

The 5th Annual

 Law Office of
 Maggie Jo Hilliard,
 P.A.

Hello Friend!

We are very excited to announce the 5th Annual *Merry Charity* Holiday Party! Please mark your calendar and invite your friends to join us for our professional community's favorite holiday event on:

December 15th, 2011 at Casa Marina in Jax Beach at 6:00 p.m.

In the past 5 years, *Merry Charity* has evolved from a small gift-drive into a vast, collaborative evening where hundreds of guests come together to benefit local charities while having fun and winning prizes! *Merry Charity* is a unique annual non-ticket event where attendees are incentivized to bring donations for charities in exchange for raffle tickets to be eligible for enticing prizes. Raffle tickets are then randomly selected for guests to receive prizes donated from local businesses. We are now offering you the opportunity to become a title sponsor, enabling you to market your business to thousands of local professionals across Northeast Florida, while giving to EIGHT Jacksonville based charities during the holiday season.

Last year, we raised over \$50,000! In 2011, let's double it!

This year, *Merry Charity* will benefit the following charities:

***First Coast No More Homeless Pets
 Florida Guardian Ad Litem Foundation
 Jacksonville Area Legal Aid
 Jacksonville Urban League
 JASMYN
 Save Africa Global
 St. Johns Riverkeeper
 The Sulzbacher Center***



The night will also include a silent auction, hors d'oeuvres from *Casa Marina*, drinks, holiday music by *Lacy Brinson Live*, an array of desserts provided by *First Coast Cakes*, & the warmth of holiday giving. Each charity will have representatives on hand to discuss what they are doing in the community and reaching out for assistance with annual needs for service.

We need your help to make Merry Charity possible!

This event is about community collaboration, and local charities depend on your involvement to provide for their annual needs year-after-year. Can you please make a donation with the attached form?

Please return your check, donation items or gift certificates/coupons with the attached form to us at: Law Office of Maggie Jo Hilliard, P.A., Attn: Jamie Loyd, P.O. Box 330751, Atlantic Beach, FL 32233-0751 before November 15, 2011. If you are gifting art or other large items, please contact us... *we'll pick it up!*

If you have any questions, please contact my assistant and co-organizer, Jamie Loyd, at (904)247-7600 or beachesattorney@gmail.com.

Sincerely,



Maggie Jo Hilliard, Esq.

Founder, *Merry Charity*, Estab. 2007 www.merrycharity.com



SPONSORSHIP FORM

Merry Charity is only possible with your help! This event was founded to create a forum for the professional community to join together to benefit multiple charities. Your support is essential and appreciated!

Name:	Business Name:
Street/Mailing Address:	Phone No:
City, State & Zip:	E-mail address:
	Website:
Logo & Website:	<input type="checkbox"/> Yes, I will send to beachesattorney@gmail.com prior to Nov. 15, 2011 (due before any attribution can occur) Please send in <i>high resolution</i> (jpeg, png, gif, ai, eps or pdf) and include exact site for which to link your logo to from the merrycharity.com website. <input type="checkbox"/> No, I do not want to appear on the Merry Charity Website. <input type="checkbox"/> I will contact Jamie with details via e-mail prior to Nov. 15, 2011 with details to request some other kind of recognition.

Please select a level of sponsorship:

