



*Noche
de Gala*

Annual Fundraising Event
benefiting the



Sebastian Ferrero
FOUNDATION

www.NocheDeGala.org

Saturday, October 3, 2009
Besilu Collection, Micanopy, FL



SPONSOR FACT SHEET

MISSION STATEMENT

The mission of the Sebastian Ferrero Foundation is to advocate and fundraise for a full service, state-of-the-art children's hospital in Gainesville, Florida while promoting excellence in patient safety and insuring that all families are treated with compassion, courtesy and dignity.

WHAT

The Sebastian Ferrero Foundation's annual fundraising event *Noche de Gala* is quickly becoming the most anticipated and exciting event in our area. Following last year's sold-out Gala of over 700 guests, this year's *Noche de Gala* promises to be an evening packed with live entertainment, silent auctions featuring unique and extraordinary items, a Champion Paso Fino horse show, live cigar rolling, exquisite dining and much more! The theme of *Noche de Gala 2009* is Venetian Masquerade ball. Guests are encouraged to dress black tie and masks are optional.

Dr. Doug and Macky Barrett will chair this year's *Noche de Gala* event.

WHERE

Noche de Gala 2009 will be held at the spectacular 642-acre Besilu Collection in Micanopy, Florida.

WHEN

Saturday, October 3, 2009
7pm - 12am

A LETTER from *Horst & Luisa Ferrero*

Dear Friends,

Thank you for the overwhelming community support we have received since creating the Sebastian Ferrero Foundation in honor of our son, Sebastian, who died at age 3 from a series of medical errors. Since that time, we have made a great deal of progress towards our vision of creating a children's hospital in Gainesville and improving patient safety for all children.

Over the past year, we have had the opportunity to meet with hundreds of parents and promote patient safety activities at more than a dozen community events.

Through our advocacy, the Condition "H" program is now in place at Shands Hospital. Condition "H" is a program that enables family members to activate a rapid response team to address the care of a patient if a family member feels their patient's condition is deteriorating and not receiving adequate medical attention.

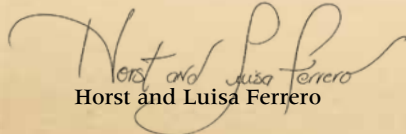
Recently, the Sebastian Ferrero Foundation provided the leadership to coalesce a group of organizations to advocate for improved pediatric emergency care for children at Shands Hospital. The Sebastian Ferrero Foundation, along with Stop! Children's Cancer, Tyler's Hope, Climb for Cancer Foundation and the local March of Dimes chapter, has pledged to work with Shands to ensure that a quality system of pediatric emergency care is established at the new Shands Emergency Room. This new facility will have separate pediatric waiting and treatment areas.

Most significantly, the Sebastian Ferrero Foundation has been successful in securing Shands Hospital as a partner to conduct a feasibility study assessing the pediatric needs of our community for the establishment of a children's hospital. This is a significant step towards our vision of creating the highest quality of medical care for children in our community.

We do, however, continue to need your support. All of these activities require resources to ensure patient safety and care for our children. To ensure our ability to sustain and grow these initiatives, please consider becoming a sponsor of *Noche de Gala* 2009 so our efforts result in preventing other families from living through an unnecessary tragedy like Sebastian's. To maximize the impact of your contribution, we have committed to continue matching all funds raised through this gala.

Thank you for helping us keep the memory of Sebastian alive, as we work together to improve the quality of medical care for children in our community.

With deepest appreciation of your support,


Horst and Luisa Ferrero



"SEBASTIAN WAS A HEALTHY BOY. THE TEST HE WAS GIVEN WAS SUPPOSED TO BE SAFE. I KNOW IF HE HAD BEEN TREATED IN A FACILITY DESIGNED FOR CHILDREN, BY PEOPLE WHO DEALT ONLY WITH CHILDREN, HE WOULD STILL BE WITH ME TODAY."

