



Dear Friend,

The Ashley Lauren Foundation is proud to announce the Fifth Annual Bachelor Auction, “**A Night of New Beginnings**”, to be held on Friday, February 26, 2010 at Eagle Oaks Golf & Country Club, 20 Shore Oaks Drive Farmingdale, NJ. Our Foundation, through this event, will raise funds for children in New Jersey who suffer from cancer. Your generous support is greatly appreciated and enclosed is a packet which describes several ways you can help through your attendance, sponsorship or donation.

The Ashley Lauren Foundation, a New Jersey non-profit organization, was incorporated with the State of New Jersey on July 6, 2005. The mission statement of The Ashley Lauren Foundation is to “Bring hope and help to children in New Jersey who have been diagnosed with cancer”. For every parent who has heard the words, “your child has cancer,” it is a moment frozen in time. In this life shattering instant, you are forever changed. Coping with pediatric cancer is one of the most distressing events that a family has to face. They are thrown into a world of unfamiliar and uncertain terrain with little resources. The Ashley Lauren Foundation was founded because of a passion to make a difference in the lives of these families during this difficult time.

The goal of The Ashley Lauren Foundation is to ease the journey when pediatric cancer is diagnosed by providing Financial Assistance (loss of household services due to crisis situation, bills not paid through medical insurance, funeral expenses, etc.); Material Assistance (food, clothing, household items); Emotional Support (for the entire family); Parties for the Children; Advocacy; Wish Trips; Birthday and Holiday Gifts for the Children and anything else that is needed to make their lives easier.

*Ashley’s Story - In February 1991, my daughter Ashley Lauren Vermeulen was a typical, energetic 3-year-old child, adored by our family. When the diagnosis of Wilms Tumor (kidney cancer) came, our lives were shattered. After losing her left kidney to the disease, Ashley endured several grueling years of chemotherapy, radiation and their effects. Ashley is now cancer-free and lives with hope in her heart. The desire to help others facing the same daily battle of pediatric cancer is held by all of those associated with The Ashley Lauren Foundation.*

We hope you will join us to make this year’s event a success! Thank you for your consideration. If you have any questions, please feel free to call me at 732-414-1625.

Sincerely,

*Monica Vermeulen*

Monica Vermeulen

Executive Director

## “A Night of New Beginnings”



*“Hope & Help for Children with Cancer”*

the  
**Ashley Lauren**  
foundation

the  
**Ashley Lauren**  
foundation

# **Fifth Annual BACHELOR AUCTION**

**Friday, February 26<sup>th</sup>, 2010  
7:00 p.m.  
Doors Open 6:30 p.m.**

**Eagle Oaks Golf & Country Club  
Farmingdale, New Jersey**

**Dinner Buffet, Dancing and an Evening of Fun  
Silent Auction, 50/50 Raffle, Cash Bar  
Donation: \$60.00 per person**

**Bring Family, Friends and Co-Workers to Cheer You on and Win that Date!**

**RESERVE EARLY for the BEST POSSIBLE SEATING  
Call 732.414.1625**

**All Proceeds Benefit  
The Ashley Lauren Foundation  
“HOPE AND HELP FOR CHILDREN IN NEW JERSEY WITH CANCER”  
Visit our website [www.ashleylaurenfoundation.org](http://www.ashleylaurenfoundation.org)  
to Preview the Bachelors**



*“Hope & Help for Children with Cancer”*



## 5th Annual “A Night of New Beginnings”

Friday, February 26, 2010 at 7pm

Tickets - \$60.00 for Open Seating

Table Reservations Available in Half (5) or Full (10)

(Donation tax deductible as allowed by law)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ (Cell) \_\_\_\_\_

Email Address \_\_\_\_\_

Number of Tickets \_\_\_\_\_ Ck # \_\_\_\_\_

Table Reservation (Half - 5) \_\_\_\_\_ (Full - 10) \_\_\_\_\_

Or Reserve and Pay for your Tickets Online at:  
[www.ashleylaurenfoundation.org](http://www.ashleylaurenfoundation.org)

