



# BOSTON BRUINS ALUMNI GAME

## BRUINS ALUMNI VS. WHY ME ALLSTARS

SUNDAY APRIL 15, 2012  
DCU CENTER • WORCESTER, MA

Game starts at 12:30pm  
Followed by Worcester Sharks vs. Hershey Bears at 3pm



Love & support for families with childhood cancer

## SPONSORSHIP OPPORTUNITIES

### CORPORATE SPONSOR - \$1,500

- 1 full page advertisement
- 8 Super Box Seats for Bruins vs. Why Me Allstars AND Worcester Sharks vs. Hershey Bears at 3pm
- 8 VIP Tickets for VIP Reception with Bruins Alumni Players  
*Includes Buffet and Cash Bar*

### BECOME A WHY ME ALLSTAR PLAYER

- Sell a minimum of \$1,000 by April 10, 2012 in cumulative ad space in the program book and earn a spot on the Why Me Roster, playing against Bruins Alumni Legends. Call Danielle Perron at 508-757-7734 or email [dperron@whyme.org](mailto:dperron@whyme.org) if you would like to register as a player.

### POSSIBLE BRUINS ALUMNI ROSTER

Rick Middleton • Terry O'Reilly • Brad Park • Glen Featherstone • Billy O'Dwyer • Ken Hodge, Jr. • Ken Linseman • Bob Miller • Tom Songin • Bob Sweeney • Don Marcotte • Frank Simonetti • And many more

### PROGRAM BOOK ADVERTISEMENT

- 8-1/2" x 11" program book page size  
*Camera ready advertisements due by Friday March 23, 2012*
  - \$500 - Full Page Ad, 6 Game Tickets & 6 VIP Tickets
  - \$300 - Half Page Ad, 4 Game Tickets & 4 VIP Tickets
  - \$200 - 1/4 Ad, 2 Game Tickets & 2 VIP Tickets
  - \$100 - Business Card Ad, 1 Game Ticket & 1 VIP Ticket
- Email camera ready ad to Danielle Perron at [dperron@whyme.org](mailto:dperron@whyme.org)*

### ABOUT WHY ME

Why Me has provided hundreds of children and families with life-enhancing emotional and financial support, while coping with childhood cancer. Why Me was conceived and created by 13-year-old Sherry Shepherd during her four year battle with cancer. Sherry passed away in 1985, but her dream of helping other children lives on in the organization she founded. In 26 years, Why Me has provided support and services for over 500 families completely free of charge. Visit [www.whyme.org](http://www.whyme.org) for more information.

## SPONSORSHIP FORM

Send checks made payable to Why Me & this form to:

Why Me care of: Danielle Perron  
1152 Pleasant Street • Worcester, MA 01602

### SPONSOR INFORMATION



Love & support for families with childhood cancer

Sponsor Name: \_\_\_\_\_

Sponsor Type:  \$1,500 Corporate Sponsor  Program Book, *check size below*  \$1,000 Allstar Player

\$500 • Full Page  \$300 • Half Page  \$200 • 1/4 Page  \$100 • Business Card

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

Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*Payment can be made online at [www.whyme.org](http://www.whyme.org)*

*(Please write Bruins Alumni Sponsor & company name in comments section)*

*Contact Danielle Perron at 508-757-7734 with questions or for more information*