

Continental Airlines is proud to partner with The Tom Coughlin Jay Fund Foundation and be the official airline of the *Champions for Children Gala*. The importance of its mission and how effectively and efficiently the Jay Fund helps those in special need has inspired us over the years to be a supporter of its work.

When a child is battling cancer, the family faces challenges that can be overwhelming to their spirits and finances. A helping hand to pay the mortgage, utilities, groceries or providing gas cards to defray costs of travel to doctors and treatments can be vital help in time of great need. The mission of the Tom Coughlin Jay Fund Foundation is to rally the resources together and provide financial and emotional support to families who have a child with cancer.

[Please join Continental Airlines](#), along with the players and alumni of the New York Giants and guests from sports, media and corporate America for the Jay Fund Foundation *Champions for Children Gala* on October 1, 2010 at Cipriani 42nd Street in New York City. It is an inspirational evening to remember and the Continental Airlines team hopes you will be part of it!

Your generosity would have an immediate, positive and powerful effect. By taking a [table, tickets, an ad or making a contribution](#) you will provide great help, especially in these challenging times. Together, we can ease financial burdens and let the Jay Fund families know we stand by them while they stand with their brave children facing the battle for their lives. Thanks!



**PLEASE BE A HERO FOR
A CHILD WITH CANCER**



**The Annual Tom Coughlin Jay Fund Foundation
Champions for Children Gala**

OCTOBER 1, 2010



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Paul J. Tagliabue
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The Annual Tom Coughlin Jay Fund Foundation **Champions** for **Children Gala**

HONORING

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PRESIDENT & CEO

ATHLON SPORTS COMMUNICATIONS, INC.

JERALD F. IRVING

SENIOR VICE PRESIDENT & MANAGING DIRECTOR

ICAP SECURITIES USA LLC

FRIDAY, OCTOBER 1, 2010

CIPRIANI 42ND STREET

110 East 42nd Street
New York City

BRUCE BECK

MASTER OF CEREMONIES

SPECIAL GUESTS

PLAYERS AND ALUMNI FROM THE

NEW YORK FOOTBALL GIANTS

6:30 p.m. Cocktail Reception & Silent Auction

7:30 p.m. Dinner & Live Auction

Business or Favorite Football Team Attire

The Tom Coughlin Jay Fund Foundation

Created in honor of Jay McGillis, this organization is a living testament to this very special young man who played football for Coach Coughlin at Boston College and developed leukemia while a member of the team. The courage, compassion and faith he demonstrated during the course of his illness were an inspiration to many people.

Founded in 1996 by Coughlin, the mission of the Tom Coughlin Jay Fund Foundation is to assist children with leukemia and other cancers and their families by providing emotional and financial support to help reduce the stress associated with treatment and improve their quality of life. The help we are able to provide with your support allows families to focus on what matters most, the health of their child.

Thanks to compassionate partners like you, the Jay Fund can be a helping hand.



BOARD OF DIRECTORS

Tom Coughlin, *President*
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For more information, please contact

CHAMPIONS FOR CHILDREN GALA HQ

232 Madison Avenue, Suite 1407, New York, New York 10016

Tel: (212)627-1000 Email: jayfund@resevt.com

www.tcjayfund.org

Champions for Children Gala

HIGHLIGHTS OF THE LIVE AUCTION PACKAGES

Prepare to bid on some extraordinary items!

**2011 Pro Bowl Package
in Honolulu, Hawaii**



Luxury in Colorado – Ski Getaway

**Travel with the team
to a New York Giants away game**

Fighter Pilot flying experience

**Watch NFL Football with
John Madden in private studio**



**and more surprises unveiled on October 1st
along with a spectacular silent auction of
sports memorabilia, travel packages and
even tickets to Super Bowl XLV!**

**Continental
Airlines** 
A STAR ALLIANCE MEMBER 

The Official Airline of
The Champions for Children Gala

For further information call
Gala HQ at 212-627-1000 or email jayfund@resevt.com



Champions For Children Gala

OCTOBER 1, 2010
CIPRIANI 42ND Street, New York City

RESPONSE FORM

Get off the bench, give your dollars
and support a child with cancer!

Please check:

- 50 Yard-Line Sponsor with a gift of \$50,000.** 
A gift at this level covers a cord blood donor unit for a child who needs a bone marrow transplant but does not have a related donor. One priority table of eight with celebrity guest, one full-page color ad, special recognition in the dinner's printed and evening programs. Scholarship in your name to be announced at the Champions for Children Gala.
- Touchdown Sponsor with a gift of \$25,000.** 
A gift at this level supplies mortgage/rent payments for a dozen families when a parent has to quit their job to care for the child and the loss of income puts them at risk of losing their home. One priority table of eight with celebrity guest, one full-page color ad and recognition in the dinner's printed and speaking programs.

 **50 Yard-Line and Touchdown Sponsors** receive additional VIP privileges from the Jay Fund for the 2011 Golf Classic at TPC Sawgrass and other events (details to follow after reservation.)

- Field Goal Sponsor with a gift of \$15,000.**
A gift at this level covers automobile payments and gas for one month for about two dozen families as they get their children back and forth for doctors appointments, chemotherapy, laboratory testing and hospital stays. This gift includes a preferred table of eight with celebrity guest, one full-page color ad and recognition in the dinner's printed and speaking programs.
- First and Goal Sponsor with a gift of \$10,000.**
A gift at this level covers a monthly phone bill for 50 families to keep in contact with loved ones to share information and gain crucial emotional support. This gift includes a table of eight with celebrity guest and a full-page color ad in the dinner's printed program.

Please reserve the following:

- ___ seat(s) to dinner at \$2,500 each (*preferred seating*)
___ seat(s) to dinner at \$1,000 each

Journal Ads

- One full-page color ad in the program at \$3,000
 One half-page color ad in the program at \$1,500

**Every dollar makes a difference and makes you
a hero to a child in the battle for their life!**

I am unable to attend, but enclose my contribution of
\$ _____ to help the children who benefit from the Jay
Fund's vital mission.

Enclosed is my check in the amount of \$ _____.

or

Bill me for \$ _____, or charge my credit card.

(over)

American Express MasterCard Visa

CARDHOLDER'S NAME

CARD NUMBER

EXP. DATE

BILLING ADDRESS

CITY

STATE

ZIP CODE

SIGNATURE

Please make check payable to:

Tom Coughlin Jay Fund

Contributions are 100% tax deductible.

The non-deductible portion of each dinner ticket is \$250.

Mail to:

Champions for Children Gala HQ
232 Madison Avenue, Suite 1407
New York, New York 10016
Tel: 212-627-1000
Fax: 212-627-1667
Email: jayfund@resevt.com

NAME

COMPANY (IF APPLICABLE)

ADDRESS

CITY

STATE

ZIP CODE

PHONE

FAX

EMAIL

LIST NAME AS IT SHOULD APPEAR ON ALL PRINTED MATERIALS