



Directors

Mark Moseley, #3
NFL MVP 1982
Host

Mickey T, Boss Hogette
a.k.a. Michael Torbert

Terri Lamb
Washington Redskins
Cheerleaders Alumni

Randy Schools
President & CEO
R&W Foundation

Dave Smith
CEO
Special Love

Heidi Grolig
Executive Director
Friends of the Clinical
Center

Joe Pellegrino
GE
Tournament Chairman
202-637-4336

Jeanee Snipes
GE
Celebrity Administrator
301-634-3210

Pat Carnright
Tournament Secretary
202-253-2361

Committee

Dzifah Amouzou
Beth Appleyard
Phil Beauchamp
Rob Daubenspeck
Sandi Daubenspeck
Dean Gissendanner
Jack Hanson
Monica Hanson
Bob Lehmkuhl
Gigi Middlebrook
Vilma Montiel
Vicki Novak
Kathleen Palma
Kallie Wasserman

Dear Sponsor:

Mark Moseley, former Redskin and NFL MVP—with the support of GE, GXS, the Hogettes, and the Washington Redskins Cheerleaders Alumni Association—is pleased to host the 18th Annual **Mark Moseley Celebrity Golf Tournament** on **Monday, June 6, 2011** at **Raspberry Falls Golf and Hunt Club, in Leesburg, Virginia**. The event benefits two National Institutes of Health charities: **Special Love** and **Friends of the Clinical Center**.

With the continued economic difficulties facing our region and the nation, it is very important we continue this fundraising activity. The support from sponsors and participants like **you** is needed to allow these charities to continue their good work. The 2010 tournament netted \$99,000 which was split between Special Love and Friends of the Clinical Center.

The day includes golf on a premier golf course, continental breakfast, mingling with sports figures, including former Washington Redskin players and cheerleaders, TV and radio personalities, tournament contests, mulligans, lunch, on-course refreshments, a reception, dinner, golfing awards, silent and live auctions and a raffle.

These charities fill critical needs. **Special Love** supports children from Maryland, Virginia and the District of Columbia who have been diagnosed with cancer as well as their families. Special Love provides year-round activities for the parents and siblings, including week-long summer camps. The cost to send one ill child to camp for a week is \$650.00. **Friends of the Clinical Center** provides emergency financial assistance to families of patients of NIH's National Clinical Centers, paying for financial burdens triggered by their illnesses and their participation in medical research at the NIH. Friends of the Clinical Center spends an average of \$700.00 per family needing emergency financial assistance in order to continue their treatments. This event is the single largest outside fundraiser for both charities and enables them to focus their staff time on program services instead of fundraising.

There are many opportunities to support the tournament. If you are unable to sponsor a foursome or any of the other activities, perhaps you could donate an item for the silent or live auction or a prize for one of the golfing contests. This event offers sponsors the opportunity to host clients or provide recognition to deserving employees while supporting these charities. Attached you will find information on the charities, the various sponsorships, the 2010 sponsors, and a Schedule of Events. We accept monetary donations.

Your support is greatly appreciated and will be fully acknowledged. Your contributions are to the R & W Foundation and are tax deductible (subject to applicable tax regulations). For information on this tournament and how you can get involved, please contact Joe Pellegrino, Tournament Chairman at 202-637-4336.

On behalf of Special Love and Friends of the Clinical Center, thank you.

