

10th Anniversary Gala

to benefit the



Saturday, January 15, 2011

The Edison-Ford Estates, Ft. Myers, FL

SPONSORSHIP PROPOSAL

A 501(c)(3) nonprofit

239.274.2413 or info@edisonfordfoundation.org

EdisonFordFoundation.org

The Gala – 10 years of success

Dear Friend of the Foundation,

The Edison Ford Winter Estates Foundation is presenting the 10th Anniversary Gala at the Edison Ford Winter Estates on Saturday, January 15, 2011. We look forward to sharing the beautiful Estates with you on this very special night! This year's theme is "Inspiration for the Ages" as we welcome special guest Alan Mulally, CEO of Ford Motor Company, whom *TIME* Magazine named one of the World's Most Influential People.

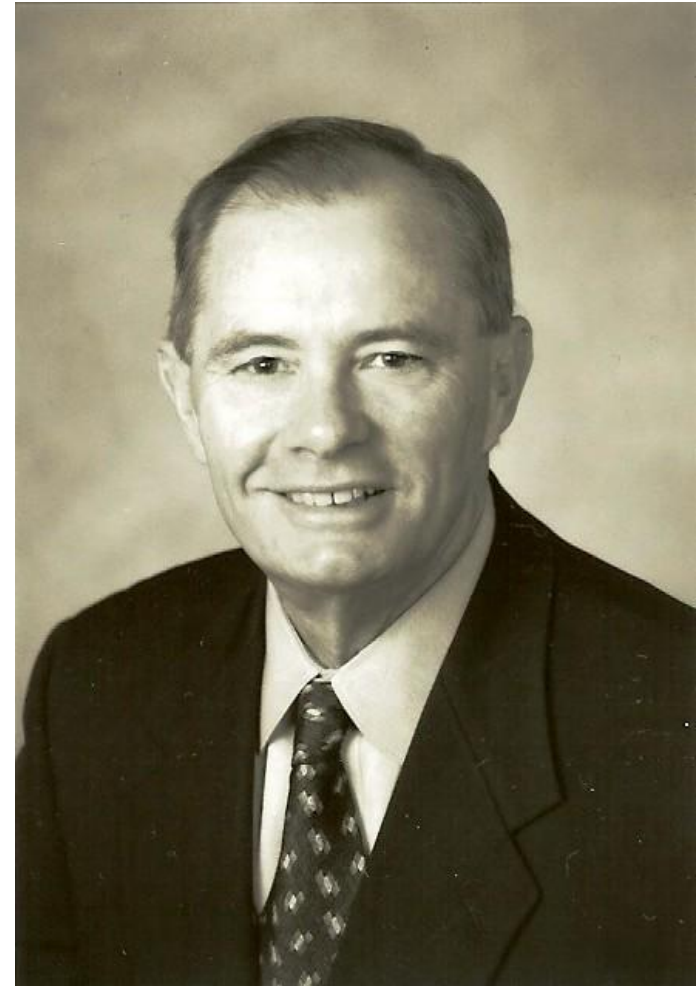
The evening will include dinner, live and silent auctions of wonderful donations from the community, and great live music. Join us as we begin a wonderful evening with the cocktail reception at 5:30 pm followed by a lovely evening of dinner and dancing.

The Edison & Ford Winter Estates is a "Recognized National Treasure" and an important asset to Southwest Florida. Great strides have been made in the preservation and restoration of the homes and grounds, but more attention is needed. We truly appreciate all of our loyal sponsors and hope we can count on your continuing support. It promises to be a spectacular evening of elegance and glamour!

