



Dear Friends,

On behalf of the Pediatric Cancer Foundation and Saks Fifth Avenue, it is our pleasure to invite you to join us as a sponsor for our very special *4th Annual Fashion Funds the Cure Orlando* private shopping event and runway show on Friday evening, May 7, 2010 at Saks Fifth Avenue, The Florida Mall.



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 clothing. *Fashion Funds the Cure* is a celebration of their incomparable strength and courage. These girls redefine beauty.

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.

We are extremely proud to announce three recent additions to join the Sunshine Project from the Orlando area; Dr Vincent Guisti, Dr. Robert Stuphin, and Dr. Don Eslin of M.D. Anderson Cancer Center.

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 Tara at the Pediatric Cancer Foundation at (407) 949-3524 or tfontana@pcfusa.org should you have any questions or need additional information. Join us as we pay tribute to these amazing young women!

Best regards,

Mark and Josie NeJame
Event Chair

Karen Dyer
Honorary Chair

Vanessa Welch
Honorary Chair



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 Orlando community for *Fashion Funds the Cure*, as sponsorships and donations continue to grow!

In addition to our top sponsor Saks Fifth Ave, we were blessed to partner with Odessa Chambliss Quality of Life Foundation, SeaWorld, Hy & Harriet Lake, NeJame Law and many other companies and individuals from around the Orlando community who give for this special cause.

Catering Partners

We are proud to feature a mouth-watering array of delicacies from some of the area's premier restaurants and caterers at *Fashion Funds the Cure*. In 2009, Bice, Cuba Libre, Graze, Portobella and many others presented the crowd with their delicious specialties, while Peroni Beer and Tabu Night Club provided complimentary beverages for all guests to enjoy. We look forward to another wonderful selection of delectable delights that will be featured at our 4th *Annual Fashion Funds the Cure*.

Celebrities & Attendees

This past year, well over 400 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, came together for this special evening. Celebrity host Finola Hughes of ABC's *General Hospital* and *How Do I Look?* shared her charm and fashion with all guests as emcee of the runway show. Other local celebrity participants included Chris Kirkpatrick of N'SYNC, Bo Outlaw, Josie and Mark NeJame, Vanessa Welch, Lucille O'Neal, Gail Paschall-Brown and Val Demings.

Tickets for the show are \$100 for entrance or \$250 for a VIP ticket which includes a listing in the event program and access to the VIP section at Saks Fifth Ave during the event, 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.



“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:

- Named as Co-Sponsor of Fashion Funds the Cure
- 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*
- Ten (10) VIP Tickets to *Fashion Funds the Cure* with reserved seating
- Ten (10) VIP Gift Bags
- 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*
- Six (6) VIP Tickets to *Fashion Funds the Cure* with reserved seating
- Six (6) 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 as sponsor on event signage



“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*
- Four (4) VIP Tickets to *Fashion Funds the Cure* with reserved seating
- Four (4) VIP Gift Bags
- Recognition in the event program
- Name/Logo inclusion in on-screen presentation during show
- Listing on all in-store event signage



“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 *4th Annual Fashion Funds the Cure*.

Bronze Sponsorship benefits include:

- Sponsorship of a returning Pediatric Cancer Foundation Alumni Model in the runway show
- Two (2) Tickets to *Fashion Funds the Cure*
- Two (2) VIP Gift Bags
- Name recognition in event program
- Listing as sponsor on key in-store event signage



**Friday, May 7, 2010
6:00pm – 9:00pm
SAKS FIFTH AVENUE, The Florida Mall**

Sponsorship Commitment Form

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

Platinum Sponsorship \$10,000

Silver Sponsorship \$2,500

Gold Sponsorship \$5,000

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
(number)

VIP Ticket(s) \$250 Each
(number)

To purchase tickets online go to www.fastercure.org

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:

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 4th Annual Fashion Funds the Cure
private shopping event and fashion show!**