-LUIA FERRERO
SEBASTIAN'S MOM



2009 NOCHE DE GALA
SPONSORSHIP OPPORTUNITIES

VENEZIA
PRESENTING SPONSOR
\$100,000

PALAZZO SPONSOR
\$50,000

PIAZZA SAN MARCO SPONSOR
\$25,000

GRAN CANALE SPONSOR
\$15,000

CASTELLO SPONSOR
\$10,000

MURANO SPONSOR
\$5,000

RIALTO SPONSOR
\$2,000

GONDOLA SPONSOR
\$1,000



A LETTER *from*
Dr. Doug & Macky Barrett

May 2009

Sebastian Ferrero was a healthy and happy three-year-old child whose life was lost as a result of a series of preventable medical errors. The Sebastian Ferrero Foundation was formed to promote the safest and highest quality medical care for our children, and to establish a world-class health care facility for children here in Gainesville.

More than 150 local Pediatricians and Pediatric Specialists, community leaders and parents have united with many others from Shands HealthCare and the University of Florida to support this mission.

We are proud to serve as Event Chairs for the 2009 *Noche de Gala* (a Night of Celebration) to benefit the Sebastian Ferrero Foundation to be held on October 3, 2009 on the beautiful grounds of Besilu Collection. We ask you to join us as a sponsor for an evening of elegance and fun. Your support will help advance the efforts of the Foundation to create a world-class Children's Hospital and maximize our initiatives to ensure patient safety. Nothing we do could have a greater impact on the future of our children.

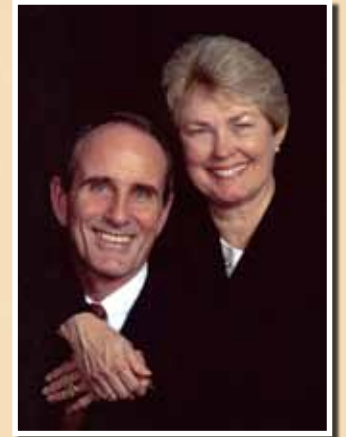
Enclosed please find information about the Foundation and *Noche de Gala* sponsorship levels and benefits. Sponsors will be recognized in advertising, media, signage, event promotional materials and public service announcements. Horst and Luisa Ferrero have generously committed to match all sponsor contributions for the *Noche de Gala*!

Please become a *Noche de Gala* sponsor today by contacting Lesley Cox at the Sebastian Ferrero Foundation, at 352-333-2579 or visit www.nochedegala.org

Thank you for taking the time to learn about the Foundation and helping us honor Sebastian's memory. We look forward to working together to make patient safety a priority and a full-service Children's Hospital a reality for our community.

Doug and Macky Barrett

Doug and Macky Barrett



VENUE

Besilu Collection, located in Micanopy, FL, is a spectacular 642-acre farm home to a dynasty of Paso Fino Champions. The sprawling estate is entirely fenced and cross-fenced in five-rail black board fencing, traditional for Ocala horse breeding farms. The farm contains five residences and eight barns, with the ability to stall over 120 horses. It was originally built as a thoroughbred breeding and training facility with a large racetrack and synthetic dirt surface. *Noche de Gala* will be held adjacent to an extraordinary three-barn complex that once housed thoroughbred breeding stallions.



ENEZIA

PRESENTING SPONSOR- \$100,000

- Venezia Presenting Sponsor Chalet experience for 60 personal guests
 - 6 Tables of 10 with premiere seating at the main tent
 - Limousine service for 60 people to and from event (maximum 6 pick up points)
 - On-stage recognition and speaking opportunity at the event
 - Presenting sponsorship recognition at event
 - Presenting sponsorship recognition in all media announcements, TV, radio and print
 - Your company logo will appear on over 100,000 Domino's Pizza box tops leading up to the event
 - Public relations package
 - Your logo and website will be linked to www.NocheDeGala.org, at a premium location
 - Presenting sponsorship recognition on program cover
 - Back cover page, full color ad in event program
 - Recognition benefits as a member of the Sebastian Ferrero Foundation Major Donor Society
 - Premium commemorative gift
 - Hand-rolled cigars from the cigar rolling station will bear your company name or logo
 - Silent Auction preview with advanced bidding
-

