



## CRAIG M. COOPER PRODUCTIONS, INC.

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*AWARD-WINNING FILM, VIDEO AND EVENT*

### SMITHTOWN HIGH SCHOOL WEST AND EAST TRIBUTE CONCERT

February, 2008

Thomas Moore, the Irish poet, wrote,

*"To the soul, there is hardly anything more healing than friendship."*

Dear Friend,

Last October 31, the Smithtown community lost three teenage sons in a tragic accident on Jericho Turnpike. As the community and the families have found their own ways to deal with this loss, a group of dedicated students at Smithtown's two high schools have begun the planning for a wonderful tribute concert in memory of Seniors Daniel Distefano and Michael Western. With the permission of their families, Cooper Productions has volunteered to work with the students to make the event a meaningful and memorable tribute to their friends and classmates.

The concert is tentatively set for Saturday May 3<sup>rd</sup> at Smithtown High School West. The proceeds from ticket sales and other fund-raising activities will be used to erect a modest memorial and to endow a scholarship fund which will benefit future Seniors at Smithtown's High Schools.

I'm asking fellow businesses to join the town's residents in supporting this effort in any of a number of ways:

- Sponsorship of the Concert
- Donation of Merchandise or Services for a Silent/Chinese Auction
- In-Kind Donations of Goods or Services that will be needed for the event

#### **Sponsorship**

In order to offset the costs of the production and to maximize the scholarship fund, we are seeking sponsors at several levels, and ask you to consider the highest possible contribution. The sponsorship opportunities are shown on the next page.

## **Sponsorship Levels**

*Premiere Sponsor:* \$5,000 Tax Deductible Donation. Your sponsorship will entitle you to the outside rear cover of the concert program, prominent logo placement on all public advertising materials, live thanks at the concert and ten tickets to the concert.

*Orchestra Sponsor:* \$2,500 Tax Deductible Donation. Your sponsorship will entitle you to the inside rear cover of the concert program, second-largest logo placement on all public advertising materials, live thanks at the concert and eight tickets to the concert.

*Spotlight Sponsor:* \$1,000 Tax Deductible Donation. Your sponsorship will entitle you to first position among all full-page insertions in the concert program, typeset mention on all public advertising materials, live thanks at the concert and six tickets to the concert.

*Lead Guitar Sponsor:* \$750 Tax Deductible Donation. Your sponsorship will entitle you to second-tier position among all full-page insertions in the concert program, typeset mention on all public advertising materials, live thanks at the concert and four tickets to the concert.

*Program Tribute Insertions (All include two concert tickets):*

Full-Page: \$500  
Half-Page: \$350

Quarter Page: \$250  
Business Card: \$150

## **Merchandise/Service Donation**

We would be thrilled with your donation of new merchandise or home/business services. All donations are welcome, and may be combined with other items to create a single "lot." These will be offered for bidding during the silent auction held during the concert's intermission.

## **In-Kind Donation of Services**

We would be grateful for the donation of pre-press and printing services, postage stamps or envelope metering, paper and envelopes. We may also need the services of an accountant and legal help to create the tax-exempt organization that will administer the scholarship funds. It is likely we will need the help of a nursery and landscaping/masonry contractor to help create the memorial.

One of the nicest things about the Smithtown community is its ability to come together in good times, and in sad times. Your business' support of this event will show your appreciation to the many students and families who have made it their goal to honor Daniel and Michael in a meaningful and positive way.

I will personally follow up with your company over the next few weeks. If you have any thoughts, please don't hesitate to contact me.

All the Best,

Craig M. Cooper  
President