



Institute for Responsible Online and Cell-Phone Communication

Introducing Digital Responsibility to a Digital Generation



Phone: (877) 295-2005 Fax: (240) 363-0070 Address: P.O. Box 1131 200 Walt Whitman Ave. Mount Laurel, NJ 08054-9998

February 2012

Dear Potential Sponsor,

We are writing to you on behalf of The Institute for Responsible Online and Cell-phone Communication (IROC2.org), a Mount Laurel, New Jersey based 501(c)3 non-profit organization dedicated to preventing online child exploitation, cyber-bullying, and digital irresponsibility by speaking to children in local schools, across the United States and Canada, about ways they can apply good judgment and make good decisions in the 21st Century digital environment to reduce the likelihood of becoming a victim of a cyber-crime or exploitation.

This is an example of what **you** can help us **prevent**:

- In Alabama, Jonathan Vance, 24, of Auburn was sentenced to 18 years in prison in April after he admitted sending threatening e-mails on Facebook and MySpace extorting nude photos from more than 50 young women in Alabama, Pennsylvania and Missouri.
- In Wisconsin, Anthony Stancl, 18, received 15 years in prison in February after prosecutors said he posed as a girl on Facebook to trick male high school classmates into sending him nude cell phone photos, which he then used to extort them for sex.
- A 31-year-old California man was arrested in June on extortion charges after authorities said he hacked into more than 200 computers and threatened to expose nude photos he found unless their owners posed for more sexually explicit videos. Forty-four of the victims were juveniles, authorities said. Federal prosecutors said he was even able to remotely activate some victims' webcams without their knowledge and record them undressing or having sex.

The Institute believes the evolution of digital technology is a wonderful thing, and encourages its safe and responsible use; however, our goal is to create a safer digital environment for individuals to learn, share, and grow. Some of our major achievements in 2011 are as follows:

- Spoke to over 40,000 New Jersey school students about the importance of digital safety, awareness, and responsibility;
- Trained over 2,000 New Jersey educators; and
- Awarded the School Safety Advocacy Council's (SSAC) Exemplary School Safety Program for the second year in a row.
- Never turned a school or community away due to an inability to pay for our award winning educational programs.

We could not have achieved these amazing results without the continued support of our community. We would like to invite you to support our cause by sponsoring our annual fundraiser, IROC2 and ROLL Casino Night. IROC2 will host this worthy event in the Happy Hour Club in Maple Shade, New Jersey on June 16, 2012.

Please consider sponsoring this event by contributing an item(s) or making a monetary donation. Please see the enclosed sponsorship information. I hope your business will be able to support this significant event.

If you have questions about sponsorship or need further information, please do not hesitate to contact me at 877-295-2005 or email Richard@iroc2.org. Your support is greatly appreciated!

Sincerely,

A handwritten signature in black ink, appearing to read 'Richard Guerry', written in a cursive style.

Richard Guerry
Founder & Director
Institute for Responsible Online and Cell-phone Communications (IROC2.org)

IROC2 and ROLL Casino Night

Saturday, March 17, 2012

7 PM to 11:30 PM

Happy Hour Club

Maple Shade, New Jersey

Proceeds to benefit the Educational Programs, Outreach and Support to prevent online predators, child exploitation, and cyber-bullying.

Yes we are proud to support the Institute for Responsible Online and Cell-Phone Communications (IROC2.org) by sponsoring their fundraiser, Casino Night. We hereby authorize IROC2 to include our corporate name or logo on the Casino Night brochures, posters, website and event information consistent with the sponsorship selection below. A tax deductible receipt will be provided by IROC2 for your records.

- HIGH ROLLER \$350+
- PLATINUM PLAYER \$150+
- GOLD STATUS \$50+
- AUCTION ITEM DONATION

Name: _____

Company: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

V/TTY/VP E-Mail Address: _____

Please make check payable to: IROC2

To ensure that your company logo is included, please return this form to the following address by May 1, 2012.

Please send your company logo or ad, as appropriate, in an electronic, high-resolution.jpg file to the e-mail address listed below. Thank you.

