



Dear Friends,

On behalf of the Pediatric Cancer Foundation, Saks Fifth Avenue and Mercedes-Benz, it is our pleasure to invite you to participate in our very special **7<sup>th</sup> Annual Fashion Funds the Cure** private shopping event and runway show on Tuesday, March 9, 2010 at Saks Fifth Avenue, Westshore Plaza.

***Fashion Funds the Cure*** is not your average fashion show. In addition to enjoying fine wines, delicious delicacies from top area restaurants, private shopping, and an incredible live and silent auction, each of our supporters has the unique opportunity to help make the memory of a lifetime for a young girl battling cancer by sponsoring her participation in the show. Scenes from our full spring fashion show feature these girls making their debut on the runway, modeling much more than just the latest trends. ***Fashion Funds the Cure*** is a celebration of their incomparable strength and courage. These girls redefine beauty.

This year we are also thrilled to welcome back **Carson Kressley** of *How to Look Good Naked* and *Queer Eye for the Straight Guy* as our celebrity host! As an accomplished stylist, fashion guru, breakout television star, equestrian, author, and fashion designer, Carson will again add an unparalleled sense of humor, fashion and fun to this already special event!

All proceeds from ***Fashion Funds the Cure*** go directly to the Pediatric Cancer Foundation to fund research and hope for children battling cancer. We have one goal: to find less toxic, more targeted treatments for childhood cancer. And we are doing just that through our research initiative – The Sunshine Project. We have assembled some of the leading doctors and researchers from the country's finest hospitals, all of whom have unique skill sets. By agreeing to work together through The Sunshine Project, we have launched two clinical trials at 10 hospitals in just three years. That is an incredibly short time in the medical world!

It is through generous supporters that we will be successful in fulfilling our mission of finding a cure for childhood cancer. Your participation in this event brings us one step closer to giving hope to the children and their families who are facing this disease. It also brings us one step closer to a cure.

Following please find additional information about ***Fashion Funds the Cure***. Please contact Ali Miller at the Pediatric Cancer Foundation at (813) 269-0955 or [amiller@pcfusa.org](mailto:amiller@pcfusa.org) should you have any questions or need additional information. Join us as we pay tribute to these amazing young women!

Best regards,

  
Chad Harrod  
Co-Chair

  
Dan Doyle, Jr.  
Co-Chair



# FASHION FUNDSTHECURE

MERCEDES-BENZ | SAKS FIFTH AVENUE | PEDIATRIC CANCER FOUNDATION

**Tuesday, March 9, 2010**

**6:00pm – 9:00pm**

**SAKS FIFTH AVENUE, Westshore Plaza, Tampa**

*Hosted by Carson Kressley*

## *Event Overview*

The young super-models featured in *Fashion Funds the Cure* are not from New York or Los Angeles. In fact, this fashion show and shopping event hosted annually at Saks Fifth Avenue will mark the first time these girls will walk down a runway. Modeling much more than clothing, pediatric cancer patients will make their fashion debut, showing off the pure beauty of their spirit.

Our fashion show is like no other. Featuring children who are battling the disease, our show is simply inspiring and creates wonderful memories for the girls who participate. Sadly, several of the young women who participated are no longer with us. It is a heartbreaking reminder of the importance of the research we do and the reason we need your continued support to bring us closer to finding a cure for childhood cancer.

## *Sponsors*

We have been very fortunate to receive an outpouring of support from the Tampa Bay community for *Fashion Funds the Cure*, as sponsorships and donations reached record numbers last year! In addition to presenting sponsors DEX Imaging & the Doyle Family, Harrod Properties & the Harrod Family, Mercedes-Benz USA and Saks Fifth Avenue, top supporters of this special event include Marathon/Radiant Oil, J A Green Plumbing & Mechanical, GQ Magazine, Tom Arthur & Family, Ed Taylor Construction, RIPA, Kyocera, Laser Spine Institute, the Whiting Family, Rob & Meghan Webster, and Sunrise Landcare.

Generous media and in-kind partners from the Tampa Bay area include Magic 94.9/Cox Radio, HarmonTampa Public Relations, Shooting Stars Post Media, Pepito Masterpiece Portraits, Jim Burkett/JB Photography, KaBloom, and International Sign & Design – all sponsors that support the event through promotion or services.

## *Catering Partners*

We are proud to feature some of the area's premier restaurants and caterers at *Fashion Funds the Cure*. In 2009, The Palm Restaurant, Salt Rock Grill, NoHo Bistro, Bailey's Catering, A La Carte Catering, and Toffee to Go each presented the crowd with their delicious specialties, while Clos du Bois, J J Taylor/Peroni, SmartWater and Premier Beverage provided complimentary beverages for all guests to enjoy. We look forward to another wonderful selection of delectable delights that will be featured at our 7<sup>th</sup> annual show.

