



BELIEVE 271 FOUNDATION'S 8TH ANNUAL PINK TIE GALA



August 2026

Local Business Owners and Service Organizations:

A cancer diagnosis or life-threatening illness can deeply affect individuals, their families, and their friends. In the fire service, cancer is a leading cause of death, and career and volunteer firefighters are 73% more likely to be diagnosed with cancer than the general population.

Since March of 2014, the Believe 271 Foundation, Inc. has supported volunteers in Oneida and Herkimer Counties facing challenging diagnoses. To date, this 501(c)(3) organization has provided financial assistance totaling over \$500,000.00 to 151 firefighters and auxiliary members.

The Pink Tie Gala stands as a premier fundraising annual event. The evening will feature hors d'oeuvres, cocktails, a buffet, dancing, and ample opportunities for social engagement. This occasion is scheduled for **Saturday, October 17th at Hart's Hill Inn, from 6:00pm to 11:00pm**, commemorating the **8th Annual Pink Tie Gala**. Tickets are priced at \$80.00 per individual. For further information, please visit www.believe271.com.

We respectfully invite you to consider becoming a corporate sponsor for this distinguished occasion. The proceeds generated from the Pink Tie Gala will be allocated directly to support firefighters and their families as they confront cancer or other severe health challenges. The Believe 271 Foundation provides vital financial assistance to firefighter cancer patients, covering essential expenses including housing, travel costs associated with treatment, hotel accommodations, and necessary medical supplies, that insurance does not cover.

If monetary sponsorship is not possible at this time, we would greatly appreciate your support through an in-kind donation, such as a gift certificate or an item for our Chinese or Silent Auction. Previous galas have sold out, reflecting the community's strong commitment to this important cause. Sponsorship levels are listed below.

Chief Sponsor:	\$500.00
Assistant Chief Sponsor:	\$250.00
Deputy Chief Sponsor:	\$100.00
Captain:	\$ 50.00

In-Kind Contributions:

We welcome donations of gift certificates or baskets for the following events:

- 50/50 Plus Raffle
- Upscale Chinese Auction
- Silent Auction

For any inquiries, please contact or text: Fred Sherman 315-225-4201 or Betsy Schwertfeger 315-725-6404

PTG COMMITTEE: Chairman Fred Sherman, Betsy & Dan Schwertfeger, Sarah & Brian McQueen, Donna Grems, Dave & Allison Jones, Eric & Christy DeKing, Dan Mabbett, Dave Olney, Debi Childs, Juli Eisenhart, Kathe Herting, George Smith, Kim Schuler, Chrissy Waterman, Robin Eddy, Yvonne Lenaghan, Natalie Cole