Sincerely yours,



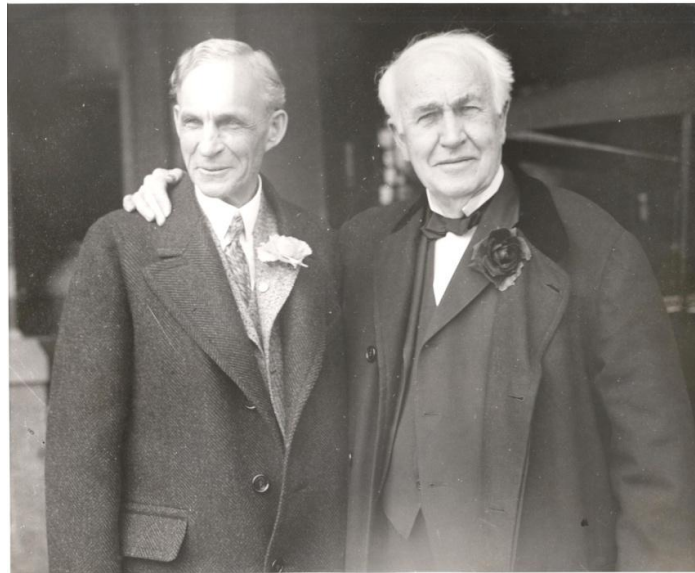
Sam Galloway, Jr.



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For over a century the combined legacies of Henry Ford and Thomas Edison have delivered light, sound and transportation to American businesses and families. Two geniuses, imbued with the philosophy of ingenuity, sustainable natural resources and environmental considerations created business models for modern research labs and assembly line production facilities and spawned entire industries such as lighting, motion pictures, recording arts and automobiles.



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SPECIAL GUEST SPEAKER ALAN MULALLY

Alan Mulally, president and CEO of Ford Motor Company, who is credited with returning profitability to the Ford Motor Company without U.S. government assistance, will be the honored guest speaker. Mr. Mulally will discuss the Ford story—its plan, its progress, and its vision of the future—and then take live questions from the audience. Throughout his career, Mulally has been recognized for his contributions and industry leadership, including being named one of “The World’s Most Influential People” by *TIME* magazine in their 2009 “TIME 100” issue, “Person of the Year” for 2006 by *Aviation Week* magazine and one of “The Best Leaders of 2005” by *BusinessWeek* magazine. At Ford, Mulally has helmed the dramatic turnaround at the company that has revitalized its product line-up and boosted market share to its highest level in decades, even as the auto industry has been stricken with recession stress. Throughout his career, Mulally has been recognized for his contributions and industry leadership, including being named one of “The World’s Most Influential People” by *TIME* magazine in its 2009 issue of the “TIME 100.” Mulally was also honored as “Person of the Year” in 2006 by *Aviation Week* and one of “The Best Leaders of 2005” by *BusinessWeek*.

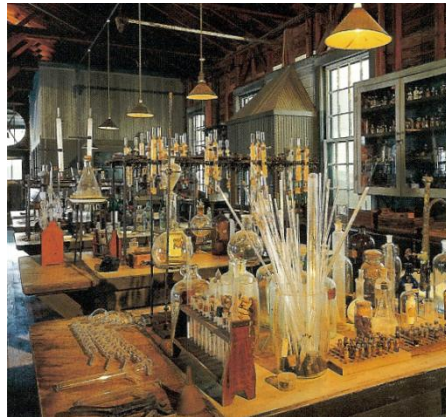


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The Edison Ford Winter Estates is a National Register Historic Site, which draws 225,000 visitors annually, making it one of the ten most visited historic homes in America. The Estates has recently undergone a \$9 million restoration as an official Save America's Treasures Project. It provides arts and education outreach to Southwest Florida through school outreach, horticultural training, concerts, films and special events and serves as an elegant reminder of the contributions of Ford and Edison.

...historic legacies making local impact



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Coming together is a beginning; keeping together is progress; working together is success.”

–Henry Ford

As the fundraising arm of the Estates, the Foundation’s stated purpose is to facilitate ongoing restoration, preservation and educational programs, reaching out to our community to build an important base for future support. One of the best tools for protecting and revitalizing our communities is historic preservation, which simultaneously safeguards our heritage and creates better neighborhoods. Businesses know that a strong sense of community builds quality of life. The Foundation’s corporate partners will benefit from working with us by reaching out to the preservation community to demonstrate that they care about our local and national heritage.



