

Dear Sir/Madam

19<sup>th</sup> Sept, 2011

### **"Greetings from Karunashraya"**

As you are already aware, Karunashraya is a Charitable Trust helping patients with advanced cancer for the last **15** years. Our aim is to improve the quality of life of advanced stage cancer patients, and give them the dignity and peace they deserve at this crucial and traumatic stage of their lives. Till date we have cared for over 10,000 patients, both as In-patients and at their own homes. **More than 80% of our patients are from the weaker economic sections. All our services are completely FREE of charge.** Apart from medical support, we also provide emotional support to the patient and their families, by way of counseling.

We plan periodic fundraising events to augment our collection efforts. Our next event is on **Friday, the 7<sup>th</sup> of October 2011, on the occasion of "World Hospice Day", which is a celebration of the Hospice movement worldwide.**

On this occasion, we have planned the following-

The theme for World Hospice Day 2011 with **"Voices for Hospices"** which will take place on **Oct 7<sup>th</sup> 2011** is "Many diseases, many lives, many voices—Palliative Care for non-communicable conditions."

Voices for Hospice, is a wave of simultaneous concerts around the globe. The objective of the event is to raise funds and create awareness for Hospice and Palliative Care. It is the world's largest singing event.

\* We have planned a music concert featuring both Bollywood music as well as western music. Saregama finalists **BIJU & SINCHAN** will entertain us with bollywood music and **SHYAM** a legend from the erstwhile **"Shyam & the Westwind"** will perform with **DOMINIC** bringing us western music.

Venue: **Matthan Hotel**, Old Airport Road, Opp Hotel Leela Palace

Sponsorship details are in **Annexure 1.**

- We are also releasing a souvenir, which will reach a wide spectrum audience of corporates, institutions and individuals. Details of souvenir tariffs are given in **Annexure 2.**

We request you to be a partner in this event by participating in any of the above as a sponsor/advertiser/user. Needless to say, your contributions will go directly

in serving needy, advanced stage cancer patients. **All contributions will be eligible for tax exemptions, (50% u/s 80G and 100% u/s 35AC).**

We also request you to go through our website at [www.karunashraya.org](http://www.karunashraya.org), which contains all operating details. If you require any further information, we would be happy to furnish the same. Please contact Ms Gulbano Tan at 98808 46173 or Ms Hema Shyam at 97436 39503 to know more.

It would be our pleasure to have you or your representatives visit the hospice and get a first hand idea of the work we are involved in.

We look forward to a positive response from you.

Thanking you,

Yours sincerely,

Hema Shyam  
General Manager

## ANNEXURE - 1

### BANGALORE HOSPICE TRUST – KARUNASHRAYA

**EVENT: WORLD HOSPICE DAY –Musical Event**

**DAY & DATE: Friday, 7th October 2011**

**Venue: MATTHAN HOTEL**

#### **SPONSORSHIP DETAILS:**

	<b>Rs Lacs</b>	<b>Benefits to Sponsor</b>
<b>Title Sponsor</b>	<b>10.00</b>	<b>Back Drop Banner on Stage Name on Publicity Material 1 full Page color in Souvenir 4 Couple Passes for event</b>
<b>Principal Sponsor (2)</b>	<b>5.00 Each</b>	<b>Special Side Banners on Stage 1 Half Page color in Souvenir 3 Couple Passes for event</b>
<b>Associate Sponsors</b>	<b>1.00 Each</b>	<b>Side Banners on Stage 1 Half Page Black &amp; White in Souvenir 2 Couple Pass for event</b>
<b>Associate Sponsors</b>	<b>0.50 Each</b>	<b>1 Quarter Page Black &amp; White in Souvenir 1 Couple Pass for event</b>

#### **Note:**

- All sponsors get a special mention in the souvenir.
- All contribution will be eligible for Tax exemptions under sec.80G (50%) or Sec. 35 AC (100%) of the Income Tax Act 1961. PAN NO mandatory for 35 AC donations.
- Cheques may be made in favour of "Bangalore Hospice Trust".
- Banners to be provided by Sponsor.

## ANNEXURE - 2

### BANGALORE HOSPICE TRUST – KARUNASHRAYA

#### EVENT: WORLD HOSPICE DAY

DAY & DATE: Friday, 7th October 2011

#### SOUVENIR TARIFFS:

<u>Rate Card</u>	<u>Black/White</u>	<u>Colour</u>	<u>Mechanical Data</u>
Special Centre Spread		Rs.40,000/-	
Full Page	Rs. 10,000/ -	Rs.15,000/-	Print area 20 x 26 cms
Half Page	Rs. 5,000/-	Rs. 7,500/-	Print area 20 x 12 cms
Quarter Page	Rs. 2,500/-	Rs. 5,000/-	Print area 9 x 12 cms
Back Cover		Rs. 30,000/-	
Inner Back Cover		Rs. 25,000/-	
Inner Front Cover		Rs. 25,000/-	

#### **Note:**

1. Multiple pages accepted.
2. Special fold out pages can be arranged for the back cover – Charges on request.
3. All contribution will be eligible for Tax exemptions under Sec. 80G (50%) or Sec. 35 AC (100%) of the Income Tax Act 1961. PAN NO mandatory for 35 AC donations.
4. Cheques may be made in favour of "Bangalore Hospice Trust".

Figures highlighted indicate booking completed.