



Beauty is More Than Skin Deep -- Silent Auction Request Letter

To Whom It May Concern:

The Samaritans of New York is a local non-profit organization that is seeking tax-deductible donations for a silent auction for our September 26, 2013 Benefit entitled *Beauty is More Than Skin Deep* at the Erno Laszlo Institute at 382 West Broadway in Soho. Please use our Auction Donation form which can be downloaded at <https://samaritansnyc.ejoinme.org/eventsept26> to transmit your auction donation.

The Samaritans www.samaritansnyc.org is the oldest and best-known suicide prevention non-profit operating in NYC, responding to over 1 million calls from those in distress on our 24-hour hotline, training over 30,000 health professionals in the keys to effective prevention planning and providing solace to hundreds of people who have lost loved ones to suicide over the past 30 years.

Event Details

Samaritans is honored that Erno Laszlo is sponsoring us at their glamorous three-level spa bringing attention to our work helping people who are struggling during these difficult times and to provide support to our crisis response services. The benefit will include cocktails, hors d'oeuvres and, of course, the silent auction. Guests can purchase a skin care consultation for both women and men from the Institute's skin therapists and/or a make-up consultation from the Institute's make-up artists. All sessions include fabulous Erno Laszlo sample products.

Silent Auction Benefits and Corporate Sponsorship and Underwriting Opportunities

All silent auction donation items will be listed in the evening's program and on the Silent Auction Preview Sheet on the Benefit webpage. Items with a fair market value of \$500 or more will be listed on the page with a hyperlink to the donor's business webpage. Corporate sponsorship and underwriting opportunities are also available from \$1,000-\$5,000 are available for the Beauty is More Than Skin Deep benefit including web, print and event exposure for the sponsor's logo and brand (see sponsorship form with levels of support attached). Anonymous donations are also welcome.

The *Beauty is More Than Skin Deep* benefit follows on other successful Samaritans' events including a fundraiser at the W Hotel Downtown sponsored by Essence Magazine featuring Steve Buscemi (of *Boardwalk Empire* fame) as the celebrity host. Samaritans participated in Cantor Fitzgerald's 9/11 Charity Day where Grammy Award winner Bill Withers (*Lean On Me*) served as Samaritans' celebrity ambassador.

Event Guests

Event attendees will be comprised 150 professionals working in New York's top corporations, non-profits and more. Guests will also include supporters of Samaritans and our friends in the technology, retail, medical, financial and creative fields. Invites, facebook and tweets will reach thousands of individuals.

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