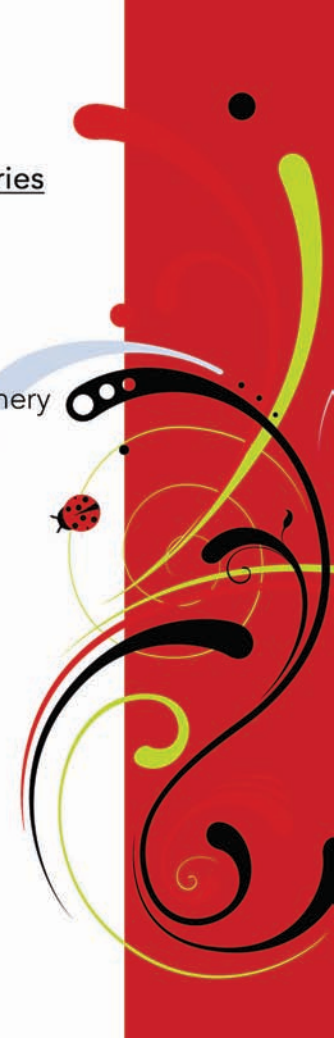
Fashion & Retail Partners

Artemis Boots
Coco Boutique
Diana E. Kelly
Dove Chocolates
Mallory Musante
My Peace and Love
Ramy Brow Bar
Ricki-L
Saks Fifth Avenue
and more exciting vendors to come!

Participating Wineries

Blackstone Winery
Cameron Hughes
Charles Krug
Hahn Family Wines
Opici Wine Group
Robert Mondavi Winery
Women of the Vine

Change your *shoes*,
change a **child's life.**



The Project Ladybug Fund at St. Joseph's Children's Hospital invites you to join us for an evening of fashion and compassion at the 5th Annual Ladies Night Out with **Wine Women & Shoes**

Monday, May 23, 2011

7 - 11 p.m.

The Brownstone

351 West Broadway, Paterson, NJ



Come celebrate with us as we gather to raise money for a wonderful cause and have some good, old-fashioned girl's night out fun!

We'll have fabulous wine and food, a boutique shopping experience, and a glass slipper auction and tricky-tray drawing that come together for a few fabulous hours of fundraising, camaraderie and shopping.

Be there. Be fabulous...and wear your favorite shoes of course!
But make them comfy – it's cocktail style!

Response card enclosed





Project Ladybug provides assistance to young children and their families while they are receiving treatment for serious and life-threatening illnesses at St. Joseph's Children's Hospital in Paterson, NJ. Project Ladybug funding is used to provide direct program support, to purchase toys, games, and computers for entertainment and treatment incentives, to provide special therapies such as art, and other entertainments to ease the minds of young patients while they undergo painful or stressful treatment regimens. Project Ladybug also sends young patients and their families to special trips such as sporting events, local attractions, theme parks, restaurants, and other morale-boosting activities to attempt to improve attitudes and outcomes.

Project Ladybug has hosted three Spa Days to provide the mothers of children being treated at St. Joseph's with a much-needed day of pampering. The group has also provided in-kind donations of party supplies, gifts, food, entertainment, and volunteers to make birthday and holiday celebrations special. Project Ladybug holds fundraisers throughout the year to raise money from the members' local communities. Proceeds from Project Ladybug's New Jersey event and activities are directed to the Project Ladybug Fund at St. Joseph's Children's Hospital.

In addition to the ongoing activities listed above, proceeds from Ladies Night Out have been used to fund a complete refurbishment of a treatment room and floor renovations for Pediatric Hem/Onc patients to make their experience more pleasant and child-friendly, and to fund the creation of a rooftop playground area to provide much-needed space for children and their families to enjoy fresh air and physical activity.

Proceeds from our fund raising events will continue to brighten the lives of these young patients and their families.

We thank you in advance for your help in achieving our goals!

www.projectladybug.org



RSVP

to the FIFTH ANNUAL

Ladies Night Out



wine women & shoes[®]

presented by Active Center for Health & Wellness

benefiting

ProjectLadybug

Kindly reply by May, 16, 2011

Monday, May 23, 2011

The Brownstone, Paterson, NJ, 7:00 pm – 11:00 pm

For more information, please call 973.754.4411

PUT ON YOUR PARTY SHOES and join us!



