



the BALD & the
BEAUTIFUL



Notre Dame Fights Cancer

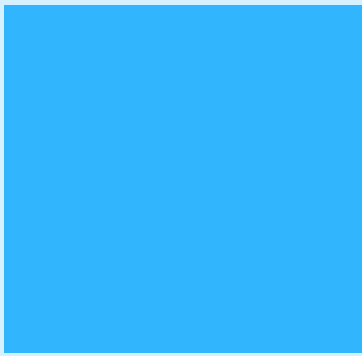
April 13-15, 2016

Benefitting:

Memorial Children's Hospital

The St. Baldrick's Foundation

Pantene Beautiful Lengths



Dear Local Business Leader,

In 2009, a small group of Notre Dame freshmen began an event to benefit pediatric cancer research on a local and national scale after a classmate lost his fight with cancer. Six years later, *The Bald & The Beautiful (TBAB)* has become a premier student-led event and has raised more than \$265,000, with all proceeds benefitting three major organizations: **Memorial Children's Hospital, the St. Baldrick's Foundation, and Pantene Beautiful Lengths.** Although TBAB is now a student club on campus with events throughout the year, our main event is in April in the days preceding the Blue and Gold game. Students, faculty, staff, alumni, and community members get involved by shaving their heads, donating 8-inches of their hair, and purchasing colored hair extensions.

We are writing because we need your help to raise awareness and funds in the South Bend community. With your assistance, we hope to raise over \$30,000 this year. **Will you help us meet our goal in supporting these organizations?** Enclosed with this letter is additional information on the event and how you can participate.

The Bald & The Beautiful contributes to a goal familiar to us all: finding a cure for cancer. Your support not only will have a significant impact on making this event a success, but also will be instrumental in furthering significant cancer research efforts. Please join us in our efforts – Notre Dame fights cancer!

Sincerely,

Michael Foley, Lindsey Paris, Cate Devey, Sean O'Rourke, Jane Pangburn, and Meghan Grojean
Co-Chairs of TBAB Executive Planning Committee

+ About the Event

The purpose of The Bald & The Beautiful (TBAB) is to raise awareness and funds for pediatric and adolescent cancer research.

The event consists of three components:

- Head shaving for the St. Baldrick's Foundation
- Hair donations to Pantene Beautiful Lengths
- Colored hair extensions to support Memorial Children's Hospital

In 2015

- 504 members of the Notre Dame and South Bend community participated
- Upwards of **\$26,000** (and a total of **\$266,340** over the past six years) were raised to benefit Memorial Children's Hospital and the St. Baldrick's Foundation



Memorial
Hospital of South Bend®



+ Becoming a Donor/Sponsor

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Donors may choose to have their gift solely benefit one of TBAB's organizations: The St. Baldrick's Foundation or Memorial Children's Hospital. Donors will receive recognition in TBAB's annual newsletter and various social media platforms if desired.

Sponsors provide TBAB with funds and/or services of equivalent value, which are then used to cover costs associated with the planning, marketing, and administration of our events. Sponsors are recognized on our social media platforms (Facebook, Twitter, Instagram, Google+), website (bald.nd.edu), and marketing information (posters). Benefits of becoming a sponsor, as well as further details on levels of sponsorship, are outlined below:

Gold Level (\$750+)

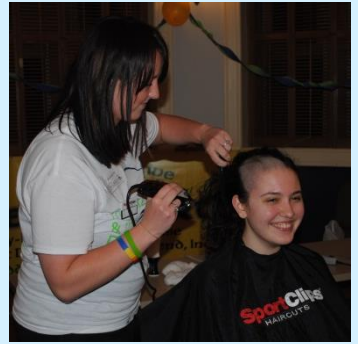
- Exclusive Advertising/Promotional space at our April Event
- Bi-Monthly Recognition on Social Media Platforms
- Company Logo on Event T-Shirt
- Recognition on TBAB website (bald.nd.edu)

Green Level (\$500+)

- Exclusive Advertising/Promotional space at our April Event (if still available)
- Monthly Recognition on Social Media Platforms
- Company Logo on Event T-Shirt
- Recognition on TBAB website (bald.nd.edu)

White Level (\$250+)

- Company Logo on Event T-Shirt
- Recognition via Social Media Platforms (twice per semester)
- Recognition on TBAB website (bald.nd.edu)



Interested in Becoming a Sponsor?

REMEMBER, the reach and scope of The Bald & The Beautiful:

- Premier on-campus event
- 3 days of exposure for your company on-campus
- Advertising potential to 8,000 Notre Dame students
- Extensive local and national media attention
- Exposure to vast alumni network and South Bend community

For more information, contact:

Michael Foley
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(630) 618 9239



I first got involved with *The Bald & The Beautiful* as a freshman in Duncan Hall and have shaved my head every year since. While the donation of my hair is only a small contribution, **the feeling of solidarity is overwhelming** and serves as a unifying force in the fight against pediatric cancer.

- Brendan Andrew
Class of 2012

"I watched my aunt suffer as she battled and eventually lost her fight with cancer. Seeing her in pain made me feel like there was nothing I could do. Then I saw a former high school classmate of mine who had participated in *The Bald & The Beautiful*. She showed me that I was not helpless: **I could do something to support those with cancer** and to help fund research to find a cure. Two years later, I had my head shaved. It was a decision that I have never questioned.

-Claire Kucela
Class of 2015



Organized by
The Bald & The Beautiful
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