Welcome to the kickoff of the 2010 Red & Black Event, “RED WINE AND BLACKJACK!” The Newark Academy Parents Association (NAPA) hopes you will join us as we take a step back in time to the 1920’s, to a secret nightclub called a speakeasy, where movie stars, gangsters and socialites would gather for a night on the town as the country struggled with prohibition.

“RED WINE AND BLACKJACK” WILL TAKE PLACE ON SATURDAY, FEBRUARY 27, 2010 AT THE PARK AVENUE CLUB IN FLORHAM PARK. It is a wonderful opportunity to “get in on the action” and enjoy a fun-filled cocktail party, socialize with friends both old and new, try your luck at one of the casino tables, listen to some fantastic jazz, and most importantly, to support our school, and the children and faculty that make it so special. Invitations will arrive in January, so make sure you are ready to put on your “glad rags” and rub shoulders with the “swells.”

The Red & Black Event is the largest of NAPA’s annual fundraisers. Its success is critical to the funding of many of our school’s scholarship, technology, enrichment, art and athletic programs. It’s important for all of us to do what we can to support this event. There are many ways to contribute:

JOIN THE RED AND BLACK CLUB! The event’s most significant sponsors, the Red and Black Club, are critical to the fundraiser’s success. Sponsorship levels and associated benefits are outlined on the Event Sponsorship enclosure.

ADVERTISE IN THE EVENT PROGRAM! This is a great opportunity to advertise your business or service, congratulate your graduating senior, celebrate an athletic team or production group, or convey appreciation to a favorite teacher or coach. Please see the Event Program Advertisement section of the Event Sponsorship enclosure.

DONATE TO THE LIVE OR SILENT AUCTION! Consider donating your time and special talents, which are priceless. Items or experiences that cannot be purchased ALWAYS generate a great deal of interest and aggressive bidding. Consider participating with another family, vendor or service provider to develop a unique package. Further information can be found in the Auction enclosure.

CONTRIBUTE A BOTTLE OF WINE TO THIS YEAR’S SPEAKEASY WINE PULL! The speakeasy theme lends itself to an exciting new game of chance where everyone is a winner. See the Speakeasy Wine Pull enclosure for specifics.

We will also continue to offer the popular FACULTY FINDS, in which our teachers generously offer their own time and talents to help raise money for the school. We so appreciate their support.

Most importantly, we hope you will join us at the speakeasy and take advantage of all that the evening has to offer - food, friends, entertainment, and fabulous items to bid on. Many thanks in advance for your time and generosity. The evening can only be a success with your participation and support. Be sure to keep an eye out for the invitation and remember … it’s our little secret!

Kristen Kolek
Red & Black Event Co-Chair
(908)317-6861 or kkolek6@verizon.net

Suzanne Willian
Red & Black Event Co-Chair
(973)218-9857 or sswillian3@aol.com
**EVENT SPONSORSHIP**

**RED AND BLACK CLUB**

**SPONSORSHIP LEVELS**

Please check desired sponsorship level.

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**PUT ON THE Ritz**

$5,000

- Name/logo recognition on the formal invitation mailed to the NA community
- Six event tickets (for personal use and/or donation to faculty)
- Large signage at the event
- Prime full page, color advertisement in the Red & Black Event Program
- Separate acknowledgement, with other club members, in the Event Program
- Inclusion on a sponsorship list sent with the formal invitation
- Newark Academy Minutemen Golf Tournament Hole Sponsor (April 2010)
- Acknowledgement of support in NJ Star Ledger

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**Hit on All Sixes**

$2,500

- Four event tickets (for personal use and/or donation to faculty)
- Large signage at the event
- Prime full page, color advertisement in the Red & Black Event Program
- Separate acknowledgement, with other club members, in the Event Program
- Inclusion on a sponsorship list sent with the formal invitation
- Acknowledgement of support in NJ Star Ledger

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**Now You’re on the Trolley**

$1,500

- Two event tickets (for personal use and/or donation to faculty)
- Large signage at the event
- Prime full page, black and white advertisement in the Red & Black Event Program
- Separate acknowledgement, with other club members, in the Event Program
- Inclusion on a sponsorship list sent with the formal invitation
- Acknowledgement of support in NJ Star Ledger
EVENT PROGRAM ADVERTISEMENT:

Families or companies may opt to forego Red and Black Club memberships but still advertise in the Event Program. This year’s program will be distributed to all attendees and left available in the reception area of Newark Academy for the community and visitors to peruse.

