

JOAN HISAOKA
“MAKE A DIFFERENCE” GALA
ASSISTING THOSE LIVING WITH CANCER

Dear Friends:

My sister, Joan Hisaoka, founder of Hisaoka Public Relations, was 48 when she lost her battle with cancer on May 14, 2008. To honor her memory and her dream of assisting those living with cancer, the first annual Joan Hisaoka “Make a Difference” Gala was held on October 24, 2008. Since then, thanks to the generous support of people like you, we have been able to raise almost \$1,400,000. Last years Gala was named as the “Best Food and Wine” event in Washington Life Magazine’s 2009 Social Year in Review.

In an effort to continue to fulfill Joan’s desire to help others living with cancer and to raise money to support organizations that bring hope and healing to those faced with serious illness, we will host the third annual Joan Hisaoka “Make a Difference” Gala on September 24, 2010 at the Mandarin Oriental in Washington, DC. A four course dinner complete, with wine pairings will be designed and prepared especially for this event by none other than James Beard Award winning chef, Eric Ziebold of CityZen and the entire CityZen staff. This black tie event will also include a reception, dancing, and silent and live auctions.

This year, the main beneficiary will be Life with Cancer®, located in Northern Virginia. Life with Cancer® is part of Inova Health System, a not-for-profit healthcare system in Northern Virginia. The mission of Life with Cancer® is to enhance the quality of life of those affected by cancer by providing education, information and support. Their programs are free of charge to cancer patients and their loved ones, thanks to the generous support of the community. Anyone may attend, regardless of where treatment is received, and they offer classes for children, teens, and adults.

Those whose lives and work inspire hope and healing in others are deserving of special recognition. The Hope and Healing Award has been created to honor individuals who make a difference in the lives of those living with cancer. This year’s recipient of the Hope and Healing Award is Carolyn Peterson.

We recognize that economic conditions have caused everyone to reevaluate their financial giving. Those of you whose lives have been touched in some way by cancer know people living with cancer cannot wait for an economic recovery to receive support. The need for your help is greater than ever, and your contribution has the power to “make a difference” to those living with cancer today.

The sponsorship opportunities for this year’s gala are enclosed. We hope you will help to provide hope and healing to those living with cancer by becoming a sponsor.

For further information, please feel free to contact me directly, or contact Rebecca Zweig of BRAVO! Events by Design at (202) 543-7388, or via email at makeadifference@aboutbravo.com.

Thank you for your consideration, and I hope to see you on September 24, 2010.

Best regards,



Robert G. Hisaoka
Event Chair

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Event Fact Sheet

Event Name, Date & Location: Third Annual Joan Hisaoka “Make a Difference” Gala
Friday, September 24, 2010
Mandarin Oriental Washington, D.C.

Event Format: 5:30 – 6:30 p.m. - VIP Reception
6:00 p.m. – General Reception and Silent Auction
7:30 p.m. – Program, Dinner and Live Auction
10:00 – 11:30 p.m. After Party

Attire: Black Tie

Sponsorship Levels:	Presenting Sponsor	\$100,000	Benefactors	\$10,000
	Diamond Sponsors	\$75,000	Friends	\$7,500
	Platinum Sponsors	\$50,000	Donors	\$5,000
	Gold Sponsors	\$25,000	Contributors	\$3,000
	Silver Sponsors	\$15,000	Supporters	\$1,500

Individual Tickets: \$600

About Joan Hisaoka: Joan Hisaoka was a remarkable woman who was 48 years old when she lost her battle with cancer on May 14, 2008. During her lifetime, Joan received numerous awards for both her community involvement and her work as the founder of Hisaoka Public Relations, which represented many top metro-area hospitality, tourism and retail clients. Included in the honors Joan received were the prestigious international *Silver Anvil Award* in 2004 – one of the highest honors in public relations, and being named one of the 50 most powerful and influential women in 2004, as a recipient of the Washington Business Journal’s *Women Who Mean Business* award.

Through her experiences at cancer-related retreats and programs across the country, Joan learned the immense healing power of emotional, psychological and spiritual support, and sought to extend that support to others. This Gala was created to honor Joan and her dream of assisting those living with cancer. With the proceeds, we will continue her unfinished work by supporting organizations that bring hope and healing to those faced with serious illness.

About the Beneficiaries: This year our main beneficiary will be Life with Cancer® who will receive seventy-five percent of the net proceeds. Life with Cancer® is part of Inova Health System, a not-for-profit healthcare system in Northern Virginia. The mission of Life with Cancer® is to enhance the quality of life of those affected by cancer by providing education, information and support. Their programs are free of charge to cancer patients and their loved ones, thanks to the generous support of the community. Anyone may attend, regardless of where treatment is received, and they offer classes for children, teens, and adults. To learn more about Life with Cancer®, visit www.lifewithcancer.org

The Smith Farm Center for Healing and the Arts is a Washington, DC based non-profit health, education and creative arts organization that serves individuals, families and communities affected by cancer and other serious illness. They will receive twenty-five percent of the net proceeds. To learn more about Smith Farm Center, visit www.smithfarm.com

Gala & Sponsorship Information Contact: Rebecca Zweig
202.543.7388 or makeadifference@aboutbravo.com

Silent Auction Contact: Paula Hisaoka
703.609.1762 or hisaoka@verizon.net

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Sponsorship Benefits Reply Form

All sponsors contributing \$3,000 or more will be listed in both the printed invitation and the program journal if response and payment are received by July 26, 2010. All other sponsors will be listed in the program journal if response and payment are received by September 3, 2010.

Company/Individual Name: _____
(Please print name as you would like it listed in the program.)