Title Sponsor	Platinum	Gold
<p>Donation: \$10,000</p> <ul style="list-style-type: none"> ◆ Your logo included on the Merry Charity logo which will be sent to thousands of local & nearby professionals via email & print invitations ◆ You will be introduced in all public relations equally with the founder ◆ You will receive 4000 invitations & envelopes personalized from your business that you may mail with your office holiday cards or separately ◆ You will receive emcee recognition throughout the event ◆ 3-minute podium presentation during the event to introduce your company ◆ Your company name will appear on all tables, invitations, media & public relations efforts ◆ You will have the opportunity to appear with the founders at any television or radio promotions for the event ◆ You will have the opportunity to designate an event table to distribute information, business cards or sales materials ◆ You will receive a full page thank you on the event website along with links to your business publications, website & more ◆ You will be featured on all banners, banner ads or other public relations efforts leading up to the event ◆ You will have the option of presenting a portion of your donation in a check to your charity of choice, or some/all charities as you so choose, at the event during your presentation ◆ You will have the opportunity to invite an 9th charity to join the event at the discretion of the founder, limited to conditions. 	<p>Donation: \$5,000</p> <ul style="list-style-type: none"> ◆ Your company will be at the TOP of all sponsors of the event, designated as Platinum Sponsorship – your logo will be placed immediately under the Merry Charity logo on all invitations issued by the founder ◆ You will receive up to 2000 invitations personalized to be from your business to mail with your office holiday cards or separately with envelopes provided ◆ You will have a page 3 advertisement on the event website where you may provide links & other information about your company ◆ You will receive emcee recognition throughout the event ◆ 1-minute podium presentation during the event where you may opt to issue a \$500 promotional check to your charity of choice at the event, or checks to each charity as you designate totaling \$500 ◆ Your company will be featured on all printed PR & you will be mentioned in all television, radio & print media efforts ◆ Your logo will be featured on all tables at the event ◆ Your company will be given the opportunity to creatively display your business at food or drink stations (i.e. a special sponsored holiday beverage or dessert with your logo or name) 	<p>Donation: \$2,500</p> <ul style="list-style-type: none"> ◆ Your company will be on the event website front page with links to your business & special designations for your area of expertise ◆ You will receive 500 invitation cards to include inside your holiday cards to promote the event as your own ◆ Your company will have the option of hosting a cash donation collection presentation at the event where members of your business collect cash donations from attendees for the benefit of the charities ◆ You will present the call to action of participants for the annual needs of the charities & request involvement throughout the year on behalf of the charities ◆ Your logo will be placed on food & drink tables ◆ You will receive special thanks from the emcee at intervals during the event ◆ You will mentioned as the sponsor of music & you will receive signage recognition designating you as such
Silver	Bronze	Donor
<p>Donation: \$1,000</p> <ul style="list-style-type: none"> ◆ Your company will be on the event website front page with links to your business & special designations for your area of expertise ◆ You will receive 500 invitation cards to include inside your holiday cards to promote the event as your own ◆ Your company will have the option of hosting a cash donation collection presentation at the event where members of your business collect cash donations from attendees for the benefit of the charities ◆ You will present the call to action of participants for the annual needs of the charities & request involvement throughout the year on behalf of the charities ◆ Your logo will be placed on food & drink tables ◆ You will receive special thanks from the emcee at intervals during the event ◆ You will mentioned as the sponsor of music & you will receive signage recognition designating you as such 	<p>Donation: \$250 - \$999</p> <ul style="list-style-type: none"> ◆ Whether you donate money or goods to the event, you will receive text recognition on the 1st page of the event website & logo/link recognition on page 2 of the event website ◆ You will have special opportunities to designate sponsorship of food or drink offerings at the event ◆ You will have the option to receive a special html e-mail invitation to forward to your contacts to invite others to the event ◆ You will have the option to adopt a charity of choice and support them by collecting in-kind donations months prior to the event 	<p>Donation: \$10 - \$249</p> <ul style="list-style-type: none"> ◆ We depend on donors to motivate our attendees to give more to charities! Your raffle gift or silent auction donation will help encourage more giving! ◆ Your name mentioned during the raffle ◆ You will receive a website link on the event website that will be promoted all over the North Florida area in e-mail & printed invitations, public relations, TV & radio spots & more! <p style="text-align: center; font-weight: bold; margin-top: 10px;">This event is not possible without you!</p>

Please complete this form and return it with your donation to:

Law Office of Maggie Jo Hilliard, P.A., Attn: Jamie Loyd, 60 Ocean Blvd., Suite 11, Atlantic Beach, FL 32233

To schedule a pick-up of your items, contact Jamie at (904) 247-7600 or beachesattorney@gmail.com. If you would like to drop off your donation, please call ahead.

How payment works: Make your check to one of the 8 charities then they will designate the funds for the event so that your donation remains tax deductible. Merry Charity is an event name, not a 501(c)(3). Do not make checks out to the law office or to Merry Charity. However, make sure you mail your check to us so that the funds are designated for the event. If you write your check to the law office, it will not be tax deductible. All sponsorships are negotiable, so if you would like to sponsor a needed item (i.e. invitations/printing/raffle cards), specific gift to a charity or presentation at the event, just contact us at beachesattorney@gmail.com. We can creatively accommodate because, after all, this is a community collaborative event to benefit charities! All sponsorship details are subject to advertising and printing deadlines and no guarantees can be made on behalf of any outside media to include/not include information. For invitation printing, your sponsorship must be confirmed by October 31, 2011 to assure time for printing and distribution.