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page Black and White</td>
<td>5 ¼” wide x 8 ¼” high</td>
<td>$1,000</td>
</tr>
<tr>
<td>½ Page Black and White, horizontal</td>
<td>5 ¼” wide x 4” high</td>
<td>$500</td>
</tr>
<tr>
<td>¼ Page Black and White, vertical</td>
<td>2 ¾” wide x 4” high</td>
<td>$250</td>
</tr>
<tr>
<td>⅛ Page Black and White, vertical</td>
<td>2 ¾” wide x 1¾” high</td>
<td>$125</td>
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SPONSOR INFORMATION:

Please feel free to tailor your sponsorship. Some patrons opt to honor a team, club, group, faculty, or family member with their sponsorship, or to remain anonymous. If you would like customize your sponsorship, contact Maureen Diehl at maureen@diehlfamily.name or 973-292-2352.

Sponsor Name: __________________________________________
Primary Contact: _______________________________________
Phone Number: __________________________________________
Email: _________________________________________________
Address: _______________________________________________

ADVERTISEMENT COPY AND ART SUBMISSION:

Repeat advertisement as it appeared last year. [ ]
Art enclosed (hard copy) [ ]
Art enclosed (CD) [ ]
Art emailed to Cheryl Rothman, cj6love@aol.com [ ]
Copy enclosed, to be typeset by NAPA [ ]

Please return this sponsorship form, check payable to NAPA, and advertisement copy by January 8, 2010 to:

Cheryl Rothman
20 Nottingham Way
Warren, NJ 07059
THE AUCTION COMMITTEE
NEEDS YOUR HELP!

This is our biggest fundraiser of the year. The money we raise now is crucial to our school’s scholarship, technology, enrichment, arts and athletic programs. This fundraiser truly benefits every Newark Academy student.

Please help us to get the ball rolling!

We need both **LIVE AND SILENT AUCTION** items. This event cannot be successful without YOUR donations, and remember, they are fully **TAX-DEDUCTIBLE**.

Consider donating your time and special talents, which are priceless. Items or experiences that cannot be purchased **ALWAYS** generate a great deal of interest and aggressive bidding. Consider participating with another family, vendor or service provider to develop a unique package.

We will be happy to discuss your ideas and any questions you may have.

Contact any one of the following committee members:

Laurie Hyatt: (973) 966-1661 E-mail: lahyatt@optonline.net
Sujata Pandiri: (973) 701-6978 E-mail: sujatasp@gmail.com
Shilpa Toolsidas: (908) 790-0871 E-mail: shilpa@toolsidas.com

Due to printing deadlines, donations received after January 15, 2010 cannot be included in the Event Program.

**THANK YOU!**

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**AUCTION DONATION**

**POPULAR ITEMS TO DONATE:**

**TICKETS OR OUTINGS**
- Sporting Events (Football, Hockey, Basketball, Masters, US Open or Indy 500)
- Performing Arts (Broadway, Pop Music, Ballet or Opera)
- Television Show Taping
- Sports Outing (Golf, Fly Fishing, Sailing, Horseback Riding or Ballooning)
- SPA Package

**VACATION GETAWAYS**
- Vacation Homes
- Hotel/Resort Accommodations
- Airline Tickets or Miles (to be used with other trip packages)
- Ski Packages

