



Dear Friends,

**Cookie's Crumblers Foundation  
2016 Inaugural Gala of Gratitude**

**Honorees**

*John Crowley  
Megan Crowley  
Richard Gatto  
Christopher Johnson  
Shakeel Modak, MD*

**Board of Directors and  
Gala Committee Members**

*Gina Cocuzza  
Monica Ettore  
Peitr Figler  
Donna Perrette  
Jeanette Pezzolanti  
Mark Roessler, DO, FAOCO  
Fran Salm  
Gina Testa*

It is with great pleasure that we invite you to support the Cookie's Crumblers Foundations' Inaugural "*Gala of Gratitude*" on Saturday, June 4, 2016 at the Battleground Golf and Country Club in Manalapan, New Jersey. The Cookie's Crumblers Foundation was founded to support twelve-year-old Gracie West and other children in their fight against pediatric cancer.

Gracie West, also known as "*Cookie*" was diagnosed with Stage IV Neuroblastoma in November of 2013. This rare childhood cancer is typically found in children under the age of two - making it more of a challenge to cure. Gracie started her treatment at the Children's Hospital of Philadelphia and is currently being treated at Memorial Sloan Kettering in New York City where she has undergone multiple rounds of chemotherapy, immunotherapy, radiation, and clinical trials. Her strong faith and the overwhelming support of her family and friends have been a constant source of strength throughout the many aspects of her journey. Gracie's motto is "you have no choice but to be strong, but you can choose to be happy and positive" – and those who follow her on social media will agree that her precious smile is contagious and her positive attitude brings hope, inspiration and strength to thousands of people worldwide.

Gracie and her family have met many special people along their journey. As the plans for the gala began to grow, so did the list of potential honorees. Although there are countless people that deserve recognition, the inaugural gala will honor those who were most influential in navigating her path. The honorees include John Crowley (*National Board of Directors, Make a Wish Foundation*) and his daughter Megan; Shakeel Modak, MD (*Pediatric Oncologist, Memorial Sloan Kettering*); Richard Gatto (*CEO of Downtown Freehold and Gracie's biggest supporter and advocate*); and Christopher Johnson, (*Organizer of the "Race for Grace" - West Freehold Elementary School Teacher*).

A portion of the proceeds from this year's gala will benefit the Memorial Sloan Kettering Cancer Center's Manufacture and Testing of Humanized 3f8 and Subsequent Research for Phase II Clinical Trials for Neuroblastoma and other Pediatric Solid Tumors.

The Cookie's Crumblers Foundation is in the process of obtaining 501(c)(3) status by 2017, we appreciate and thank you for supporting our mission. Attached please find our sponsorship and advertising opportunities, and information regarding ticket reservations. On behalf of the Cookie's Crumblers Foundation Board, we thank you in advance for supporting this event.

With Gratitude,  
*Cookie's Crumblers Foundation Board*

# COOKIE'S CRUMBLERS

**Strong. Happy. Positive.**

**SOLD Strong** - Special thanks to the Earle family, Title Sponsor

**SOLD Happy**    **SOLD Positive**

## SPONSORSHIP OPPORTUNITIES

### \_\_\_\_\_ **\$15,000 Cocktail Sponsors**

Prominent name/logo in journal and website, a gold page ad, event signage and recognition, a copy of Cookie's Collection: A Coffee Table Book with personalized note and reserved seating for 10

### \_\_\_\_\_ **\$10,000 Gold Sponsors**

Prominent name/logo in journal and website, a gold page ad, event signage and recognition, a copy of Cookie's Collection: A Coffee Table Book with personalized note and reserved seating for 8

### \_\_\_\_\_ **\$7,500 Green Sponsors**

Prominent name/logo in journal and website, a green page ad, event signage and recognition, a personalized thank you note from Gracie and reserved seating for 6

### \_\_\_\_\_ **\$5,000 Pink Sponsors**

Prominent name/logo in journal and website, a pink page ad, event signage and recognition, a personalized thank you note from Gracie and reserved seating for 4

### \_\_\_\_\_ **\$2,500 Resilient Sponsors**

Prominent name/logo in journal and website, a silver page ad, event signage and recognition, a personalized thank you note from Gracie and reserved seating for 2

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## JOURNAL ADVERTISING

\_\_\_\_\_ Full page (4.75" x 7.75") \$350      \_\_\_\_\_ Half page (3.875" x 4.75") \$200

\_\_\_\_\_ Quarter page (2.375" x 4.75") \$100

Advertising copy is due by May 20, 2016. Ad copy may be emailed to [fransalm@cookiescrumblers.org](mailto:fransalm@cookiescrumblers.org).  
Vector art, PDF, JPEG, or EPS files accepted.

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## TICKET RESERVATIONS

\_\_\_\_\_ Tickets at \$150 PER PERSON    I am unable to attend but wish to contribute: \_\_\_\_\_

\_\_\_\_\_ **Total Participation: \$** \_\_\_\_\_

\_\_\_\_\_  
Name/Company

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Contact Person

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Email

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Phone Number

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Comments/Special Requests

Please make check payable to Cookie's Crumblers Foundation at 33 Langeveld Drive, Freehold, NJ 07728  
Ticket purchases via credit card are available online: [www.cookiescrumblers.org](http://www.cookiescrumblers.org)

Cookie's Crumblers Foundation is a New Jersey non-profit corporation and is in the process of obtaining 501(c)(3) status by 2017 – we appreciate and thank you for supporting our mission.