

KARAOKE FOR THE KURE: SOLID GOLD

Event Co-Chairs

Krista Whitley
Ryan & Amy Negri

Board of Directors

Ryan Negri
Erica Copeland
Marissa Devins
Kyle & Robyn Matthews
Derek Pupello



On behalf of Because of Ezra and the Event Committee, we are thrilled to announce our 3rd Annual Karaoke for the Kure on **Saturday, September 27th at Container Park** in downtown Las Vegas. After having a blast last year in LA, we are back - better than ever - with live-band karaoke at one of Vegas' most exciting venues. Ever dream of being a rock star? Here's your chance to jump on stage with a live rock band behind you and show off your pipes! If singing's not your thing, what a great opportunity to bid on some sports players, executives, housewives, politicians, or musicians to sing any song of your choice!

Be a real rock star and join us in supporting this incredible cause by becoming an Event Sponsor or purchasing an individual event ticket to benefit Because of Ezra, an organization devoted to funding research and clinical trials for children suffering from solid-mass pediatric cancers. BoE was founded in celebration of a life lost to this devastating disease, and in dedication to finding a cure. For more information on Because of Ezra's efforts to raise awareness and funding, see attached **WHY WE ARE** page.

In honor of Ezra and all the families currently battling these diseases, we very much hope you will join us in supporting the 3rd Annual Karaoke for the Kure. We cannot tell you how much your support means to us. It will make an astounding difference to so many children who are desperately in need of our help.

Please visit the link below to RSVP as an Event Sponsor, to purchase an individual ticket, or make a donation to support **Because of Ezra**. We very much look forward to seeing you in September!

www.becauseofezra.org/k

Warmest regards,
Host Committee & Event Co-Chairs
2014 Because of Ezra Karaoke for the Kure

Sponsorship Levels & Benefits

Karaoke for the Kure / September 27, 2014 / 8-11 PM / Container Park, Las Vegas



Please contact Kyle Matthews / 813.454.9113 / kyle@becauseofezra.org

Solid Gold (\$25,000)

- ✓ 20 event tickets with VIP area access (all tickets include open bar)
- ✓ Your name or company name included in event title, e.g., "Karaoke for the Kure, presented by [YOUR LOGO]"*
- ✓ Recognition: min. 2 mentions from stage, emails, website, logo slide at event, ability to display your pre-printed banner at event, e-blasts, printed program*
- ✓ 16 tickets to separate pre-event VIP party

Promoter (\$15,000)

- ✓ 10 event tickets with VIP area access (all tickets include open bar)
- ✓ Your name or company logo printed in all event material*
- ✓ Recognition: 2 mentions from stage, emails, website, logo slide at event, e-blasts, printed program*
- ✓ 8 tickets to separate pre-event VIP party

Headliner (\$10,000)

- ✓ 6 event tickets with VIP area access (all tickets include open bar)
- ✓ Your name or company logo printed in all event material*
- ✓ Recognition: stage mention, emails, website, logo displayed at event, e-blasts, printed program*
- ✓ 4 tickets to separate pre-event VIP party

Fanatic (\$5,000)

- ✓ 4 event tickets with VIP area access (all tickets include open bar)
- ✓ Recognition: stage mention, emails, website, logo displayed at event, e-blasts, printed program*
- ✓ 2 tickets to separate pre-event VIP party

Groupie (\$100)

- ✓ Single individual ticket. You can also register online at www.becauseofezra.org/k for tickets.

Unable to attend

- ✓ I am unable to attend, but wish to make a 100% tax-deductible donation of _____

Please pay online at www.becauseofezra.org/k/ or fill out the form below.

Please accept my payment of \$ _____ by: Check ____ Visa ____ MC ____ Other ____
 Card Number _____ Exp. Date _____ CVV2 Code _____

Please call me directly at the following number / day / time to verbally accept payment information:
 Date _____ Contact Number _____ Best Time to Call _____

Signature _____ Today's Date _____

Company Name* _____ Contact Name* _____

Address _____

City / State / Zip Code _____

Telephone _____ Email Address _____

**Commitments must be received by June 15th to be included on the printed event invite. Please write the name exactly as you wish it to appear on all printed materials. 50 character limit. Logos may be replaced with text when necessary.

Return to:

Because of Ezra / Attn: Kyle Matthews / 13014 N. Dale Mabry Hwy Suite 256 Tampa, FL 33618
 Phone: 813-454-9113 / Email: kyle@becauseofezra.org

WHY WE ARE

Because of Ezra

Because of Ezra is a non-profit organization which raises awareness and funding to combat pediatric solid mass cancers. Ezra Matthews was diagnosed with stage 4 neuroblastoma on October 4th, 2009 at the age of 13 months. After chemo, radiation, and other treatment, on April Fools Day, 2010 Ezra had his neuroblastoma tumor successfully removed - then went into 30 days of stem cell transplant. The day before Ezra's 2nd birthday (August of 2010) it was discovered he'd relapsed already, less than 4 months out of stem cell transplant. This meant his neuroblastoma was very aggressive, and there was **no current cure**.



On November 8th, at 2:50am, Ezra passed on. The neuroblastoma had kept growing, and although they did one last round of chemo in Orlando, it didn't stop, and early on a Monday morning his parents Kyle and Robyn lay in his bed with him and held him as he died.

Children just like Ezra are diagnosed with neuroblastoma (the most common cancer in infants) and other solid-mass pediatric cancers *every day*. **Survival numbers for stage 4 (which over 2/3 of kids are diagnosed with) are only 30-40%.** We seek to fill some of the large gaps in pediatric cancer research funding and focus on these solid-mass cancers. **Our focus is a cure - we advocate for and fund relevant, patient-affecting research. This innovative work is directly affecting families facing neuroblastoma.**

Because of Ezra partners with various researchers, physicians, and scientists who fit our goal of making a difference in survival today. With your help from 2011-13 we've been able to give nearly \$300,000 to innovative research across the globe. We look specifically at doctors and teams who are directly dealing with patient-affecting treatment options for solid-mass pediatric cancer. *Over 90% of your donations go directly to research and awareness.*

Take a look at what your financial help can do:

- \$50 - One hour of clinical research
- \$75 - Clinic visit for a child with cancer
- \$100 - Support a child in a hospital for a day
- \$250 - One day of laboratory research
- \$500 - Create patient specific tumor model in laboratory for testing
- \$750 - Initial test of a new drug therapy in the laboratory
- \$1,000 - Genetic screen of child's tumor to identify therapies
- \$1,500 - Support one family trip to travel for cancer treatment
- \$2,500 - Allow one child to start on a clinical trial, providing drug and hope to a family
- \$4,000 - Sequence DNA of a child's tumor
- \$5,000 - Open a new clinical trial at one hospital in the US - providing children in a new community with access to therapy

You can help. Although **cancer is the number one disease killer of children in the US, and the 2nd overall killer** (behind car accidents), we aren't talking about it enough. There isn't enough funding for research and clinical trials. We need your help to raise awareness and funding. We can't say enough how thankful we are for people like you who give of their time, talent, finances, and relationships to help this battle move forward.

We can beat this.

Sincerely,

Kyle and Robyn Matthews, Ryan Negri, Marissa Devins, Derek Pupello, Erica Copeland
Founders and Board / Because of Ezra, Inc.