## *Celebrities & Attendees*

Last year's event in Tampa attracted over 500 attendees, including Saks Fifth Avenue's key customers and members of the exclusive Fifth Avenue Club, customers of Mercedes-Benz local dealerships and friends of the Pediatric Cancer Foundation. Celebrity participants featured were NFL players from the Tampa Bay Buccaneers, as well as a variety of local radio and television personalities. The crowd was also enamored by celebrity host and emcee Carson Kressley of *How to Look Good Naked* and *Queer Eye for the Straight Guy*, who will again join us on the runway this year with his unparalleled sense of fashion, humor and fun!

Tickets for the show are \$100 for entrance or \$250 for a patron ticket and a listing in the event program, both of which give guests a full evening of private shopping, wining and dining, the opportunity to bid in our high-end auction, and the inspirational and memorable experience of our incredible fashion show.



## Sponsorship Opportunities

Sponsorship Benefits	Diamond \$25,000	Pearl \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Invitation to VIP Reception with Celebrity Host Carson Kressley prior to runway show						
Sponsoring the debut of a Pediatric Cancer Foundation Model in the runway show						ALUMNI 
Sponsoring model's participation in a pre-event Day of Pampering, treating girls and their mothers to a relaxing makeover & manicure or pedicure						
Name as part of official event logo						
Name included on all letterhead and printed materials for the event						
Name/Logo prominently included on event invitation						
Recognition on stage						
Recognition in event program	COVERS 	FULL PAGE 	FULL PAGE 	HALF PAGE 	NAME 	NAME 
Name/Logo included in on-screen presentation during show						
Recognition on event signage throughout the store						
Listing as sponsor in press materials						
Logo featured in advertising and PSA's promoting the event						
<b>Tickets to Fashion Funds the Cure</b>						
Tickets to <i>Fashion Funds the Cure</i> event	10*	8*	6*	4*	2*	2

\* Includes VIP tickets with reserved seating section and VIP gift bags



## *Sponsorship Opportunities*

### **“Diamond” Sponsorship - \$25,000**

As our *Diamond Sponsor*, your company will receive unparalleled recognition while paying special tribute to the strength and courage of children battling cancer. Our *Diamond Sponsor* will truly be ahead of the rest by presenting this special evening and by making a significant contribution toward enabling children to benefit from cutting-edge clinical trials that offer new hope for a cure.

*Diamond Sponsorship* benefits include:

- Industry exclusivity
- Sponsoring the debut of a Pediatric Cancer Foundation Model in the runway show
- Sponsoring that model’s participation in a pre-event Day of Pampering, treating her and her mother to a relaxing makeover and manicure or pedicure
- Repeated recognition on-stage as *Diamond Sponsor*
- Ten (10) VIP Tickets to *Fashion Funds the Cure* with reserved seating
- Ten (10) VIP Gift Bags
- Invitation to VIP Reception with Carson Kressley prior to show
- Full-page inside cover, back cover, or center ad in the event program
- Name as part of official event logo
- Name included on all letterhead and printed materials for the event
- Name/Logo prominently included on event invitation
- Name/Logo included in on-screen presentation during show
- Prominent recognition on all event signage throughout the store
- Recognition in all press materials
- Logo featured in advertising and PSA’s promoting the event



## *“Pearl” Sponsorship - \$15,000*

As a *Pearl Sponsor*, your company will receive incredible recognition while paying special tribute to the strength and courage of children battling cancer. *Pearl Sponsors* will make a significant contribution toward our mission while enjoying full benefits of this special event.

*Pearl Sponsor* benefits include:

- Sponsoring the debut of a Pediatric Cancer Foundation Model in the runway show
- Sponsoring that model’s participation in a pre-event Day of Pampering, treating her and her mother to a relaxing makeover and manicure or pedicure
- Recognition on-stage as a *Pearl Sponsor*
- Eight (8) VIP Tickets to *Fashion Funds the Cure* with reserved seating
- Eight (8) VIP Gift Bags
- Invitation to VIP Reception with Carson Kressley prior to show
- Full-page ad in the event program
- Name/Logo prominently included on event invitation
- Name/Logo included in on-screen presentation during show
- Listing on all event signage throughout the store
- Listing as sponsor in press materials
- Logo featured in advertising and PSA’s promoting the event



## *“Platinum” Sponsorship - \$10,000*

As a *Platinum Sponsor*, your company will receive incredible recognition while paying special tribute to the strength and courage of children battling cancer. *Platinum Sponsors* will make a significant contribution to funding *research* and *hope* and become part of our mission to find a cure for pediatric cancer.