www.markmoseleycelebritygolf.org



Event Sponsorships

- | | |
|---|--|
| <input type="checkbox"/> DINNER SPONSOR(S)
✓ Your company name/banner (please provide in advance) displayed during the dinner
✓ Your company name (please specify) listed in tournament program | \$5,000 |
| <input type="checkbox"/> GOLF SHIRT SPONSOR(S) – MUST HAVE LOGO BY MAY 2, 2011
✓ Company name or logo (must fit on sleeve) on golf shirt distributed to all golfers (Contact Tournament Secretary regarding specifics)
✓ Your company name (please specify) listed in tournament program | \$3,500 |
| <input type="checkbox"/> LUNCH SPONSOR(S)
✓ Your company name on box lunch provided to each golfer
✓ Your company name (please specify) listed in tournament program | \$3,500 |
| <input type="checkbox"/> GIFT SPONSOR(S) – MUST HAVE LOGO BY MAY 2, 2011
✓ Your company name/banner (please provide in advance) displayed during the tournament
✓ Your company name (please specify) listed in tournament program
✓ Your logo on a gift item presented to each golfer | \$3,000 |
| <input type="checkbox"/> CONTINENTAL BREAKFAST SPONSOR(S)
✓ Your company name/banner (please provide in advance) displayed during continental breakfast
✓ Your company name (please specify) listed in tournament program | \$2,500 |
| <input type="checkbox"/> RECEPTION SPONSOR(S)
✓ Your company name/banner (please provide in advance) displayed during the Reception and dinner
✓ Your company name (please specify) listed in tournament program | \$2,500 |
| <input type="checkbox"/> BEVERAGE CART SPONSOR(S)
✓ Your company name (please specify) displayed on one of the beverage carts on tournament day
✓ Your company name (please specify) listed in tournament program | \$1,500 |
| <input type="checkbox"/> VOLUNTEER SPONSOR(S)
✓ Your company name (please specify) displayed on one of the 18 holes
✓ Your company name listed in tournament program | \$600 |
| <input type="checkbox"/> HOLE SPONSOR(S)
✓ Your company name (please specify) displayed on a sign on one of the 18 holes
✓ Your company name listed in tournament program | \$500 |
| <input type="checkbox"/> PROGRAM ADVERTISEMENTS
✓ Full Page (8.5" x 5.5") advertisement in tournament program
✓ Half Page (4.25" x 5.5") advertisement in tournament program
✓ Listing – company name (please specify) listed in tournament program | \$500
\$250
\$125 |
| <input type="checkbox"/> AUCTION ITEM(S)/GOLFING PRIZES
✓ To donate an Auction Item or a Golfing Prize, contact Kathleen Palma at 202-637-4206 | |

If you would like your promotional material provided to each golfer, please provide sufficient quantity for 180 golfers no later than May 16, 2011.



Golf Sponsorships

- | | |
|--|-----------------|
| <input type="checkbox"/> Tournament Co-Sponsor <ul style="list-style-type: none"> ✓ Four foursomes, continental breakfast, green fees, golf cart, lunch, raffle tickets, tournament contests, on-course refreshments, reception & dinner ✓ Your company promotional information distributed to each golfer (~180 copies must be supplied) at registration ✓ A full page (8.5" X 5.5" each) advertisement in tournament program ✓ Your company banner (must be supplied in advance) displayed at the 18th Hole ✓ Commemorative tournament items (photo/frame, shirt, etc.) distributed to each golfer | \$15,000 |
| <input type="checkbox"/> MVP Club <ul style="list-style-type: none"> ✓ Two foursomes, continental breakfast, greens fees, golf cart, lunch, raffle tickets, tournament contests, on-course refreshments, reception, and dinner ✓ Your company promotional information distributed to each golfer (~180 copies) at registration ✓ Full page advertisement (8.5" x 5.5") in tournament program ✓ Company name (please specify) displayed on a sign on one of the 18 holes ✓ Commemorative tournament items (photo/frame, shirt, etc.) distributed to each golfer | \$8,000 |
| <input type="checkbox"/> All Pro <ul style="list-style-type: none"> ✓ One foursome, continental breakfast, greens fees, golf cart, lunch, raffle tickets, tournament contests, on-course refreshments, reception, and dinner ✓ Full page advertisement (8.5 x 5.5") in tournament program ✓ Company name (please specify) displayed on a sign on one of the 18 holes ✓ Commemorative tournament items (photo/frame, shirt, etc.) distributed to each golfer | \$3,500 |
| <input type="checkbox"/> All American <ul style="list-style-type: none"> ✓ One foursome, continental breakfast, greens fees, golf cart, lunch, raffle tickets, tournament contests, on-course refreshments, reception, and dinner ✓ Company name (please specify) displayed on a sign on one of the 18 holes ✓ Commemorative tournament items (photo/frame, shirt, etc.) distributed to each golfer | \$3,000 |
| <input type="checkbox"/> Single <ul style="list-style-type: none"> ✓ Single(s) will be placed with other singles, continental breakfast, greens fees, golf cart, lunch, raffle tickets, tournament contests, on-course refreshments, reception, and dinner ✓ Commemorative tournament items (photo/frame, shirt, etc.) distributed to each golfer | \$600 |