**SERVICES OR TALENTS**
- Professional Services for your home (Landscaping, Painting, Design, Maid Services, Beauty)
- Personal Services or Lessons (Art, Music, Education, Computer Consulting, Cooking, Crafts, Photography, Calligraphy, Flower Arranging, Cake Decorating, Dog Training, Fitness Training)
- Entertainment Services (Wine Tasting, Catering and Party Planning)
- Limousine Services

**HOST A PARTY IN YOUR HOME**
Choose a date, a theme if you wish (e.g., garden party, back-to-school BBQ, ladies’ lunch etc), a number of guests, and a ticket price. Perhaps join forces with other parents for a larger event. It’s a great way to help NA, have fun, and connect with your fellow parents.

**CELEBRITY ITEMS**
- Behind the Scenes at a special event or a Walk-On (Movie, Play, TV Show)
- Autographed Memorabilia

**SOLICIT YOUR FAVORITE BUSINESS FOR GIFT CERTIFICATES**
- Restaurants (New York and New Jersey)
- Specialty Boutiques
- Electronic Items (TV, Computer etc.)

**CASH** – The Auction Committee can purchase items to enhance a package

**ONE-OF-A-KIND ITEMS**
Auction donation

PLEASE RETURN BY JANUARY 15, 2010 TO:
NAPA AUCTION COMMITTEE
NEWARK ACADEMY
91 South Orange Avenue
Livingston, NJ 07039

Questions? Contact Margaux Kelleher at (973)765-9141 or E-mail jmargaux@aol.com

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<th>Name:</th>
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<tr>
<td>Address:</td>
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<td>Phone number:</td>
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<td>Email address:</td>
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Please provide information as you would like it to appear in all publications:

**Details of Donation:** (Please include time restrictions, legal limitations, exchange restrictions, exact location of seats, number of pieces, and/or any other relevant details. Also please provide a brochure, photo, certificate, or voucher if item/service is not available for display. Optionally, we can create one for you.)

<table>
<thead>
<tr>
<th>Estimated Fair Market Value:</th>
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<tr>
<td>(If applicable, you will receive acknowledgement for tax purposes.)</td>
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<tr>
<th>Expiration Date:</th>
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<tr>
<td>(One year from auction date unless indicated.)</td>
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<tr>
<th>Delivery Arrangements:</th>
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<tr>
<td>Enclosed</td>
<td></td>
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<tr>
<td>Donor will deliver to school on ____________ (date.)</td>
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<tr>
<td>Items can be dropped off at the front desk of the school to the attention of NAPA Auction Committee.</td>
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<tr>
<td>Contact me to arrange a pickup.</td>
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<tr>
<td>Special instructions:</td>
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<tr>
<th>General Cash Donation:</th>
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<th>Donor Signature:</th>
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HERE’S HOW IT WORKS

Bottles of wine with retail value of $15 and higher will be collected from the Newark Academy community. Each bottle will be labeled with its donor’s name(s) (or anonymously if you so choose) and its retail value, and randomly assigned a numbered position on the racks of the Speakeasy Wine Cellar. On the night of the event, visitors to the Cellar can purchase one chance (or several) at $20 apiece to pull a numbered cork from our “secret cache” to win the bottle with the matching number on the racks. There are no losers in the Wine Cellar! You are guaranteed to walk away with a bottle of wine.

THIS IS HOW YOU CAN HELP

We need to fill the Cellar and are asking for your donations. Bring us a bottle from your own personal stock, ask your local purveyor to contribute a bottle, re-gift us a bottle you received over the holidays or team up with a family or two to purchase a more valuable bottle to surprise a lucky winner. As long as its retail value is at least $15, we will use it. Please fill out the bottom portion of this page, cut it off and bag it with your donation. Contributions can be left in the Business Office at Newark Academy on Tuesdays and Fridays or contact Susan Kobler at 973-228-3137 to make other arrangements.

WINE NAME AND YEAR ____________________________________________

DONATED BY (as it will appear in the Event Program) ________________

RETAIL VALUE $________