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The Gala Details



Date	Saturday, January 15, 2011
Location	The Edison-Ford Winter Estates
Timeline	5:30PM VIP-Sponsors' Reception at Yacht Club 5:30PM Ticket Holders Reception at the Estates 7:00PM Dinner is served
Music	Alter Ego
Table of 8	\$2600
How to purchase	EdisonFordFoundation.org 239.274.2413
Attire	Formal



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The Gala 2000-2009

Sponsors have included:

Southwest Florida Ford Dealers, Berne Davis, Chico's FAS Inc., Sanibel Rod and Gun Club, FineMark Bank & Trust, Florida Power & Light, 'Tween Waters Inn, Meridian Broadcasting, Edison National Bank/Bank of the Islands, Law Office of Kim Patrick Hart, and Waterman Broadcasting



Reach:

Influential, successful, sophisticated, professional Southwest Floridians.

Our 400 Sponsor Reception guests will include:

Discerning, sophisticated, decision-makers in the financial, corporate, political, medical and pharmaceutical industries. Men and women, ages are 35-65



swfloridaford.com

Berne Davis

chico's FAS ^{INC}



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Sponsorship Opportunities

LEGACY SPONSOR

\$30,000

- Four tables of 8
- Eight VIP passes for private meet and greet with Alan Mulally
- Limo service
- Preferred seating
- Full page program ad
- Gift bag
- Recognition on marketing and media communications materials

HERITAGE SPONSOR

\$7500

- Two tables of 8
- Two VIP passes for private meet and greet with Alan Mulally
- Preferred seating
- Full page program ad
- Gift bag
- Recognition on marketing and media communications materials

INNOVATION SPONSOR

\$10,000

- Four tables of 8
- Four VIP passes for private meet and greet with Alan Mulally
- Preferred seating
- Full page program ad
- Gift bag
- Recognition on marketing and media communications materials

FRIEND

\$5000

- One table of 8
- Two VIP passes for private meet and greet with Alan Mulally
- Preferred seating
- Full page program ad
- Gift bag
- Recognition on marketing and media communications materials

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Letter of Intent

On behalf of _____ company, I _____ am committed to supporting the Edison-Ford Winter Estates Foundation with the following for the 2010 Gala:

- Sponsorship level: (please circle one) Legacy \$30,000 Innovator \$10,000 Heritage \$7,500 Friend \$5,000 Table \$2,600
- In-kind product/services: _____ equal to a financial contribution of \$ _____
- Auction item: _____ with a retail value of \$ _____
- Program page in the event program: please circle one) Full-color page \$ ½ color page ¼ page
- I would also like to purchase additional tickets: _____ \$ Sponsor tickets _____ \$ VIP tickets _____ \$ tickets = \$ _____

I understand my tax-deductible donation will be considered a direct donation to the Edison-Ford Winter Estates Foundation, a legal 501(c)(3) nonprofit organization. I also understand I will receive one letter from the Foundation that will acknowledge my tax-deductible gift.

<i>Print name:</i>	<i>Signature:</i>	<i>Date:</i>
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Payment options:

- Pay online:** go to EdisonFordFoundation.org to pay by credit card
- Pay by phone:** Call 239.274.2377 to pay by credit card over the telephone
- Pay by fax:** Fill out the information form below and fax to 239.274.2399
- Pay by mail:** P.O. Box 88, Fort Myers, FL 33902

Deadlines:

- Advertisements and/or recognition in the event journal: Friday, TBD
- Deadline for auction items: Friday, TBD

Delivery information

- Advertisement requirements: 8 ½ x 11 non-bleed. EPS format, outlines vector artwork and/or High resolution 300DPI , PDF
- Logo requirements: EPS format
- E-mail advertisements and logos to: info@edisonfordfoundation.org

Contact name:		Payment amount:	\$
Company name:		Check payable to Edison-Ford Foundation. <input type="checkbox"/> enclosed will be mailed	
Street address:		Circle credit card: MasterCard and Visa preferred, AMEX accepted	
Telephone:		Credit Card#:	
Fax:		Expiration date:	
E-mail:		Signature:	