****ALL REGISTRATIONS, ADVERTISEMENTS, AND PROMOTIONAL MATERIAL, AND LOGOS MUST BE SUPPLIED TO JOE PELLEGRINO NO LATER THAN MAY 16, 2011.**

PLEASE NOTE: GOLFING SPONSORSHIPS IS LIMITED TO 32 FOURSOMES



Schedule of Events

The Tournament Volunteers look forward to welcoming you to the Mark Moseley Celebrity Golf Tournament benefiting Special Love and Friends of the Clinical Center. Below is the Schedule of Events for the day.

Since many golfers are sponsored in this event by businesses or corporations, we have devised a number of ways for players to personally share in the support of our charity beneficiaries. Some of the ways you can personally participate include a “Beat-the-Pro” contest during the round of golf; purchase of mulligans, and Silent and Live Auctions.

8:45 a.m.	Registration Continental Breakfast	Clubhouse Entrance Grille Room
.	Driving Range Open	Practice Range
10:00 a.m.	Welcome	Cart Staging Area
10:15 a.m.	Tournament Begins – Shotgun Start	Cart Staging Area
4:00 p.m.	Cocktail Hour/Reception	Clubhouse
5:00 p.m.	Dinner Live/Silent Auctions Awards Ceremony	Clubhouse



2010 SPONSORS



Tournament Co-Sponsors



MVP

Capitol Drywall

All Pro

CA
CEXEC
EADS North America
Kilpatrick Stockton LLP
Moritt Hock Hamroff & Horowitz LLP
Paul Hastings
Quarles & Brady LLP
Zeuz

All American

Arnold & Porter
AT&T
Chesapeake Systems LLC
Corstone Capital
GEICO
Hewlett Packard
Katten Muchin Rosenman LLP
King & Spalding
Latham & Watkins LLP
Oracle
Red Hat
Verizon Business
Winston & Strawn LLP

Singles

Tom Baker
Rob Daubenspeck
Mike Gadbow
Eric Hanson
Michael Jordan
John Marino
Sandy Merber
James Mitchell
Deborah Staudinger
Eric Schmitz

Shirt Sponsor

Covington & Burling LLP

Breakfast Sponsor

Vornado Charles E. Smith

Lunch Sponsor

CTS Services

Dinner Sponsor

GE Aviation
GE International Law & Policy

Hole Sponsors

Egenera
Hogan Lovells

Advertisements

Hogan Lovells
SAIC
Schmitz Service, Inc

Beverage Carts

EMC²
Seyfarth Shaw LLP

Donations

Karen Bhatia
Carol Fuchs
Charmer Sunbelt Group
Brian & Connie Mattingly

Prizes

CDW
Duc Pond Motor Sports
Winchester Harley Davidson



Sponsor Registration Form
Must be Completed and Submitted to Joe Pellegrino by May 16, 2011
(Please Print Neatly!)

Mark Moseley Celebrity Golf Tournament
Monday, June 6, 2011
Raspberry Falls Golf and Hunt Club

Checks should be made payable to R&W Foundation but sent to Tournament Chairman at General Electric – see next page

Company Name (as it should be listed)

Contact Name _____
 Contact's Phone _____
 Address _____
 Address2 _____
 Email: _____
 Fax: _____

Sponsorships:

Entitled to:

- | | | | | |
|--|------------|---|--------------|------------------------|
| <input type="checkbox"/> Co Sponsor | \$15,000 | 4 Foursomes | Full Page Ad | Display Company Banner |
| <input type="checkbox"/> MVP Club | \$8,000 | 2 Foursomes | Full Page Ad | Hole Sign |
| <input type="checkbox"/> All Pro | \$3,500 | 1 Foursome | Full Page Ad | Hole Sign |
| <input type="checkbox"/> All American | \$3,000 | 1 Foursome | | Hole Sign |
| <input type="checkbox"/> Single | \$600 | 1 Player | | |
| <input type="checkbox"/> Dinner | \$5,000 | Listing in Program; Company Banner displayed at Dinner | | |
| <input type="checkbox"/> Golf Shirt | \$3,500 | Listing in Program; Name/Logo on Shirt distributed to all golfers | | |
| <input type="checkbox"/> Lunch | \$3,500 | Listing in Program; Name/Logo displayed on box lunch distributed to all golfers | | |
| <input type="checkbox"/> Breakfast | \$2,500 | Listing in Program; Company Banner displayed during continental breakfast | | |
| <input type="checkbox"/> Reception | \$2,500 | Listing in Program; Company Banner displayed during reception | | |
| <input type="checkbox"/> Beverage Cart | \$1,500 | Listing in Program; Name/Banner displayed on beverage cart(s) | | |
| <input type="checkbox"/> Gift Item | \$3,000 | Listing in Program; and on gift item presented to all golfers | | |
| <input type="checkbox"/> Volunteer Sponsor | \$600 | Listing in Program and on one of the 18 Holes | | |
| <input type="checkbox"/> Hole Sponsor | \$500 | Listing in Program and on one of the 18 Holes | | |
| <input type="checkbox"/> Donations | Any Amount | Listing in Program | | |

Program Ads

- | | |
|------------------------------------|-------|
| <input type="checkbox"/> Full Page | \$500 |
| <input type="checkbox"/> Half Page | \$250 |
| <input type="checkbox"/> Listing | \$125 |

If you would like your promotional material given to each golfer, please provide enough for 180 golfers no later than May 16, 2011.



Golfer Registration Form
(Please Print Neatly!)
Mark Moseley Celebrity Golf Tournament
Monday, June 6, 2011
Raspberry Falls Golf and Hunt Club

MUST BE COMPLETED AND SUBMITTED TO JOE PELLEGRINO BY May 16, 2011

Company Name: _____

Names of Golfers:	USGA Index or Range of Scores for 18 Holes
Golfer #1	
Golfer #2	
Golfer #3	
Golfer #4	

Company Name: _____

Names of Golfers:	USGA Index or Range of Scores for 18 Holes
Golfer #1	
Golfer #2	
Golfer #3	
Golfer #4	

IF REGISTERING MORE THAN TWO FOURSOMES, PLEASE REPRODUCE FORM.

Please send your registration form(s) and check made payable to "R&W Foundation" to:

Joe Pellegrino
Tournament Chairman
General Electric Company
900W
1299 Pennsylvania Avenue, NW
Washington, DC 20004
 Telephone: 202-637-4336 Email: Joseph.Pellegrino@ge.com



How to Find Raspberry Falls Golf & Hunt Club

Raspberry Falls Golf & Hunt Club
41601 Raspberry Drive
Leesburg, VA 20178
Phone: 703-779-2555
Fax: 703-779-8721

Raspberry Falls is located 15 minutes from Washington Dulles Airport, just three miles north of downtown Leesburg, Virginia, on Route 15 across the highway from Whites Ferry.

Directions from the Capital Beltway:

Take Virginia Exit No. 45, Route 267(W), "Dulles Toll Road." Follow past Dulles Airport (it becomes the Dulles Greenway) to "Leesburg."

Take Exit No. 1B, Route 15N towards "Frederick, Md." Stay on Route 15 for 4.5 miles.
Make a left turn onto Raspberry Drive at the traffic light.
Follow Raspberry Drive for about one mile, and the Clubhouse will be on the left.

Directions from Baltimore/Frederick/Columbia:

Take I-70W past Frederick. Exit onto Route 15S, towards "Leesburg."
Stay on Route 15, going over the "Point of Rocks" Bridge. Follow Route 15 for 8 more miles after the bridge.
Take a right turn onto Raspberry Drive at the traffic light. Follow Raspberry Drive approximately one mile and the Clubhouse will be on the left.

Directions from Gaithersburg/Bethesda:

From 270, take Route 28(W) towards Darnestown. Follow past Quince Orchard towards Poolesville. At fork, make a LEFT onto Route 107 (Whites Ferry Road).
Stay on Whites Ferry Road, through Poolesville until it ends at Whites Ferry.