IROC2

Karen Salvano, VP of Fundraising

200 Walt Whitman Avenue, PO Box 1131

Mount Laurel, NJ 08054

karen@iroc2.org

877-295-2005 ext. 0

IROC2 AND ROLL Casino Night

HIGH ROLLER \$350+

- ☆ Only 4 High Roller Sponsorships Available
- ☆ Exclusive Sponsorship of a Casino Table: Company name and logo prominently displayed on the table
- ☆ Company name and logo prominently displayed on all event materials, including *but not limited* to;
 - Event promotion materials
 - Dining tables
 - Chinese Auction tables
 - Bar
 - T-shirts
 - Event Posters
- ☆ Company identification in any event related press releases (online, local print, radio, etc)
- ☆ Sponsorship of a [Chinese Auction] Drawing
- ☆ Verbal recognition as a High Roller at the event via the live band
- ☆ Hyperlinked Logo on the [IROC2 & ROLL Fundraiser webpage](#) and [IROC2.org's National and Local Community Alliances Listings](#).
- ☆ **Sponsorship Stars** table space for company information and creative assets to be distributed at event
- ☆ 2 tickets to event (\$110 value)

PLATINUM PLAYER \$150+

- ☆ Company name and logo prominently displayed on T-shirts and Event Posters
- ☆ Company identification in all event related press releases (online, local print, radio, etc)
- ☆ Hyperlinked Logo on the [IROC2 & ROLL Fundraiser webpage](#) and [IROC2.org's National and Local Community Alliances Listings](#).
- ☆ Sponsorship Stars table space for company information and creative assets to be distributed at event
- ☆ 1 ticket to event (\$55 value)

GOLD STATUS \$50+

- ☆ Company logo on customized T - shirts at event
- ☆ Hyperlinked Text Link on [the IROC2 & ROLL Fundraiser webpage](#) and [IROC2.org's Local Community Alliances Listings](#).
- ☆ *Sponsorship Stars table space for company information and creative assets to be distributed at event

AUCTION ITEM DONATION - Donate an item or service to promote your business

- ☆ Minimum item/pkg value of \$25.00 for the Chinese auction. Company name and logo on Chinese Auction tables.
- ☆ Hyperlinked Text Link in IROC2.org's Local Community Alliances Listings.

OTHER SPONSORSHIP OPPORTUNITIES

Special sponsorship recognition is also available for donors of goods and services to assist with the event as well as any cash donations to the Institute. For more information on sponsorship opportunities, please contact Karen Salvano karen@iroc2.org or toll free 877-295-2005 ext. 0

- ☆ *Sponsorship Stars* area is table top space in the venue where High Roller, Platinum Player and Gold Status sponsors can provide attendees with company information and creative assets about products, services, special offers, events, etc.
- ☆ **IROC2 & ROLL Fundraiser webpage** - <http://www.iroc2.org/casino.html>
- ☆ **IROC2.org Community Alliances** - <http://www.iroc2.org/15.html>

Event Sponsor Commitment Form

The following form is to be completed by the Donor and returned to IROC2. A signed copy will serve as a receipt of your gift. Contributions may be deducted to the fullest extent of the law. Please advise your tax advisor.

Company Name:

Company: _____

Company Address:

City: _____ State: _____ Zip: _____

Phone: _____

E-Mail address: _____

Stated value of all donated items \$ _____

Item(s) description: This is how the description will appear in promotional material. Please attach a separate sheet if necessary. Include interesting facts, rarity, model, size, etc. **If no description is provided by the donor, the donor agrees to allow IROC2 to provide a description.**

Limitations: Please list any and all limitations, restrictions, exclusions, expiration dates, number of persons, age restrictions, time of year, geographical limits, etc. We kindly ask that the effective date on any gift certificates would correspond to the event date.

_____ Donor needs to have items picked up

_____ Donor will send / deliver / email item(s) to:

IROC2
PO Box 1131
Mount Laurel, NJ 08054

**** If you cannot ship to a PO Box, please contact karen@iroc2.org for an alternative address.**

_____ Donor will supply gift certificate(s) or Letter of Commitment if item(s) is/are not present

The undersigned does hereby give and convey to IROC2, a 501© 3 non-profit charitable organization, the above described item(s).

Donor's Signature & Date

IROC2 Representative & Date

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



HELP US PREVENT CHILD EXPLOITATION & CYBER BULLYING

EVENT DETAILS

- The Happy Hour Social & Athletic Club
- 746 E Laurelton Ave Maple Shade, NJ 08052
- June 16, 2012
- 7:00 pm – 11:30 pm
- Contact: 877-295-2005 or karen@iroc2.org

CASINO NIGHT

IROC2 & ROLL FUNDRAISER

The poster features a silhouette of a person in a tuxedo sitting at a table, holding a stack of cards. The background is white with a black border. The text is in bold, black and red fonts.