

HATWALK 2010

celebrating hats and the comfort they bring to cancer patients



Dear Interested Community Partner:

The Asian American Cancer Support Network (AACSN) is proud to host its fifth fundraising gala, "HATWALK 2010," which is scheduled for October 16, 2010 at the Hyatt Regency in Burlingame, CA. This year, we are focused on raising cancer awareness amongst our Korean American community.

We are seeking local community partners to help support our fundraising efforts. Here are some ways that partners can provide support:

- Direct sponsorship
- Promotional advertisement material for the program book
- Providing donations for a raffle, silent auction, or live auction

Many organizations wonder how they can participate in our raffle and auctions. Past donations have included gift certificates, vacation packages, apparel, accessories, decorative items, gift baskets, memorabilia, and cosmetic and dental services. All contributions are tax-deductible. We are appreciative for the many creative donations that we have received, and we are happy to chat with you about ideas on how your organization can partner with us.

"Asian American Cancer Support Network seeks to become a community resource network for Asian-American individuals affected by cancer in the Bay Area. Some of our activities include: sending complimentary care baskets to those newly diagnosed with cancer, providing free cancer support workshops, developing cancer FAQ pamphlets in various languages, free mammography screening project, cancer survivor dragon boat racing, and supporting other local cancer organizations such as the Lymphoma and Leukemia Society, and more."

Please also check our website at WWW.AACSN.ORG for more information on AACSN and the gala. AACSN is an all-volunteer, non-profit organization. Our federal tax ID number is 42-1599565.

For more information or questions, please contact, **HATWALK 2010 Co-Chairs:**

| | | |
|---------------|--|----------------|
| Conroy Shum | conroy.shum@gmail.com | (650) 867 8780 |
| Rosanna Leung | rosanna.w.leung@gmail.com | (650) 219 5398 |
| May Bakken | may.bakken@gmail.com | (408) 204 6578 |



for more information please visit AACSN.ORG

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HATWALK 2010 Gala Information

Date: Saturday, October 16, 2010

Time: Reception - 5:30 pm, Dinner - 6:00 pm, Program - 7:00 pm

Location: Hyatt Regency Hotel Burlingame

1333 Bayshore Highway, Burlingame, California, USA 94010

Price: \$125 per ticket or \$175 for VIP (\$1750 for VIP table of 10)

Asian American Cancer Support Network is a 501(c)(3) non-profit organization.

Donations are tax-deductible. (Federal tax ID Number is 42-1599565)

Tickets: <http://hatwalk2010.eventbrite.com/>

(650) 968 8488 or mail checks to P.O. Box 2919, Sunnyvale, CA. 94087.

Event Description: The Asian American Cancer Support Network (AACSN) is proud to invite you to join us for a fun filled evening at our HATWALK 2010 gala to celebrate the value of “HATS” and the comfort they bring to cancer patients. This year, we are proud to bring a Korean flair to the event! We are excited to have special guest James Kyson Lee, from the hit television series “Heroes”, support our gala this year. For all you music fans, we are thrilled to welcome the Ahn Trio, all the way from New York City gracing us with their talents to make the event a memorable one!

Come enjoy a night of music, entertainment, and browse through our legendary silent auction tables! You will also have a chance to see our signature HATWALK hat fashion show. The evening kicks off with our silent auction as you enjoy the company of those around you looking to make a difference in the lives of cancer patients. After mingling and placing your bids at the silent auction tables, enjoy a three-course meal prepared specifically for this event.

100% of the proceeds from HATWALK 2010, in addition to all other donations made to AACSN, will be used for cancer support activities such as sponsoring cancer-related support workshops and health fairs, supporting our Dragon Boat cancer survivor team, sponsoring lectures by healthcare professionals specializing in cancer care, developing pamphlets in different Asian languages that answer frequently asked questions about cancer, mammography screening for the underserved community, and providing comfort to those affected by cancer through care baskets. Funds will also be donated to other local cancer support groups.

AACSN Story: The Asian American Cancer Support Network (AACSN) was founded in July 2003 by May Bakken and Fidelia Butt, M.D., as a non-profit organization with a mission to become a community resource network for Asian Americans affected by cancer in the Bay Area through social programs and creative fundraising.

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Program Advertising Form

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Support Asian American Cancer Support Network by purchasing an advertisement in our HATWALK 2010 gala program booklet for your business or community organization.

| | | |
|---------------------------|-------------------------|--------|
| Outside Back Cover | 7 ½ inches x 9 ½ inches | \$2500 |
| Inside Front Cover | 7 ½ inches x 9 ½ inches | \$2000 |
| Inside Back Cover | 7 ½ inches x 9 ½ inches | \$2000 |
| Full Page | 7 ½ inches x 9 ½ inches | \$300 |
| Half Page | 7 ½ inches x 4 ¾ inches | \$200 |
| Quarter Page | 3 ¾ inches x 4¾ inches | \$150 |

| | |
|---------------------|--|
| Date | |
| Company | |
| Contact | |
| Email | |
| Address | |
| Phone | |
| Ad requested | |

Special Instructions:

- Ads must be in black and white and camera-ready
- Submit electronic ads as a high resolution portable document format (.PDF) file to: Abbey Chan - abbeytung@yahoo.com - (650) 430-9093.
- Please submit ads by **September 24, 2010**
- Make checks payable to Asian American Cancer Support Network.
- P.O. Box 2919, Sunnyvale, CA. 94087



for more information please visit AACSN.ORG