



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





RED CARPET GALA TITLE SPONSORSHIP

\$25,000 DONATION

- Your Company's Name as Title Sponsor on the Red CARpet Gala Invitation
- Your Company's Name as Title Sponsor on the cover of the Red CARpet Gala Program
- Your Company's Name on All Event Signage as Title Sponsor
- On-Stage Acknowledgement during Red CARpet Gala event program
- Full-Page Color Ad on Back Cover OR Inside Front Cover of the Red CARpet Gala Program
- Black-Tie Pittsburgh, Dealers Association and Mario Lemieux Foundation Website Recognition
- 12 VIP Red CARpet Gala Tickets

BAND SPONSORSHIP

\$15,000 DONATION

- Your Company's Logo on the Red CARpet Gala Invitation
- Your Company's Logo on Band Stage
- On-Stage Acknowledgement during Red CARpet Gala event program
- Full-Page Color Ad in the Red CARpet Gala Program
- Sponsor Recognition in the Red CARpet Gala Program
- Black-Tie Pittsburgh, Dealers Association and Mario Lemieux Foundation Website Recognition
- 8 VIP Red CARpet Gala Tickets

FLAIR MARTINI BAR SPONSORSHIP

\$10,000 DONATION

- Your Company's Logo on the Red CARpet Gala Invitation
- Your Company's Logo on Signage at Martini Bar
- On-Stage Acknowledgement during Red CARpet Gala event program
- Half-Page Color Ad in the Red CARpet Gala Program
- Sponsor Recognition in the Red CARpet Gala Program
- Black-Tie Pittsburgh, Dealers Association and Mario Lemieux Foundation Website Recognition
- 6 VIP Red CARpet Gala Tickets

ENTERTAINMENT SPONSORSHIP

\$5,000 DONATION

- Your Company's Logo on the Red CARpet Gala Invitation
- Your Company's Logo on Signage at Entertainment Stage
- On-Stage Acknowledgement during Red CARpet Gala event program
- Sponsor Recognition in the Red CARpet Gala Program
- Black-Tie Pittsburgh, Dealers Association and Mario Lemieux Foundation Website Recognition
- 4 VIP Red CARpet Gala Tickets

A FRIEND OF AUSTIN SPONSORSHIP

\$2,500 DONATION

- Sponsor Recognition in the Red CARpet Gala Program
- Black-Tie Pittsburgh, Dealers Association and Mario Lemieux Foundation Website Recognition
- 6 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 Corporate Sponsorship benefits at the following level:

- \$25,000 Red CARpet Title Sponsorship
- \$15,000 Band Sponsorship
- \$10,000 Flair Martini Bar Sponsorship
- \$5,000 Entertainment Sponsorship
- \$2,500 Friend of Austin Sponsorship

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 corporate 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

