



benefiting:
care | **resource**
Your One Source

WHAT IS SPA SESSIONS?

Spa Sessions is a one-day spa/salon fundraising event held in Miami-Dade & Broward Counties. The funds raised will benefit Care Resource, South Florida's oldest & largest HIV/AIDS community service provider, to help continue its mission in assisting those affected/infected by this epidemic.

SPA SESSIONS IS AN EXCELLENT WAY TO RAISE AIDS AWARENESS.

Spa Sessions serves as a strong reminder of how the South Florida community is affected and offers many of your customers a meaningful way to express their support.

IT WILL BE AN ENORMOUS SUCCESS!

Throughout South Florida, spas/salons will participate on this one day fundraiser making this one of the most successful spa/salon events in the nation.

Why should your spa participate?

1. **It's great for recognition!** Your spa's name and phone number will be featured in a marketing campaign to include ads, email blasts, posters, flyers and on our web site www.SpaSessions.org. This marketing campaign will have your business logo exposed to over 300,000 South Floridians.
2. **It's great for your business!** Promotional materials will reach a vast audience throughout South Florida. The event attracts patrons who are socially-conscious and are willing to spend money when they know it benefits people living with HIV/AIDS. Your support targets an audience that appreciates and understands your community involvement and participation.
3. **The Press LOVES it!** Spa Sessions will be featured in area newspapers, magazines and online.

Join our growing list of supporting spas in making Spa Sessions a fun and successful annual tradition!

To participate, please fill out the enclosed agreement and return it via fax. If you have additional questions about Spa Sessions, please contact Steve Beko at 305-576-1234 Ext. 258.

PARTICIPATING SPA / SALON AGREEMENT

Yes! _____ agrees to participate in **Spa Sessions 2009** by contributing _____% (20% minimum) of **our entire day's receipts, including gift certificates.**

AS A PARTICIPANT, THIS SPA / SALON AGREES TO:

1. Contribute a minimum of 20% of every treatment and service purchased on Thursday, September 25, 2008. Spas / Salons that contribute higher amounts receive additional promotional recognition.
2. Allow Care Resource to use the spa's name, logo, location, phone number and website address in materials promoting **Spa Sessions**.
3. Provide Care Resource with a digital image of their spa logo.
4. Promote the event by displaying and distributing **Spa Sessions** material at least three-weeks prior to the event. (Materials displayed no later than September 4, 2008.)
5. Send a check made payable to Care Resource for the designated percentage amount no later than October 9, 2009.

Spa / Salon (as you would like to be listed) Spa / Salon Phone

Contact Name Title Contact Phone

Address City State Zip

Website Address

Email Fax

Spa / Salon Size Hours of Operation on September 24, 2009

Authorized Spa / Salon Representative Signature Date

Any Additional Information you'd like to add:

CARE RESOURCE AGREES TO:

1. Produce, utilize, and distribute attractive, high-quality promotional materials including posters, flyers, and postcards.
2. Coordinate a publicity campaign to promote Spa Sessions, which may include local radio, television, print media and Internet.
3. Provide communication with your spa / salon about Spa Sessions.
4. List your spa / salon on print ads when applicable.
5. List your spa / salon on the Spa Sessions website www.spasessions.org with logos and hyperlinks back to your site.

Care Resource Representative Date

CARE RESOURCE is a 501c(3) nonprofit organization. Your business's participation in the **2009 Spa Sessions** event may be tax deductible up to 100% of your donation. Please consult your tax advisor for information on how your donation can positively impact your business.



ADVERTISING DEADLINE INFORMATION

To ensure that your spa will be featured in each and every Care Resource promotional program and in all promotional materials, please respond immediately.

RETURN THIS FORM TO:

Spa Sessions
c/o Care Resource
3510 Biscayne Blvd. Suite 300
Miami, FL 33130

OR

FAX TO
305-571-2020

OR

Email to:
sbeko@careresource.org

FOR MORE INFORMATION CALL:

Steve Beko
305-576-1234 Ext. 258

OR

Christopher Donahue
305-576-1234 Ext. 210

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