*Platinum Sponsor* benefits include:

- Sponsoring the debut of a Pediatric Cancer Foundation Model in the runway show
- Sponsoring that model’s participation in a pre-event Day of Pampering, treating her and her mother to a relaxing makeover and manicure or pedicure
- Recognition on-stage as a *Platinum Sponsor*
- Six (6) VIP Tickets to *Fashion Funds the Cure* with reserved seating
- Six (6) VIP Gift Bags
- Invitation to VIP Reception with Carson Kressley prior to show
- Full-page ad in the event program
- Name/Logo prominently included on event invitation
- Name/Logo included in on-screen presentation during show
- Listing on event signage throughout the store
- Listing as sponsor in press materials
- Logo featured in advertising and PSA’s promoting the event



## **“Gold” Sponsorship - \$5,000**

As a *Gold Sponsor*, your company will receive excellent recognition while paying special tribute to the strength and courage of children battling cancer by sponsoring one of our extraordinary young models in the fashion show.

*Gold Sponsorship* benefits include:

- Sponsoring the debut of a Pediatric Cancer Foundation Model in the show
- Sponsoring that model’s participation in a pre-event Day of Pampering, treating her and her mother to a relaxing makeover and manicure or pedicure
- Recognition on-stage as a *Gold Sponsor*
- Four (4) VIP Tickets to *Fashion Funds the Cure* with reserved seating
- Four (4) VIP Gift Bags
- Half-page ad in the event program
- Name/Logo included on event invitation
- Name/Logo inclusion in on-screen presentation during show
- Listing on event signage throughout the store



## *“Silver” Sponsorship - \$2,500*

As a *Silver Sponsor*, your company will receive promotional benefits while honoring the strength and courage of children battling cancer in our community by sponsoring one of our extraordinary young models in the fashion show.

*Silver Sponsorship* benefits include:

- Sponsoring a Pediatric Cancer Foundation Model in the show
- Sponsoring that model’s participation in a pre-event Day of Pampering, treating her and her mother to a relaxing makeover and manicure or pedicure
- Recognition on-stage as a *Silver Sponsor*
- Two (2) VIP Tickets to *Fashion Funds the Cure* with reserved seating
- Two (2) VIP Gift Bags
- Name recognition in the event program
- Name/Logo inclusion in on-screen presentation during show
- Listing on event signage throughout the store



## **“Bronze” Sponsorship - \$1,000**

During the past several years we have had many special, brave young women walk down the runway. These girls are survivors and we continue to celebrate their strength and courage. As a *Bronze Sponsor*, you will sponsor an alumni girl in triumphant return down the runway at the *7<sup>th</sup> Annual Fashion Funds the Cure*.

*Bronze Sponsorship* benefits include:

- Sponsorship of a returning Pediatric Cancer Foundation Alumni Model in the runway show
- Two Tickets to *Fashion Funds the Cure*
- Two (2) VIP Gift Bags
- Name recognition in event program
- Name/Logo inclusion in on-screen presentation during show
- Listing on event signage throughout the store



## *Sponsorship Commitment Form*

\_\_\_\_\_ *Yes, I would like to sponsor this special evening to benefit the Pediatric Cancer Foundation!*

- |  |                                     |
|--|-------------------------------------|
| _____ Diamond Sponsorship    \$25,000  | _____ Gold Sponsorship    \$5,000   |
| _____ Pearl Sponsorship    \$15,000    | _____ Silver Sponsorship    \$2,500 |
| _____ Platinum Sponsorship    \$10,000 | _____ Bronze Sponsorship    \$1,000 |

\_\_\_\_\_ *I am unable to become a sponsor at this time, but would like to purchase a ticket(s) to the event*

- |  |  |
|--|--|
| _____ Individual Ticket(s) \$100 Each<br><small>(number)</small> | _____ Patron Ticket(s) \$250 Each<br><small>(number)</small> |
|--|--|

\_\_\_\_\_ *I am unable to participate but enclosed is my donation of \$\_\_\_\_\_.*

\_\_\_\_\_  
**Name/Title**  
 \_\_\_\_\_  
**Company**  
 \_\_\_\_\_  
**Address**  
 \_\_\_\_\_  
**City/State/Zip**  
 \_\_\_\_\_  
**Daytime Phone**  
 \_\_\_\_\_  
**Fax**  
 \_\_\_\_\_  
**E-mail**  
 \_\_\_\_\_

\* Please make all checks payable to **The Pediatric Cancer Foundation** and mail to:  
 5550 W. Executive Drive, Suite 300, Tampa, Florida 33609

**OR** Charge my credit card [ ] Visa [ ] MasterCard [ ] AMEX [ ] Discover - and fax form to (813) 288-0099.

Card Number	Expiration Date	Billing Zip Code	Card Verification #
Signature	Today's Date		

**Thank you for your sponsorship of the 7<sup>th</sup> Annual Fashion Funds the Cure private shopping event and fashion show!**