



May 2010

Dear Donor,

We are proud to invite you to BeLive 2010! For the fourth consecutive year a group of U.S. based non-profit organizations working for Colombia have partnered to host this 600-person soiree on November 18th in Miami. The event seeks to build awareness about social needs in Colombia and raise funds to improve the lives of its most impoverished communities.

IN BENEFIT OF

Give to Colombia
Formula Sonrisas
Genesis Foundation
United for Colombia
Key For Colombia

It would be a great honor if you can join us as a sponsor. On that night, Give to Colombia, Fórmula Sonrisas, Genesis Foundation, United for Colombia and Key for Colombia will join a group of well-known celebrities, high-profile guests, corporate donors, and the media in philanthropic partnership to support high social-impact projects that improve education, health and nutrition; work with those demobilized from the illegal armed groups and people displaced by the armed conflict, and support technological and economical development, among other needs.

EVENT COMMITTEE

Angela M. Tafur Barco
Juan Pablo Montoya
Connie Freydel Montoya
Carolina Esquenazi-Shaio
Diana Cardenas
Gabriela Febres Cordero
Audea Caro

Since 2007 BeLive has raised more than \$2 million dollars between cash and in-kind donations with the support of almost 100 corporate donors, more than 1,500 high net worth guests, a group of Colombian and Hispanic celebrities from the entertainment, music and sports industry, and the important support of major media outlets like CNN en Espanol, Univision, Telemundo, The Miami Herald, USA Today, ESPN, Caracol TV, RCN, El Tiempo, Semana, Poder, People en Espanol and Vanidades among many others.

HOST COMMITTEE

Alejandro Santo Domingo
Francisco Daza
Ingrid Hoffman
Isaac Lee
Katalina Bernal Burrowes
Lolo Sudarsky
Maria Jose Barraza
Raul De Molina
Susanne Birbragher

For the past three years, BeLive has been an unforgettable experience for everyone including performances by Juanes, Carlos Vives Fonseca, Fanny Lu, and Jorge Celedon, as well as Ungaro, Sylvia Tcherassi and OndadeMar fashion shows. Last year, we featured an extraordinary project honoring the Wayuu indigenous communities of the Guajira region. A group of worldwide designers used the Wayuu *susu mochilas* as a blank canvas to imprint their contemporary vision to the handcrafted accessories, creating a fusion of the past and the present. The result of these collaborations by Carolina Herrera, Giorgio Armani, Oscar de la Renta, and Valentino among many others, were exhibited and auctioned during BeLive. Also for the first time in 2009, four people were recognized for their contribution to society with the BeLive Awards for Philanthropy.

This year also promises to be unforgettable. We really hope you can help us achieve our goal of building a better Colombia.

Attached please find the sponsorship options. For more information contact BeLive's Director Claudia Giardinella. We also welcome you to visit www.belivecolombia.org

EVENT DIRECTOR

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Sincerely,

Give to Colombia
Angela Maria Tafur
Executive Director

Fórmula Sonrisas
Juan Pablo Montoya
NASCAR driver

Genesis Foundation
Carolina Esquenazi - Shaio
Board of Directors, President

United for Colombia
Gabriela Febres-Cordero
Executive Director

Key for Colombia
Audea Caro
Executive Director