

You are cordially invited to  
R Baby's 2<sup>nd</sup> Tennis Tournament:

# SERVING TO SAVE BABIES' LIVES

Saturday,  
April 21,  
2012

at our new venue,  
the USTA National  
Tennis Center, Home of the  
US Open in Flushing, NY

*Rain date is April 22, 2012*

Breakfast: 9 AM

Calcutta Auction: 9:30 AM

Tennis Begins: 10 AM

To Benefit

**RBaby**  
foundation

Event Chair: Jason Pinsky

## THE EVENT:

USTA National Tennis Center, Home of the US Open

Come play in this fun and challenging round-robin tournament and enjoy a beautiful day in NYC! All players and all levels are invited to participate!

Last year's tennis event helped R Baby raise over \$80,000 and brought together some of the best tennis players in NYC.

Fees:

**Teams: \$750 entry fee**

Both fees include breakfast, entry into R Baby's Tennis Tournament and opportunity to participate in Calcutta auction.

Please note: limited availability, 20 team maximum; teams are handicapped to even out competition; bisques are awarded to be used as points at strategic moments in a match.

For information, questions or to register, please contact Emily Neufeld at 646.278.6737 or [emily@poweredbyprofessionals.com](mailto:emily@poweredbyprofessionals.com)

## THE CAUSE:

**Did you know?** 30,000 babies die each year in the U.S.; most emergency rooms are not equipped to take care of babies and young children and **babies are not mini-adults** – they require specialized medical training and equipment.

R Baby Foundation saves babies' lives by improving pediatric emergency care. RBF improves healthcare for infants all over the country with life-saving grants that focus on effective pediatric ER and neonatal training programs including simulation technology, rapid detection and diagnosis of viruses, family/doctor communication programs and more. We have raised over \$4.5 million and over 90% of every dollar has gone towards innovative granting and research.

R Baby is a 501(c)3 public charity started by Phyllis and Andrew Rabinowitz who lost their 9-day-old daughter Rebecca after a misdiagnosis of a viral infection proved fatal. All funds raised at this tennis event will go towards local NYC hospital programs.



Join us to save babies' lives by improving pediatric emergency care.

Register at [rbabyfoundation.org/nytennis](http://rbabyfoundation.org/nytennis)

## EVENT PARTICIPATION LEVELS & FEES

\$750: Enter Serving to Save Babies' Lives as a team

\* All entry fees include general admission, food and beverages

**Please Note: Limited Availability**

## SPONSORSHIP OPPORTUNITIES

### **\$1,000: Friend Sponsor**

Helps to educate parents in New York on critical issues in Pediatric Emergency Care to ensure every baby gets the best chance of survival as possible.

» Includes logo placement on all promotional materials at the event and two custom R Baby gift items.

### **\$5,000: Nurturer Sponsor**

Helps to fund an educational seminar educating more than 250 physicians on diagnosing illnesses in newborns and supports sharing the event via webcast available to all emergency physicians in New York.

» Includes one team entry into tournament, logo placement on all promotional materials at the event; recognition at the event; recognition on R Baby Website and three custom R Baby gift items.

### **\$10,000: Parent Sponsor**

Funds a program at a local hospital to ensure better communication between doctors and parents, reducing medical errors and allowing hundreds of families to be empowered and engaged in their infant's care.

» Includes two team entries into tournament, logo placement on all promotional materials at the event; recognition at the event; recognition on the R Baby Website; marketing exposure such as email blasts to R Baby Database and five custom R Baby gift items.

### **\$20,000: Event Sponsor**

Funds neonatal simulation training on specialized equipment for emergency room attendants in local New York & New Jersey area hospitals impacting dozens of caregivers and hundreds of families in each location.

» Includes two team entries into tournament, logo placement on all promotional materials at the event; press opportunities, recognition at the event; recognition on the R Baby Website, chance to address crowd at event; permission to distribute one promotional item with company logo; marketing exposure such as email blasts to R Baby Database and ten custom R Baby gift items.

For more information on sponsorship opportunities,  
contact Emily Neufeld at 646.278.6737 or [emily@poweredbyprofessionals.com](mailto:emily@poweredbyprofessionals.com)

# R Baby Foundation's Serving to Save Babies Lives

## Saturday, April 21, 2012

To reserve your spot, visit [www.rbabyfoundation.org/nytennis](http://www.rbabyfoundation.org/nytennis) or fill out this form and mail it into the address below.

\_\_\_\_\_ \$750: We would like to enter as a team

\_\_\_\_\_ \$10,000: Parent Sponsor

\_\_\_\_\_ \$1,000: Friend Sponsor

\_\_\_\_\_ \$20,000: Event Sponsor

\_\_\_\_\_ \$5,000: Nurturer Sponsor

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

Company/Firm: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Playing History: \_\_\_\_\_

(Partner information if applicable)

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

Company/Firm: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Playing History: \_\_\_\_\_

Please return forms with payment  
by April 13, 2012 to:

**R Baby Foundation**  
**Attention: Emily Neufeld**  
**1375 Broadway, Third Floor**  
**New York, NY 10018**

[emily@poweredbyprofessionals.com](mailto:emily@poweredbyprofessionals.com)  
(Ph): 646.278.6737  
(Fax): 212.591.6410

☐ I would like to pay by credit card:

CC# \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Amount: \_\_\_\_\_

Name on Card: \_\_\_\_\_

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

Signature: \_\_\_\_\_

Rain Date is Sunday, April 22 at the USTA National Tennis Center in Flushing, NY