

Christmas Charity Ball



November 27th, 2010

*Swissôtel Krasnye Holmy Moscow
Grand Ballroom*



Christmas Charity Ball

Grand Ballroom of Swissôtel



Contents

- ✓ Charity Ball Description
 - ✓ Guests Profile
 - ✓ Program
 - ✓ Organizers
 - ✓ Beneficiary
 - ✓ Sponsorship Opportunities
- ✓ Contact Information

Swissôtel Krasnye Holmy Moscow



Christmas Charity Ball

Charity Ball Description

- Event:** Charity fundraising event to benefit Elena Sadikova, a 22 years old student of Moscow State University (journalism) diagnosed with acute myeloblastic leukemia who needs urgent operation
- Organizers:** International Educational Programs Alumni Association "Muskie Club", CoolCoz.com, The Harvard Club of Russia, PRIVATE PARTIES RU
- Dress Code:** Black tie preferred (tuxedos and long evening dresses). Formal dark business suit for men and cocktail dresses for women are also acceptable
- General Support:** The Embassy of the United States of America in Russia
- Media Support:** TV channels including Russia Today (Prime Time Russia daily program), top business and women magazines
- Ticket cost:** **3000 RUR** Minimum Donation (guests are welcome to pay more)

The raised amount will be used for Elena's treatment or, in case it will not be used by her, exclusively by other patients who need help.



Marina Zinovieva, **Muskie Club**
Alexandra Olsufieva, **CoolCoz**
Murad Sofizade, **Harvard Club of Russia**
Alex Teplitsky, **PRIVATE PARTIES RU**

Christmas Charity Ball

Guests Profile

- The US Ambassador to Russia, Mr. John Beyrle
- Rector and Dean of Faculty of Journalism of Lomonosov Moscow State University
- Diplomats
- Businessmen (bankers, financiers, lawyers, etc)
- Entrepreneurs
- Expatriates
- Art elite
- Media



Expected number of guests – 500-600

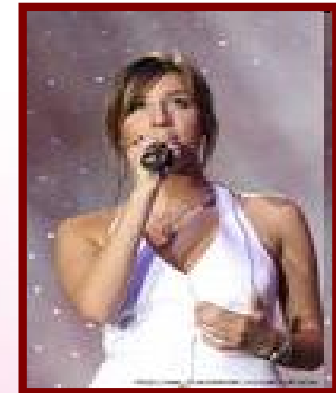


Christmas Charity Ball

Program



- **18.30** Guests arrival, welcome cocktails and live sax
- **19.30** Sponsors' and organizers' address, welcome notes from honorable guests
- **20.00** Live jazz band performance begins
- **20.30** Highlight of the Program – Kate Topuria (or another jazz singer), dance show
- **21.30** Charity Lottery/Auction
- **22.00 – 02.00** Live music, DJ, dancing, networking



Christmas Charity Ball

Organizers

MC Muskie Club

Muskie Club - International Educational Programs Alumni Association that unites graduates of American and European Universities for professional development and community service and holds networking, development and charity events.

CoolCoz
Generous Together

CoolCoz - An Internet platform for philanthropy, set up by Countess Alexandra Olsufiev, 36, French citizen of Russian origin. She has founded the DINNERS WITH A CAUSE and GENEROSITAS - a Belgian non-for-profit foundation.



Harvard Club of Russia

Harvard University Alumni Club, non-profit partnership, is an association of the Harvard University alumni in Russia.

PRIVATE PARTIES RU

PRIVATE PARTIES RU – exclusive social and charitable events organizer for business and finance community.



Christmas Charity Ball

Organizers Past Events

Muskie Club



CoolCoz
Generous.Together



Harvard Club of Russia



PRIVATE PARTIES RU



Christmas Charity Ball

Beneficiary

Elena Sadikova, 22 years old student from Moscow, diagnosed with acute myeloblastic leukemia.

\$423000 are needed for the bone marrow transplant in the US. Over \$190000 have already been raised.

Due to certain age restrictions, Elena is not eligible for support of most charity funds.

Elena is in an urgent need of the bone marrow transplant from a non-relative donor.



www.elenasadikova.com

Christmas Charity Ball

Sponsorship Opportunities

Available Sponsorship Packages:

Platinum

Gold

Silver

PLATINUM

From 300,000 roubles

Benefits:

Logo on all printed materials - invitations, lottery tickets, thank-you letters etc.(dispatch to 5000+ quality contacts)

10 Free tickets

Space for a stand or banner

Logo on the press wall

Specific merchandising at the venue

Media coverage (TV, publications)

Logo placement around the Venue

Welcome note of the CEO or a marketing director

GOLD

From 150,000 roubles

Benefits:

Logo on all printed materials - invitations, lottery tickets, thank-you letters etc.(dispatch to 5000+ quality contacts)

5 Free tickets

Space for a stand or banner

Logo on the press wall

SILVER

From 50,000 roubles

Benefits:

Logo on all printed materials - invitations, lottery tickets, thank-you letters etc.(dispatch to 5000+ quality contacts)

3 Free tickets

Space for a stand or banner



Christmas Charity Ball

Other sponsorship opportunities

- ✓ Product sponsorship →
 - Champagne
 - Wine
 - Other alcohol
 - Coffee and tea
- ✓ Services sponsorship →
 - Soft drinks
 - Decoration of the venue
- ✓ Prizes sponsorship →
 - Entertainment
 - Sound & Light
- ✓ Charity Donations →
 - Lottery prizes
 - Charity donations

Benefits (depending on the value of contribution):

- Branding of the venue
- Logo on the lottery tickets
- Free tickets to the event



Christmas Charity Ball

Contact Information



Muskie Club

Marina Zinovieva (general and sponsor inquiries)

marina.zinovieva@legallife.ru

tel. 506 13 06

Anastasia Ekkert (general and sponsor inquiries)

aekkert@boardsolutions.com

8 903 216 85 35

Olga Kuleshova (general and media inquiries)

kolga1208@rambler.ru

8 965 347 86 53

CoolCoz.com

Alexandra Olsufiev (general and sponsor inquiries)

alexandra.olsufiev@coolcoz.com

tel. 8 926 546 24 02