Contact: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

I/ we will attend the Third Annual Joan Hisaoka “Make a Difference” Gala on September 24, 2010 at the Mandarin Oriental in Washington, D.C., and would like to support Life with Cancer® by making a contribution at the selected sponsorship level(s):

- | | | |
|---|-----------|--|
| <input type="checkbox"/> Presenting Sponsor | \$100,000 | Three tables of 10 with premium seating |
| <input type="checkbox"/> Diamond Sponsors | \$75,000 | Two tables of 10 with premium seating |
| <input type="checkbox"/> Platinum Sponsors | \$50,000 | Two tables of 10 with premium seating |
| <input type="checkbox"/> Gold Sponsors | \$25,000 | Two tables of 10 - one with premium seating and one with preferred seating |
| <input type="checkbox"/> Silver Sponsors | \$15,000 | Two tables of 10 with preferred seating |
| <input type="checkbox"/> Benefactors | \$10,000 | One table of 10 with preferred seating |
| <input type="checkbox"/> Friends | \$7,500 | One table of 10 |
| <input type="checkbox"/> Donors | \$5,000 | Six tickets to the Gala |
| <input type="checkbox"/> Contributors | \$3,000 | Four tickets to the Gala |
| <input type="checkbox"/> Supporters | \$1,500 | Two tickets to the Gala |

I/ we cannot attend, but would like to make a tax-deductible contribution.

Enclosed is my check made payable to *Life with Cancer*® in the amount of \$ _____

Completed pledge forms should be sent via mail, email or fax to:

Make a Difference Gala
c/o BRAVO! Events by Design
Attn: Rebecca Zweig
611 Pennsylvania Ave SE Fl 2
Washington, DC 20003

Email: makeadifference@aboutbravo.com

Phone: (202) 543-7388 Fax: (202) 543-7393

**For sponsors contributing \$3,000 or more, payment and form should arrive by July 26, 2010.
All other sponsor forms and payments should arrive by September 3, 2010.**

Questions may be addressed to Rebecca Zweig via the phone number or email address listed above.

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2010 SPONSORSHIP OPPORTUNITIES

Presenting Sponsor **\$100,000**

- Company or individual name listed on Gala invitation*
- Company or individual name listed in program journal*
- Listing on Gala web site
- Listing on Life with Cancer® web site
- Three (3) tables of 10 with premium seating
- Thirty (30) guests admitted to the VIP Reception
- One Executive Suite at the Mandarin Oriental Washington, D.C. for the night of the event
- Full page ad in program journal – premium placement
- Live mention from the podium
- Sponsor logo (or individual name) displayed at Gala

Diamond Sponsors **\$ 75,000**

- Company or individual name listed on Gala invitation*
- Company or individual name listed in program journal*
- Listing on Gala web site
- Listing on Life with Cancer® web site
- Two (2) tables of 10 with premium seating
- Twenty (20) guests admitted to the VIP Reception
- One Deluxe Room at Mandarin Oriental Washington, D.C. for the night of the event
- Full page ad in program journal – premium placement
- Live mention from the podium
- Sponsor logo (or individual name) displayed at Gala

Platinum Sponsors **\$ 50,000**

- Company or individual name listed on Gala invitation*
- Company or individual name listed in program journal*
- Listing on Gala web site
- Listing on Life with Cancer® web site
- Two (2) tables of 10 with premium seating
- Ten (10) guests admitted to the VIP Reception
- Full page ad in program journal – premium placement
- Live mention from the podium
- Sponsor logo (or individual name) displayed at Gala

Gold Sponsors **\$ 25,000**

- Company or individual name listed on Gala invitation*
- Company or individual name listed in program journal*
- Listing on Gala web site
- Listing on Life with Cancer® web site
- Two (2) tables of 10 – one table with premium seating and one table with preferred seating
- Eight (8) guests admitted to the VIP Reception
- Full page ad in program journal
- Live mention from the podium
- Sponsor logo (or individual name) displayed at Gala

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Silver Sponsors	\$ 15,000
<ul style="list-style-type: none">• Company or individual name listed on Gala invitation*• Company or individual name listed in program journal*• Listing on Gala web site• Listing on Life with Cancer® web site• Two (2) table of 10 with preferred seating• Six (6) guests admitted to the VIP Reception• Half page ad in program journal• Sponsor logo (or individual name) displayed at Gala	
Benefactors	\$ 10,000
<ul style="list-style-type: none">• Company or individual name listed on Gala invitation*• Company or individual name listed in program journal*• Listing on Gala web site• One (1) table of 10 with preferred seating• Four (4) guests admitted to the VIP Reception• Half page ad in program journal• Name displayed at Gala	
Friends	\$ 7,500
<ul style="list-style-type: none">• Company or individual name listed on Gala invitation*• Company or individual name listed in program journal*• Listing on Gala web site• One (1) table of 10• Two (2) guests admitted to the VIP Reception• Quarter page ad in program journal• Name displayed at Gala	
Donors	\$ 5,000
<ul style="list-style-type: none">• Company or individual name listed on Gala invitation*• Company or individual name listed in program journal*• Listing on Gala web site• Six (6) tickets to the Gala• Listing in program journal• Name displayed at Gala	
Contributors	\$ 3,000
<ul style="list-style-type: none">• Company or individual name listed on Gala invitation*• Company or individual name listed in program journal*• Four (4) tickets to the Gala• Listing in program journal• Name displayed at Gala	
Supporters	\$ 1,500
<ul style="list-style-type: none">• Two (2) tickets to the Gala• Listing in program journal	

* Benefits including listings and/or recognition in printed materials will be subject to production deadlines.