Venezia Presenting Sponsor Chalet experience for 60 personal guests: The Presenting Sponsor Chalet is located right in the heart of the excitement. The Chalet package is an exceptional venue to celebrate with family and friends. For businesses, it is also an investment in your brand, your business, your most valued clients, prospects, and employees. Your Chalet includes access to your private chalet prior to the event for an exclusive pre-event cocktail party for your invited 60 guests. Founders Horst and Luisa Ferrero and event chairs Dr. & Mrs. Barrett will address your cocktail party to personally thank your guests for attending.

Presenting Sponsor Chalet decor package includes:

- Lounge area with sofa, chairs and tables to accommodate 60 guests
- 1 flat panel television with live feed to the event
- Wireless internet access
- Hors' d'oeuvres and beverage service
- Floral arrangements
- Exterior signage with company name

Public relations package to include:

- Recognition as the presenting sponsor on all news releases for *Noche de Gala*
- A personalized statewide news release via PRNewswire. The news release about your company and involvement with the Sebastian Ferrero Foundation will be submitted to every major media outlet across the state of Florida, as well as delivered to more than 5,000 web sites, databases and online services, including the NEWS sections of the world's leading online news portals such as AOL News, Yahoo! News/Politics, etc.
- Your company will host Media Day, where members of the local news media will be escorted via private coach to tour the venue of this year's *Noche de Gala*.

PALAZZO

SPONSOR- \$50,000

- Palazzo Sponsor Chalet experience for 40 personal guests
- 4 Tables of 10 with preferred seating at the main tent
- Limousine service for 40 people to and from event
(maximum 4 pick up points)
- Sponsorship recognition in all media announcements, TV, radio and print
- Your logo and website will be linked to www.NocheDeGala.org, at a premium location
- Public relations package
- On-stage recognition at event
- Sponsorship recognition at event and in event program
- Full page, premium position, full color ad in event program
- Your company logo will appear on over 100,000 Domino's Pizza box tops leading up to the event
- Premium commemorative gift
- Silent Auction preview with advanced bidding

Palazzo Sponsor Chalet experience for 40 personal guests: Palazzo Chalet package includes access to your private chalet prior to the event for an exclusive pre-event cocktail party for your invited 40 guests. The Chalet package is an exceptional venue to celebrate with family and friends. For businesses, it is also an investment in your brand, your business, your most valued clients, prospects, and employees. Founders Horst and Luisa Ferrero and event chairs Dr. & Mrs. Barrett will address your cocktail party to personally thank your guests for attending.

Palazzo Chalet decor package includes:

- Lounge area with sofa, chairs and tables to accommodate 40 guests
- Hors' d'oeuvres and beverage service
- Floral arrangements
- Exterior signage with company name

Public relations package to include:

- A personalized statewide news release via PRNewswire. The news release about your company and involvement with the Sebastian Ferrero Foundation will be submitted to every major media outlet across the state of Florida, as well as delivered to more than 5,000 web sites, databases and online services, including the NEWS sections of the world's leading online news portals such as AOL News, Yahoo! News/Politics, etc.
- 4 passes to Media Day, where you and members of the local news media will be escorted via private coach to tour the venue of this year's *Noche de Gala*.

