



2008 Fundraiser Club Proposal

Proceeds to benefit Babes and Brims™, a non-profit organization created to support those individuals afflicted with cancer and going through the trials of chemotherapy due to the treatment of cancer. When you support "Babes and Brims™" your tax-deductible donation goes to buy hats, wigs, and other self-esteem raising items to make those who have to go through it less apprehensive in their recovery period.

June 3 or June 10, 2008

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General Event Info:

What: Babes and Brims™

Where: Your venue

When: Any available date in June and going forward.

Who: Babes and Brims™

Price of admission: Men in hats free, Women in hats \$5.00 (five dollars) and all others \$10.00. (All admissions to be determined)

Brief Overview of Event:

The event is an opportunity for all people regardless of race, religion, or creed. Ages from 21 and up are welcome. Dress code is strictly upscale, with requirement to wear a hat¹. No casual clothing and no gang affiliation clothing of any type will be allowed, that includes bandanas and plain white tees. This event will attract a new genre of individuals who will frequent the establishment on other nights as well, therefore generating additional revenue.

¹ Hat is restricted to Fedora, Panama Jack, or the like, excluding baseball caps, but not limited to the dressier Kangol hats.

Why the Event is So Unique:

This night will afford hundreds of people who otherwise wouldn't have the time to support the cause of Cancer by enjoying themselves as they normally would, but making a difference in the lives of others. There will be beautiful women from Arizona Models wearing hats from the hat sponsor as well as the gimmick that all MEN who wear a "brim" get free admission, Women in "brims" pay \$5.00 (five dollars), and all others pay \$10.00.

Who Are We Targeting and How:

We are targeting individuals from ages 21 and up, regardless of religion, race, or creed. After booking your venue and creating professional flyer handouts to advertise the event, we will use our own street team to promote the event and advertise on various internet sites that cater to the club scene, radio advertising, and print media.



Security for Event:

Would have to be provided by your establishment. Other arrangements can be made if necessary.

Compensation:

To make the event a profitable evening for Babes and Brims™. We propose that the venue donate its establishment and security on said evening in return for all revenue generated by the bar minus a 10%, tax-deductible donation to Babes and Brims™ and for sales of admission to patrons, allow Babes and Brims™ to retain the revenue generated from those sales. Lynn Hayes PR will be responsible for acquiring sponsorships and will absorb all costs for website maintenance, radio and print media.

