



the BALD & the  
BEAUTIFUL



**Notre Dame Fights Cancer**

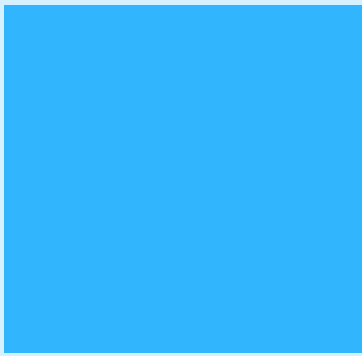
**April 9-11, 2014**

***Benefitting:***

***Memorial Hospital of South Bend***

***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. Five years later, *The Bald & The Beautiful (TBAB)* has become a premier student-led event and has raised more than \$190,000, with all proceeds benefitting three major organizations: **Memorial Hospital of South Bend, 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 \$50,000 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,

Nicole Kim, Grace Carroll, Cullen McNamee, and Frank Soler

*Co-chairs of TBAB Executive Planning Committee*



## + About the Event

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

The event consists of three components:

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

In 2013

- Over 1,000 members of the Notre Dame and South Bend community participated
- Upwards of \$40,500 (and a total of \$195,700 over the past five years) were raised to benefit Memorial Hospital and the St. Baldrick's Foundation
- The event received attention from the South Bend Tribune, local news stations and The New ND Nation



Memorial  
Hospital of South Bend®



# +Becoming a Sponsor

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Becoming an official sponsor is an effective and charitable option for increasing awareness of your company on campus and in the South Bend community.

Email us at [tbab@nd.edu](mailto:tbab@nd.edu) to turn your donation into a sponsorship.

Donation of in-kind or equivalent monetary value will qualify you for a sponsorship:

## Gold Level (\$750)

- Company Name on Website, Social Media, Advertisements
- Company Name Displayed at Event
- Prime Position of Logo on Event T-Shirt and Promotional Posters

## Green Level (\$500)

- Company Name on Website, Social Media, and Advertisements
- Company Name Displayed at Event
- Logo on T-shirt and Promotional Posters

## White Level (\$250)

- Company Name on Website and Social Media
- Company Name Displayed at Event
- Logo on Promotional Posters



# 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:**

Nicole Kim  
[nkim1@nd.edu](mailto:nkim1@nd.edu)  
(972)998-3750



I first got involved with *The Bald and 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 lost a friend to cancer...She was special to so many people and is missed dearly everyday. So when I saw the ad for *The Bald and The Beautiful*, I committed myself to shaving my head...It was a natural, very easy decision.

-Brigid Halloran  
Class of 2013



Organized by  
The Bald and The Beautiful  
Club of Notre Dame

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