

MORGAN ADAMS CONCOURS D'ELEGANCE EVENT HIGHLIGHTS

A ROAD MAP FOR OUR AUCTION CONTRIBUTORS



FINE CARS. FINE PLANES. FIND A CURE.

THIS IS AN EVENT THAT GETS HEARTS RACING, SPIRITS SOARING.

The Morgan Adams Concours d'Elegance is a unique and thrilling event designed to make a real difference in the lives of kids with cancer. It brings together an amazing array of the finest, rarely-seen aircraft, automobiles and motorcycles in the Rocky Mountain Region for one spectacular evening of viewing.

THE PLANES ARE BIG. THE CARS ARE BIG. THE EVENT IS ENORMOUS.

The Morgan Adams Concours d'Elegance is an invitation-only event; with an historic average of 1,300 guests in attendance, we're expecting another sell-out crowd in 2009. Our guests are involved with many local and regional automotive clubs and aircraft associations, including the Ferrari, Porsche and Classic Car Clubs as well as Air Power West and other aviation groups. In addition, we are joined by numerous private jet owners, as well as automobile and aircraft aficionados and local philanthropists.

MILLION DOLLAR MOMENTUM.

In six years, this event, combined with The Morgan Adams Foundation's other fund-raising efforts, enabled the Foundation to contribute its One Millionth Dollar at the end of 2008. The net results of this fundraising event are dedicated to children's cancer research and provides the seed money for critically needed therapeutic studies.

WHAT THIS MEANS FOR OUR SUPPORTERS.

The Morgan Adams Concours d'Elegance is pleased to present you with this opportunity for your company to reach a well-educated, influential target audience who blends their passion for wings and wheels with their passion for making a difference in their communities.

We invite you to attach your name to this prestigious event, which is professionally orchestrated to the last detail. The positive effects of this year's Morgan Adams Concours will be felt throughout our region. Young cancer patients, their families and the community who supports them thank you in advance for sharing in this important cause.

MORGAN ADAMS CONCOURS D'ELEGANCE AUCTION DONOR BENEFITS

GENERAL BENEFITS:

All auction donors will have their choice of phone number or web address listed in the auction catalog index and will be provided a table-top display featuring the name of the donor and contact information, as applicable.

All auction donors have the opportunity to provide a digital logo to be printed on the table-top display banner, as well as the opportunity to provide pamphlets or other small marketing pieces to be presented with the table-top auction display.

All auction donors have the opportunity to maximize their marketing dollars through repetitive recognition of their product or service in front of up to 1,400+ guests.

ADDITIONAL BENEFITS FOR DONATIONS VALUED AT \$1500+:

Auction donations with a retail value in excess of \$1,500.00 will receive:
2 Event Tickets

Auction donations with a retail value in excess of \$2,500.00 will receive:
4 Event Tickets
Recognized as a donor in The Morgan Adams Foundation Annual Newsletter

Auction donations with a retail value in excess of \$5,000.00 will receive:
6 Event Tickets
Inclusion on the event site Auction Page, with hot-link to your company homepage
Quarter page ad in event program
Recognized as a donor in The Morgan Adams Foundation Annual Newsletter

Auction donations with a retail value in excess of \$7,500.00 will receive:
8 Event Tickets
Inclusion on the event site Auction Page, with hot-link to your company homepage
Half page ad in event program
Recognized as a donor in The Morgan Adams Foundation Annual Newsletter

Auction donations with a retail value in excess of \$10,000.00 will receive:
10 Event Tickets
Inclusion on the event site Auction Page, with hot-link to your company homepage
Full page ad in event program
Select corporate banner placement &/ or number of rotations on video presentation
Recognized as a donor in The Morgan Adams Foundation Annual Newsletter

*Selected auction donations will be included in pre-event emails to over 3000 MAF supporters.

THE MORGAN ADAMS



CONCOURS D'ELEGANCE

AUCTION ITEM DONATION/GIFT-IN-KIND FORM

The Morgan Adams Foundation thanks you for your in-kind donation to the Morgan Adams Concours d'Elegance auction, being held August 22, 2009 at Centennial Airport. We suggest you obtain a professional opinion prior to reporting your gift to the Internal Revenue Service in order that your tax deduction can accurately be determined.

DONATION DEADLINE: JULY 1, 2009

PLEASE COMPLETE THIS FORM AND SUBMIT WITH YOUR DONATION TO:

The Morgan Adams Foundation – Morgan Adams Concours d'Elegance
Attn: Auction Chair
5303 E. Evans Ave. | Suite 202
Denver CO 80222

Questions? Email auctionchairs@morganadamsconcours.org or call 303.758.2130.

YOUR COMPANY: _____
CONTACT NAME: _____
ADDRESS: _____ _____
PHONE: _____ WEB SITE: _____
EMAIL: _____

DESCRIPTION & RESTRICTIONS OF DONATED ITEM(S):

DATE OF GIFT DONATION: _____

ESTIMATED RETAIL VALUE: \$ _____

DONOR'S NAME (PRINT): _____

SIGNATURE: _____

Please email your logo to our auction chairs: auctionchairs@morganadamsconcours.org to be used in the event program and display banners.

Would you like to have your: phone number OR web address listed in the auction catalog?

Check here if you would like to receive an event sponsorship package.

The Morgan Adams Concours d'Elegance is an event of The Morgan Adams Foundation benefiting pediatric cancer research.
The Foundation is a qualified 501c3 organization in good standing with the State of Colorado.