

# KEEP YOUR MIND

# Open

THE TOURNAMENT THAT STARTS AND ENDS ON THE 19th HOLE!

Benefiting The SHINE Initiative

November 3, 2011

Four Points - Leominster, MA

5:00 p.m. "Shotgun Start"



## Honorary Chair

### Edward F. Manzi Jr.

CEO, Fidelity Bank

"Fidelity Bank is proud to focus a majority of our philanthropic giving each year to aid the SHINE Initiative's fight against this mainstream health issue."

## Fundraising & Event Committee

### Maedon Coburn

President,  
Appleseed Personnel

### Anne-Marie Hannigan

Partner  
Hannigan Engineering

### Deb DeSando

Practice Administrator  
Watkin Dental Associates

### Linda Leland

Director of Operations  
Groton Wellness

### Joyce Thibault

Branch Manager, VP  
Fidelity Bank

### Jim Notaro

Executive Assistant  
Fidelity Bank

Dear SHINE Supporter,

The Keep Your Mind Open is the tournament that starts and ends on the 19th hole. This unique fundraiser benefits the SHINE Initiative, a non-profit organization headquartered in Leominster, MA that is focused on "shining a light on mental illness".

We invite you to join us on November 3, 2011 at the Four Points by Sheraton for a good time for a good cause. An evening of **trivia**, "beverage cart" **cocktails, hors d'oeuvres** and **buffet** awaits as you support the Shine Initiative's noble mission. The evening is capped off with a **comedy showcase**.

The SHINE Initiative's work involves four major components:

1. **Research:** Finding the Cures through biological research.
2. **Education:** Building awareness about mental illness Recovery.
3. **Policy Making:** Working with our legislators to promote sound mental health policy.
4. **Programming:** Developing innovative Mental Health Programs

Finding cures for mental illness and giving hope to those suffering with it begins with each one of us.

We believe that mental illness is both treatable and curable and that Recovery is possible. We believe that through research that works towards cures and treatment; education; innovative mental health programming and enlightened public policy a new day is possible for persons suffering with mental illness.

Forwarding our Mission requires adequate funding. We are hard at work raising funds for this noble cause and we are seeking your support to help us in this effort.

Sincerely,

**Maedon Coburn**

Chair, Keep Your Mind Open '11

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The Keep Your Mind Open is the only golf outing we know of that starts and ends on the 19th hole!

Wondering what you can expect at the 19th hole?

How about:

- Championship Trivia Challenge
- Beverage Cart Cocktails
- Buffet Dinner Items
- Raffles / Auctions
- Community Service Awards
- Stand-up Comedian

Leave your clubs at home, stop trying to pad your handicap, and just come enjoy a great night for a fantastic cause.



Won't you please partner with us in the fight against mental illness by becoming a sponsor?

<i>Eagle Sponsor</i>	<b>\$7,500</b>
Logo on all print (Sentinel & Enterprise) & web advertising, recognition in all radio advertising, logo on trivia scoreboard, two full tables (16) at the event, and special recognition during the event.	
<i>Birdie Sponsor</i>	<b>\$5,000</b>
Logo on all print (Sentinel & Enterprise) & web advertising, full table (8) at the event and special recognition during the event.	
<i>Beverage Cart Sponsor</i>	<b>\$2,500</b>
Logo displayed on one of three bars, logo displayed on cocktail napkins, recognition on the SHINE Initiative website and four tickets to the event.	
<i>Hole Sponsor</i>	<b>\$1,500</b>
Company recognition and logo displayed during your trivia question, recognition on the SHINE Initiative website and four tickets to the event.	
<i>Caddie Sponsor</i>	<b>\$1,000</b>
Logo on one Trivia Caddie, recognition on the SHINE Initiative website and four tickets to the event.	
<i>Tee Sponsor</i>	<b>\$500</b>
Recognition on website and four tickets to the event.	

*Sign Me Up!*

As a supporter of the SHINE Initiative's Keep Your Mind Open.

Business Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Participants: \_\_\_\_\_  
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*(Please provide an accurate guest list by 10/14/2011)*

Eagle Sponsor     Birdie Sponsor     Beverage Cart  
 Hole Sponsor     Caddie Sponsor     Tee Sponsor  
 \_\_\_\_\_ (qty) General Admission Tickets @ \$50 pp = \$ \_\_\_\_\_  
 I am unable to attend, please accept my donation of \$ \_\_\_\_\_

Please make checks payable to: **The Shine Initiative**

Credit Card:  Visa     Mastercard

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

CARDHOLDERS NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**Return Registration To:**

Mail:	The SHINE Initiative 9 Leominster Connector Leominster MA 01458	Fax:	(978) 343-2021
		E-Mail:	mcoburn@shineinitiative.org
		Phone:	(978) 870-1401