Whites Ferry runs across the river. Round trip is \$5; one-way \$3. For questions on the Ferry, call (301) 349-5200.

Once on the Virginia side, follow Whites Ferry Road until it ends at Route 15 (James Monroe Highway).
Go straight through the traffic light onto Raspberry Drive.
Follow Raspberry Drive for about one mile, and the clubhouse will be on the left.

Directions from Dulles Airport:

From the airport access road, take Exit for Route 267(W)-TOLL, towards Leesburg.
Merge onto Route 267W, there will be a toll charge. Follow Route 267W for 12 miles.
Take Exit No. 1B, Route 15N towards "Frederick, Md." Stay on Route 15 for 4.5 miles;
Take a left turn onto Raspberry Drive at the traffic light.
Follow Raspberry Drive for about one mile, and the clubhouse will be on the left.



R & W Foundation is National Institute of Health's (NIH) Nationally Awarded Employee Service and Health Promotion Organization

It is a 501(c)(3) organization supporting NIH activities

Tax ID #52-1805556

All Sponsorships to the Mark Moseley Celebrity Golf Tournament should be in the name of **R & W Foundation**. Checks should be made payable to R & W Foundation **but mailed to:**

Joe Pellegrino
Tournament Director
General Electric Company
1299 Pennsylvania Avenue, NW – 9th Floor West
Washington, DC 20004

**DO NOT SEND ENVELOPES ADDRESSED TO R & W AT THE ABOVE ADDRESS.
PLEASE MAKE SURE TO ADDRESS ENVELOPES TO JOE PELLEGRINO, GENERAL
ELECTRIC COMPANY**

Credit Card payments are accepted. Please contact Kallie Wasserman at R & W to charge your sponsorship. Kallie can be reached at 301-496-6061.



FRIENDS OF THE
CLINICAL CENTER

<http://www.foccharity.org>

About Us

Friends of the Clinical Center (FOCC) is a private, non-profit charitable organization that provides emergency financial aid to patients of the National Institutes of Health (NIH) Clinical Center and their families. FOCC helps patients through financial emergencies triggered by their illness and their participation in medical research at the NIH. Most often FOCC helps families pay their housing, utility, and transportation expenses.

The NIH is the nation's medical research body and a world leader in health and medical research with the mission of improving health through scientific discovery. The NIH Clinical Center is the world's largest hospital devoted entirely to research. Each year more than 7,000 patients are admitted to the Clinical Center, and another 73,000 outpatient visits are conducted. These patients, from around the world, play a vital role in the study of human health and disease.

Friends of the Clinical Center
(301) 402-0193
PO Box 340139
Bethesda, MD 20827



<http://www.speciallove.org/>

Special Love Is:

- a nonprofit organization that provides cancer families a community of support, made up of other patients and families who know and understand the trials and triumphs of the cancer experience.
- the result of Tom and Sheila Baker's desire to establish a support group for children with cancer and to honor their daughter who lost her battle against the deadly disease. In 1983, the Bakers began their organization with a week of summer fun called Camp Fantastic which has grown into a year full of events, with approximately 20 week-long and weekend retreats and special outings.
- dependent on private donations. Donations are tax-deductible and can be in the form of program sponsorships or camper scholarships.

Special Love Means:

- children with cancer have an organization that brings them together with other children for fellowship, friendship and fun.
- families of children with cancer have an ally during and after the cancer experience. Each family member is included in programs—family weekends give mom and dad a chance to share with other adults, siblings have a program called BRASS (BROthers And SiSters of children with cancer) that gives them the attention and opportunity to make their own friends.
- hospitals have a place to refer the families of children with cancer. The communication between the patient, doctors, family and Special Love staff assures the sick child's best interests are well represented and everyone has an understanding of the child's needs.

If you would like more information, the following materials are available:

- [the LoveLetter](#) is sent quarterly to more than 7,000 people and keeps everyone informed of upcoming events.
- Special Love's scrapbook/annual report explains the organization and offers heartwarming photos of campers and their families enjoy Special Love's programs.
- the "Story of Special Love" video is available for new families, corporate meetings or other groups who need more information on Special Love programs.
- our website (www.speciallove.org) features our annual calendar, news, photos, and more.