I would like to SPONSOR!

PLATINUM PUMP Sponsor at \$7,500:

Includes placement in all public relations and advertising initiatives, complimentary full-page platinum ad in e-journal, corporate logo inclusion on the press photo back-drop (step and repeat banner), corporate logo and link on event web page, e-blasts & social networking campaigns, corporate logo on Project Ladybug web page, corporate logo displayed at the event, corporate name and/or logo included in media advertisements, eight (8) exclusive VIP tickets (includes premiere parking)

SUPREME SLING BACK Sponsor at \$5,000:

Includes placement in public relations and advertising initiatives, complimentary full page red ad in e-journal, corporate logo on Project Ladybug web page, corporate logo displayed at the event and six (6) exclusive VIP tickets (includes premiere parking)

STRAPPY SANDAL Sponsor at \$2,500:

Includes placement in public relations and advertising initiatives, complimentary full page red ad in e-journal, corporate logo displayed at the event, and four (4) exclusive VIP tickets

BRONZE BALLETT FLAT Sponsor at \$1,000:

Includes complimentary full page red ad in e-journal, and two (2) exclusive VIP tickets

I would like to ATTEND!

_____ # of Exclusive VIP Tickets at \$300 each: Access to our VIP Ladybug Lounge in the main party room for you to experience the true VIP Treatment including exclusive wine and food tastings, guaranteed lounge seating, additional swag, and of course a pair of fuzzy ladybug slippers to rejuvenate your feet in style!



_____ # of INDIVIDUAL TICKET(S) at \$150 each

I would like an E-JOURNAL AD!



We have gone green! We are pleased to introduce the new e-journal for Ladies Night Out, located at www.LadiesNightOut.org. Participation may include:

1. Online Ad: a color webpage ad conveying a corporate or personal message. Ads appear in order of donation level and may include a link to company website.
2. Online Banner: Company logo or donor name appears on the E-Journal sidebar with a link to the corresponding online ad. Frequency of banner display is based on donation level.
3. Display at Event: The online ad appears in a journal slideshow displayed on larger screens at the event. The frequency of the ad display is based on donation level.

Please note that the e-journal will remain active for one year, and will be displayed in the Medical Center.

- FULL PAGE PLATINUM AD at \$200: Online ad, ad banner and display at the event. Ad features a platinum border and link to company website for one year.
- FULL PAGE RED AD at \$100: Online ad and display at the event. Ad features a red border and link to company website for one year.
- HALF PAGE AD at \$50: Online ad and display at the event. Ad appears online for one year.

Deadline for Journal copy to be included in display at event is Wednesday, May 11, 2011. Ads should be submitted in "web ready" format at 600(W) x 400(H) pixels in dimension at 300 dpi for full page ads. Half page ad dimensions are 300(W) x 400(H) at 300 dpi. Please provide company logo for online banner ad (if applicable to purchase.) Send company web address to link your ad to your website. Acceptable file formats include RGB web JPEG, Acrobat PDF, or Photoshop TIFF. You can also provide copy for your message or tribute online. All ad copy and images can be uploaded at www.LadiesNightOut.org



I would like to CONTRIBUTE!

I am unable to attend. Enclosed is my tax-deductible contribution of \$_____

(PLEASE TURN OVER)

Payment Information

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Listing as you wish it to appear in printed materials: _____

Enclosed is a check for: \$ _____ made payable to the
Project Ladybug Fund at SJRMC

I made a payment of: \$ _____ online at
www.StJosephsHealth.org/LadiesNightOut

Please charge: Visa MC AMEX Discover

Credit Card # _____ Exp. Date: _____

Name on Card: _____ Signature: _____

For more information, please contact the St. Joseph's Foundation:
address: 703 Main Street, Paterson, NJ 07503.
tel: 973.754.4411, fax: 973.742.0870, email: WalkerC@sjhmc.org

Contributions are 100% tax deductible.
The non-tax-deductible portion of each ticket is \$40.



INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://www.state.nj.us/lps/ca/charity/chardir.htm> REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT.