



Room to Grow

Fall Gala

2010 Event Overview

Saturday, November 6th at Boston Park Plaza Castle

The honoree program will pay tribute to **remarkable community leaders** who have generously supported Room to Grow during our first five years in Boston.

Program Schedule

- 5:15 – 6:00 VIP reception and champagne toast
- 6:00 – 7:30 Passed hors d'oeuvres and chef tastings, silent auction
- 7:30 – 8:45 Seated program, chef presentations, live auction
- 8:45 – 9:30 Dessert tasting stations paired with dessert wines
- 9:30 – Lounge and live music

Event Leadership

Chair

Mary Richardson

Steering Committee

Elizabeth Bartlett • Brooke and Jeff Bass • Vianka and Aaron Belyea • Marena Burnett • Carolyn Casey • Darly David-Mevs • Robert Dougherty • Alexandra Hall • Andrea Hall • Michelle and Rob Hayes • Ann and Timothy Mikula • Allyce Najimy and Representative Smitty Pignatelli • Nicole and Jay Russo • Susan Scotti • Stephanie and Brian Spector • Hope and Larry Zabar

Host Committee

Rosalin Acosta • Sonia Alleyne • Amy and Richard Armstrong • Nicole and Jeffrey Bellows • Julie and Ken Burns • Daniela Corte • Courtney and Michael Forrester • Robin and Tripp Jones • Robert Lewis Jr. • Christopher Myers • Lisa Pierpont • Nicole and Kevin Pirani • Carolyn and Larry Rasky • Don Rodman • Ricardo Rodriguez and Michael Kelley • Uma Thurman • Laura Tomasetti and David Beardsley • Sara Underwood and Michael Felger

Honorees

Room to Grow will honor extraordinary supporters who have helped build the organization during our first years in Boston.

[A Room to Grow Graduate](#) whose own commitment to giving their baby a good start in life represents the determination and resilience of the hundreds of families we serve.

[Dorel Juvenile Group](#) for partnering with Room to Grow to supply families with strollers, safety products and other essential baby items.

[Isis Parenting](#) and the generous community of Isis parents who have donated over a million dollars worth of baby items, enabling Room to Grow to provide 20,000 books, 160,000 pairs of pajamas and more to needy families.

[Annagret Sacerdote](#), founding chair of the development committee, who served as an ambassador of Room to Grow and helped to build a vibrant and wonderful network of supporters.

[The Boston Globe](#) for raising public awareness about Room to Grow by co-hosting special community events, organizing collection drives and providing multiple media sponsorships.



Historical Success

Room to Grow's 2009 Fall Gala, co-chaired by Larry Rasky and Uma Thurman at Boston Center for the Arts raised \$400,000. The evening included an exciting program honoring a Room to Grow family alongside Fredi Shonkoff and Dr. Jack Shonkoff. Guests enjoyed silent and live auctions and chef presentations from eight area restaurants. The 2008 Fall Gala, co-chaired by Theo Epstein and Larry Zabar was held at the Westin Waterfront. Room to Grow honored Mayor Thomas Menino celebrating a shared commitment to ensuring a brighter future for babies born into poverty.

Sponsorships and Fundraising

The fundraising goal is **\$450,000**. Historically, \$150,000+ has been raised the night of the event. The 2010 sponsorship goal is \$250,000; individual ticket sales and additional contributions is \$80,000; and \$120,000 from the silent and live auction.

\$25,000 Dream Builder Sponsor: One premiere table for twelve guests, VIP champagne "toast", and recognition throughout all event material and by the Master of Ceremonies.

\$15,000 Healthy Development Sponsor: One premiere table for ten guests, VIP champagne "toast", and recognition throughout all event material and by the Master of Ceremonies.

\$10,000 Life Enrichment Sponsor: One table for ten guests with VIP champagne "toast" and recognition throughout all event material and by the Master of Ceremonies.

\$5,000 Secure Start Sponsor: One table for eight guests with VIP champagne "toast".

\$2,500 Care Giver Sponsor: Admission for six guests with VIP champagne "toast".

Auction

The silent and live auctions include unique experiences and one-of-a-kind items. Past auction highlights included a walk-on movie role, a VIP experience at Fenway Park, an opportunity to be a ball boy/girl at a Celtics game and front row tickets to the US Tennis Open.

5 live auction items with the goal to raise average \$6,000/item. Total goal is to raise \$30,000.

100+ silent auction items with broad range of items in value and type \$100 - \$2,500. Goal is to raise \$65,000.

"Room to Give" provides an opportunity to directly support the program. Goal is to raise \$25,000.

Look and Feel

The Boston Park Plaza Castle will be transformed with beautiful floral décor donated by Blooms of Hope. Jazz music, twinkle lights and sheer white panels will create a soft ambiance. A display of shelving and an inventory of donated baby items will mimic the unique "boutique" feel of the Room to Grow space. Table centerpieces will display donated baby items. Auction items will be showcased with visible signage with donor recognition. Sponsors will be prominently recognized on banners and projection screens.



Please visit www.roomtogrow.org or contact Melissa Martinez at 617.859.4545 or fallgala2010@roomtogrow.org for more information about event tickets, sponsorship or auction donations.