Cash, checks, credit cards will be accepted the night of the event for bachelor bids and live auction items. Cash only bar

Please return this completed form with payment to:

The Ashley Lauren Foundation

315 Hwy. 34, Suite 135, Colts Neck, NJ 07722

Please make checks payable to: The Ashley Lauren Foundation

**Remember – your single and married friends, family & co-workers can help with the bidding**



*“Hope & Help for Children with Cancer”*

## 5th Annual Bachelor Auction



### Sponsorships

**Bachelor Auction Underwriter** **\$2,500.00**

- ❖ Your company banner prominently displayed at event
- ❖ Inside cover advertisement in program
  - ❖ Link on Foundation website
  - ❖ Table of 10 tickets to event

**Butterfly Sponsor** **\$1,000.00**

- ❖ Inside cover advertisement in program
- ❖ Link on Foundation website
- ❖ 4 tickets to event

**Angel Sponsor** **\$ 500.00**

- ❖ Full page advertisement in program
- ❖ Link on Foundation website
- ❖ 2 tickets to event

**Sweetheart Sponsor** **\$ 250.00**

- ❖ Half page advertisement in program
- ❖ Link on Foundation website
- ❖ 1 ticket to event

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### PROGRAM ADS

<b>Full Page Ad</b>	<b>\$ 300.00</b>
<b>Half Page Ad</b>	<b>\$ 150.00</b>
<b>Quarter page</b>	<b>\$ 100.00</b>
<b>Business Card</b>	<b>\$ 50.00</b>



*"Hope & Help for Children with Cancer"*



## “A Night of New Beginnings” 5th Annual Bachelor Auction Sponsorship Form

**PLEASE FILL OUT THE INFORMATION BELOW**

Contact Person \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (    ) \_\_\_\_\_

Sponsorship Desired \_\_\_\_\_

Amount \$ \_\_\_\_\_

Check enclosed \_\_\_\_\_ Check # \_\_\_\_\_

Make check payable to:    **The Ashley Lauren Foundation**

Bill My    \_\_\_\_\_ Visa    \_\_\_\_\_ MasterCard    \_\_\_\_\_ Amex

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

**Mail to:**

**The Ashley Lauren Foundation  
315 Hwy 34, Suite 135, Colts Neck, NJ 07722**



*“Hope & Help for Children with Cancer”*



## “A Night of New Beginnings” 5th Annual Bachelor Auction

Dear Bachelor,

Thank you for your interest in the Ashley Lauren Foundation’s 5<sup>th</sup> Annual “A Night of New Beginnings” Bachelor Auction to be held at Eagle Oaks Golf & Country Club on Friday, February 26, 2010. We are excited about your participation and look forward to a wonderful evening. While there is a dual purpose to this event – helping a child with cancer and having an enjoyable night - we want to dispel any fears and answer all your questions about the auction and the bidding process.

During the cocktail hour, you will have the opportunity to chat with the prospective bidders and guests. We will then move to the main event where the auctioneer will introduce each bachelor with a short bio. Rest assured that during the past four years, every one of the bachelors was bid on. In fact, multiple bidders have been known to keep the pace going! As we are now at our fifth year, we can tell you the past events have successfully resulted in two marriages (one couple already had their first child), a few engagements and some long-term relationships. *“You never know!”*

Once the bidding process has been completed, all we require is that you schedule and go on one date with the winner. We will provide the winner with a restaurant gift certificate for your date and we ask that you add in something extra to make it a special occasion. However, we must stress that by agreeing to participate, you must fulfill the one date obligation. By doing so, you will be helping a child suffering from cancer and enjoying a nice outing.

