



## PLEASE SUPPORT OUR CAUSE

The Greater Pittsburgh Automobile Dealers Association is proud to announce that it will be hosting a black tie charity preview on Thursday, February 16, 2012 at the David L. Lawrence Convention Center held in the Pittsburgh International Auto Show exhibit floor space!

Proceeds from this year's Red CARpet Gala have been designated to the Mario Lemieux Foundation, and more specifically "Austin's Playroom Project". Austin's Playroom Project seeks to benefit families and improve the quality of a child's hospital experience whether as a visitor or patient by establishing cheerful playrooms that are safe, calming and comfortable.

The Mario Lemieux Foundation created the Austin's Playroom Project initiative following Natalie and Mario Lemieux's personal experience while caring for their profoundly premature infant son. As they were tending to baby Austin, there was no place to provide a comfortable calming environment to engage his sisters Lauren and Stephanie. It was then that Natalie devised this idea to someday raise funds to improve playrooms at area hospitals. Natalie Lemieux continues to serve as Chair of Austin's Playroom Project, and each room is named Austin's Playroom in her son's honor.

We hope that your company will partner with the GPADA and The Mario Lemieux Foundation to raise the needed dollars to support a black tie event with proceeds that will greatly impact Austin's Playroom Project!

With Warmest Regards,  
The Red CARpet Gala Committee





**NOTE: Food and beverage will be served only in the exhibits of auto manufacturers who have purchased a sponsorship for the 2012 Red CARpet Gala**



## **JUMP START THE EVENING**

**\$20,000 DONATION**

as the Exclusive VIP Reception Sponsor with Entertainment, Passed Hors d'oeuvres and Full Bar

- Your Manufacturer's Logo on the Red CARpet Gala Invitation
- 150 Red CARpet Gala Invitations mailed to your designated list by the Dealers Association
- Your Manufacturer's Logo on VIP Reception signage
- On-Stage Acknowledgement during Red CARpet Gala event program
- Full-Page Color Ad in the Red CARpet Gala Program
- Black-Tie Pittsburgh, Dealers Association and Mario Lemieux Foundation Website Recognition
- Sponsor Recognition in the Red CARpet Gala and Auto Show Programs
- 10 VIP Red CARpet Gala Tickets



## **ACCELERATE YOUR VISIBILITY**

**\$10,000 DONATION**

with 1 Gourmet Food Station **AND** 1 Wine & Beer Bar in your Exhibit Area

- Your Manufacturer's Logo on the Red CARpet Gala Invitation
- 100 Red CARpet Gala Invitations mailed to your designated list by the Dealers Association
- On-Stage Acknowledgement during Red CARpet Gala event program
- Full-Page Color Ad in the Red CARpet Gala Program
- Black-Tie Pittsburgh, Dealers Association and Mario Lemieux Foundation Website Recognition
- Sponsor Recognition in the Red CARpet Gala and Auto Show Programs
- 8 VIP Red CARpet Gala Tickets



## **SHIFT INTO HIGH GEAR**

**\$7,500 DONATION**

with 1 Gourmet Food Station **OR** 1 Wine & Beer Bar in your Exhibit Area

- Your Manufacturer's Logo on the Red CARpet Gala Invitation
- 50 Red CARpet Gala Invitations mailed to your designated list by the Dealers Association
- On-Stage Acknowledgement during Red CARpet Gala event program
- Half-Page Color Ad in the Red CARpet Gala Program
- Black-Tie Pittsburgh, Dealers Association and Mario Lemieux Foundation Website Recognition
- Sponsor Recognition in the Red CARpet Gala and Auto Show Programs
- 4 VIP Red CARpet Gala Tickets



## **DRIVE GUESTS TO YOUR EXHIBIT**

**\$5,000 DONATION**

with a Luxury Raffle Item in your Exhibit Area

- Your Manufacturer's Logo on the Red CARpet Gala Invitation
- On-Stage Acknowledgement during Red CARpet Gala event program
- Black-Tie Pittsburgh, Dealers Association and Mario Lemieux Foundation Website Recognition
- Sponsor Recognition in the Red CARpet Gala and Auto Show Programs
- 2 VIP Red CARpet Gala Tickets



**Yes, we will support the 2012 Red CARpet Gala**  
 Hosted by the Greater Pittsburgh Automobile Dealers Association

Please reserve our Manufacturer Sponsorship benefits at the following level:

- |  |   |
|--|---|
| <input type="checkbox"/> \$20,000 SPEED LIMIT 85 | <input type="checkbox"/> \$7,500 SPEED LIMIT 45 |
| <input type="checkbox"/> \$10,000 SPEED LIMIT 65 | <input type="checkbox"/> \$5,000 SPEED LIMIT 25 |

We understand that this commitment entitles us to attend the **Red CARpet Gala** on **Thursday, February 16, 2012 at the David L. Lawrence Convention Center** and receive all manufacturer benefits related to our sponsorship package.

Contact \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
**Authorized Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Please list how your company's name should appear in event materials and press releases on the line below.

\_\_\_\_\_ Enclosed is our check made payable to **GPADF** in the amount of \$ \_\_\_\_\_  
 \_\_\_\_\_ This is our commitment to participate.  
 The check will be forwarded to the foundation by January 2, 2012  
 \_\_\_\_\_ We will support the event with a contribution of \$ \_\_\_\_\_

Please return this form to:  
**Louise Parkhill**

**Greater Pittsburgh Automobile Dealers Foundation**  
 207 Sigma Drive, Pittsburgh, Pennsylvania 15238  
 Phone: 412-963-8909 Fax: 412-963-1106

**All Proceeds Benefit The Mario Lemieux Foundation and the Greater Pittsburgh Automobile Dealers Foundation**

