

BMW Group Canada Corporate Retail Division



July 19, 2007

Dear esteemed colleague,

It is an honour for me to invite you to *A Gold Ribbon Evening*, BMW Toronto's annual fundraising gala supporting the Childhood Cancer Foundation of Canada. This casino-themed charity event will be held at BMW Toronto on Thursday, September 20, 2007 and will feature live entertainment and auction conducted by Christie's.

The Childhood Cancer Foundation of Canada is the only national charity supporting the fight against childhood cancer in Canada. Its mandate is to provide support programs, fund research, and advocate for children and their families who are affected by cancer. These programs directly contribute to increasing survival rates and quality of life for pediatric cancer patients and their families. The attached package provides information about the evening, the Childhood Cancer Foundation, and the unique and flexible levels of sponsorship that are currently available.

BMW Toronto is currently seeking sponsorships and donations for the live Christie's auction as well as exciting casino prize table. We are also looking for items to be included in the gift bags which will be provided to each of the 350 guests at the end of the evening. All money raised at the event will be donated to the Childhood Cancer Foundation.

A Gold Ribbon Evening will be a high profile event with an elite guest list and a great deal of media exposure. Moreover, what an excellent opportunity to entertain and thank your clients for their continued support, your employees for their outstanding efforts, or simply a way to enjoy one of Toronto's social events of the year.

Thank you in advance for your generous support. I look forward to seeing you at *A Gold Ribbon Evening*.

Sincerely,

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Sponsorship Opportunities

<input type="checkbox"/>	7 Series Sponsor	\$5,000	
<input type="checkbox"/>	6 Series Sponsor	\$2,500	
<input type="checkbox"/>	5 Series Gaming Table Sponsor	\$1,500 x _____	=
\$ _____			
<input type="checkbox"/>	Live Auction Donation	\$	
_____	(Value)		

Item Description

Individual Tickets \$ _____ \$250 x _____ =

I am unable to attend, but would like to donate to the Childhood Cancer Foundation

Your Name

Organization

Address

—

City _____ Province _____ Postal Code _____

Phone _____ Email _____

Please let us know who to contact to discuss the details of your support:

Contact

—

Phone _____ Email _____

I would like to pay now:

Cheque payable to BMW Toronto
11 Sunlight Park Rd.
Toronto, ON M4M 1B5

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Visa
Mastercard

Amex

Name on Card

Card #

Signature:

Tax receipts will be issued for the maximum allowable amount

Please Contact Ben Greco Marketing & Communications Manager
ph: (416) 623-2760 email: ben.greco@bmwtoronto.ca fax this form back to 416-623-2700