Along with your application, please fill out and sign the enclosed “Waiver and Hold Harmless Agreement” and “Photo Release Form.” If you have any questions or concerns, please do not hesitate to contact me at 732-414-1625. Again, thank you so much for your participation in this great event.

Sincerely,

*Monica Vermeulen*

Monica Vermeulen  
Executive Director



*“Hope & Help for Children with Cancer”*





## **Waiver of Liability and Hold Harmless Agreement**

In consideration for participation in **The Ashley Lauren Foundation's "A Night of New Beginnings" ("event") Bachelor Auction on February 26, 2010 at the Eagle Oaks Golf & Country Club, 20 Shore Oaks Drive, Farmingdale, NJ**, I hereby **release, waive, discharge and covenant not to sue** The Ashley Lauren Foundation, their Officers, Directors, Board of Trustees, Volunteers, Members, Affiliates and Employees (hereinafter referred to as **releasees**) from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or any of the property belonging to me, **whether caused by the negligence of the releasees**, or otherwise, while participating in the "event", or while in on or upon the premises where the "event" is being conducted and afterwards on the "date" of the Bachelor and winner of the date. I am fully aware of any risks involved and hazards connected with the event, and I hereby elect to voluntarily participate in said "event" with full knowledge that said "event" may be hazardous to me and my property. **I voluntarily assume full responsibility for any risks of loss, property damage or personal injury, including death**, that may be sustained by me, or any loss or damage to property owned by me, as a result of being engaged in such an activity, **whether caused by the negligence of releasees or otherwise**. I further hereby **agree to indemnify and hold harmless** the **releasees** from any loss, liability, damage or costs, including court costs and attorney fees, that they may incur due to my participation in the "event", **whether caused by negligence of releasees** or otherwise. It is my express intent that this Waiver of Liability and Hold Harmless Agreement shall bind the members of my family and spouse, if I am alive, and my heirs, assigns and personal representative, if I am deceased, and shall be deemed as a **release, waiver, discharge and covenant not to sue** the above-named **releasees**. I hereby further agree that this Waiver of Liability and Hold Harmless Agreement shall be construed in accordance with the laws of the State of New Jersey.

**In signing this release, I acknowledge and represent that** I have read the foregoing Waiver of Liability and Hold Harmless Agreement, understand it and sign it voluntarily as my own free act and deed; no oral representations, statements, or inducements, apart from the foregoing written agreement, have been made; I am at least eighteen (18) years of age and fully competent; and I execute this release for full, adequate and complete consideration fully intending to be bound by same.

**In witness whereof, I have hereunto set my hand on this** \_\_\_\_\_ (Date).

**Participant** \_\_\_\_\_

Print

\_\_\_\_\_  
Signature

**Witness** \_\_\_\_\_

## **"A Night of New Beginnings"**



*"Hope & Help for Children with Cancer"*



## 5th Annual Bachelor Auction



### PRESS AND PHOTO RELEASE FORM

I, \_\_\_\_\_, hereby give permission for The Ashley Lauren Foundation to use photographs and biographical information of me for the February 26, 2010 Bachelor Auction "A Night of New Beginnings" including The Ashley Lauren Foundation website and brochures in its efforts to raise funds and develop community awareness. I waive and surrender any and all rights that I may have in any profit royalties or income that The Ashley Lauren Foundation may realize by use of such photographs and information. I understand that my involvement with The Ashley Lauren Foundation may also mean that I am present at an event where photographs are taken.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### PLEASE INCLUDE A RECENT PHOTO & SHORT BIO

WITH YOUR APPLICATION AND MAIL TO:  
THE ASHLEY LAUREN FOUNDATION  
315 HWY. 34, SUITE 135, COLTS NECK, NJ 07722  
E-MAIL [mvermeulen@ashleylaurenfoundation.org](mailto:mvermeulen@ashleylaurenfoundation.org)  
[WWW.ASHLEYLAURENFOUNDATION.ORG](http://WWW.ASHLEYLAURENFOUNDATION.ORG)



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