



Hayes Hitzeman Foundation
To support research and education to fight SIDS
(Sudden Infant Death Syndrome)

Our mission is to help every new parent and caregiver understand how they can best prevent a SIDS death in their home. Last year the The Foundation launched a campaign to distribute infant t-shirts that read "This Side Up...While Sleeping" to remind parents and caregivers of the safest sleeping position for babies. We are currently distributing the Onsies at VCU Health System, CJW Medical Center and Bon Secours Richmond Health Systems. The Foundation is also working with Governor Tim Kaine's Smart Beginnings initiative with Ukrop's Dress Express, Ukrop's Supermarkets and Pampers launching in April 2007. All proceeds from this event will go to funding this life saving campaign (www.thissideupcampaign.org).

The State of the Art Ball

The evening will focus on local art and artists
With a fun theme entitled, ***When in Rome, Baby!***

We ask that you donate an auction item for this fabulous event!

Event:	Black tie, silent and live auction with seated dinner
To Benefit:	The Hayes Hitzeman Foundation, whose mission is to provide research and education about SIDS (Sudden Infant Death Syndrome)
Date:	September 22, 2007, 6:00 p.m.
Venue:	Silent Auction and Reception in Rotunda of the Science Museum Seated dinner, live auction and dancing in the Thalhimer Pavilion
Annual recurring theme:	State of the Art Ball (focus on artists from Virginia and the sale of their goods in a silent auction)
Ticket price:	\$100.00 per person
Honorary Chair of the Event:	Bob Sledd, Chairman of Performance Food Group
Band:	TBD
Expected attendees:	600 guests
P.R. print:	Style Weekly sponsorship
P. R. television:	Channel 12
Auction Item Contact:	Trina Willard tw@transformationsystems.com 804.370.4095
Artwork Contact:	Julie Tidovsky-James jfjames1@comcast.net
Live Auction Contact:	Esther Fratkin efratkin@dominionpayroll.com 804.355.3430

For donating a silent or live auction item, with a minimum value of \$50, the Hayes Hitzeman Foundation will promise the following PR and recognition:

- ✓ Recognition in 'thank you' ad placed after event in Style Weekly
- ✓ Name on the Web site
- ✓ Recognition with thank you letter following the event
- ✓ Recognition in event program with description and value of your item



This is a non-art art live auction item (Please check one)

Donor Information

Name: _____ Title: _____
Company: _____
Donor Name to Be Printed in Catalog: _____
Address 1: _____ Home Phone: _____
Address 2: _____ Business Phone: _____
City: _____ State: ____ Zip: _____ Fax: _____
Note: _____ E-Mail: _____

Facilitator Information

Representative responsible for Soliciting this donation: _____
Phone: _____

Item Details

Please describe the donation item in detail: _____

Special Conditions (if any): _____
Dollar Value of Donation**: _____ Expiration Date(if any): _____
 Item Enclosed Gift Certificate Enclosed **Minimum Bid (if applicable):** _____
 Item to be delivered (date/time) _____ By (Name and Phone): _____
 Special arrangements need to be made with (name and phone): _____
Donor Signature: _____

For Artists Only

Title of Artwork: _____
Type of Art (category): _____
Will you donate the item or receive 40% of total? _____

Auction Staff Use

Date Rec'd: _____
Tracking #: _____

Please note your description of the donation will be used in the program (limit 15 words). We appreciate all donations, but do need to consider size of items provided (i.e. transportation to site and display). Please contact Christi at (804) 346-8900 or Christi@BEMevents.com with any questions!

**If no dollar value is given, we will assign a \$25 minimum to start the bidding process. Donations and/or promotional material to be displayed with donation (drop off and pick up) is the responsibility of the donor and is due by 9/15/07. Assistance with delivery of your item is available!

Fax this form to 804.269.0712 by August 1, 2007 to be included in the event advertising.
PLEASE COMPLETE ALL INFORMATION ON THIS SHEET.