PIAZZA SAN MARCO

SPONSOR- \$25,000

- Piazza San Marco Chalet experience for 30 guests
(Private cocktail reception in the shared Piazza San Marco Sponsor Chalet)
- 3 Tables of 10 with Preferred seating at the main tent
- Limousine service for 30 people to and from event
(maximum 3 pick up points)
- Sponsorship recognition in all media announcements, TV, radio and print
- Your logo and website will be linked to www.NocheDeGala.org, at a premium location
- On-stage recognition at event
- Sponsorship recognition at event and in event program
- Your company logo will appear on over 100,000 Domino's box tops leading up to the event
- Full page, premium position, full color ad in event program
- Premium commemorative gift
- Silent Auction preview with advanced bidding

Piazza San Marco Chalet experience for 30 guests in the shared Piazza San Marco Chalet. The Chalet package is an exceptional venue to celebrate with family and friends. For businesses, it is also an investment in your brand, your business, your most valued clients, prospects, and employees. Founders Horst and Luisa Ferrero and event chairs Dr. & Mrs. Barrett will address the combined Pizza San Marco cocktail party to personally thank your guests for attending.

Public relations package to include:

- A personalized statewide news release via PRNewswire. The news release about your company and involvement with the Sebastian Ferrero Foundation will be submitted to every major media outlet across the state of Florida, as well as delivered to more than 5,000 web sites, databases and online services, including the NEWS sections of the world's leading online news portals such as AOL News, Yahoo! News/Politics, etc.
- 2 passes to Media Day, where you and members of the local news media will be escorted via private coach to tour the venue of this year's *Noche de Gala*.

GRAN CANALE

SPONSOR- \$15,000

- 3 Tables of 10 with Preferred seating at the main tent
- Limousine service for 30 people to and from event
(maximum 3 pick up points)
- Sponsorship recognition in all media announcements, TV, radio and print
- Your logo and website will be linked at www.NocheDeGala.org
- Public relations package to include:
 - 2 passes to Media Day, where you and members of the local news media will be escorted via private coach to tour the venue of this year's *Noche de Gala*.
- On-stage recognition at event
- Sponsorship recognition at event and in event program
- Your company logo will appear on over 100,000 Domino's box tops leading up to the event
- Full page, full color ad in event program
- Premium commemorative gift

CASTELLO

SPONSOR- \$10,000

- 2 Tables of 10
- Premiere transportation from Gainesville or Ocala for 20
- Sponsorship recognition in all media announcements, TV, radio and print
- Link to website www.NocheDeGala.org
- Public relations package to include:
 - 2 passes to Media Day, where you and members of the local news media will be escorted via private coach to tour the venue of this year's *Noche de Gala*.
- On-stage recognition at event
- Sponsorship recognition at event and in event program
- Half page ad in event program
- Your company logo will appear on over 100,000 Domino's box tops leading up to the event
- Premium commemorative gift

MURANO

SPONSOR- \$5,000

- 1 Table of 10
- Premiere transportation from Gainesville or Ocala for 10
- Sponsorship recognition in various advertisements
- Sponsorship recognition at event and in event program
- Your logo and website will be linked at www.NocheDeGala.org
- Quarter page ad in event program
- Special commemorative gift

RIALTO

SPONSOR- \$2,000

- 4 Seats at event
- Sponsorship recognition in various advertisements
- Sponsorship recognition at event and in event program
- Your logo and website will be linked at www.NocheDeGala.org
- Your name or the name of your business printed in the event program
- Special commemorative gift

GONDOLA

SPONSOR- \$1,000

- 2 Seats at event
- Your name or the name of your business printed in the event program
- Your logo and website will be linked at www.NocheDeGala.org
- Special commemorative gift

THANKS *to all of our 2008 Sponsors*

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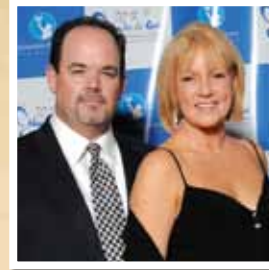
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2008 NOCHE DE GALA



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Sebastian Ferrero
FOUNDATION

www.NocheDeGala.org
352-333-2579

info@SebastianFerrero.org

105 SW 128th Street, Suite 200 • Tioga, Florida 32669

Event Produced by:

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PRODUCTIONS

Designed & Donated by:

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