



Dear Friends,

It is our pleasure to invite you to participate in our very special inaugural **Fashion Funds the Cure** private shopping event and runway show sponsored by Mercedes-Benz USA on Tuesday, March 30, 2010 at Saks Fifth Avenue, Phipps Plaza. We are excited to welcome Atlanta Falcons starting Linebacker, Curtis Lofton, as our honorary host. **Fashion Funds the Cure** will directly benefit children battling cancer at Aflac Cancer Center & Blood Disorders Service of Children's Healthcare of Atlanta through cutting-edge research and clinical trials funded through the Rally Foundation for Childhood Cancer Research and the Pediatric Cancer Foundation.

Fashion Funds the Cure is a very special 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 child battling cancer by sponsoring his or her participation in the show. Scenes from our full spring fashion show feature professional models and these children 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 children redefine style and beauty.

Proceeds from **Fashion Funds the Cure** go directly to providing hope for children battling cancer through the work of the Rally Foundation and the Pediatric Cancer Foundation. Rally Foundation, a 501(c)(3) non-profit organization, through volunteers across the country, raises awareness and funds specifically for childhood cancer research to find better treatments and cures for childhood cancers. According to audited financials, 93 cents of every dollar given supports Rally's mission. Rally supports 39 childhood cancer research projects across the country.

One of those major projects is the Pediatric Cancer Foundation's Sunshine Project, a collaborative research initiative that has brought together some of the leading doctors and researchers from the country's finest hospitals, working to find less toxic, more targeted treatments for childhood cancer. By partnering together, this team has fast-tracked the launch of cutting edge clinical trials now open at 10 hospitals in just three years, including the Aflac Cancer Center & Blood Disorders Service of Children's Healthcare of Atlanta. These trials offer new hope for children who have not experienced positive results on the standard treatment protocol.

It is through generous supporters that we will be successful in finding a cure for childhood cancer. Following is additional information about **Fashion Funds the Cure**. Please contact me at 404-668-8996 or alicia@atlanta.com should you have any questions or need additional information. Join us as we pay tribute to these amazing young children!

Rally On!

Alicia Steiniger
Event Chair

Rally Foundation for Childhood Cancer Research
5775 Glenridge Drive, Building C, Suite 120, Sandy Springs, GA 30328
Phone (404) 847-1270 · Fax (404) 847-1271
email: fashionfundsthecure@rallyfoundation.org · www.rallyfoundation.org



Sponsorship Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Sponsoring the debut of a Rally Foundation Model in the runway show	!	!	!	!	
Sponsoring model's participation in a pre-event Day of Pampering, treating girls and their mothers to a relaxing makeover & manicure or pedicure	!	!	!	!	
Repeated recognition on stage	!	!	!		
Name recognition in 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	!	!	!	!	
Recognition on event signage throughout the store	!	!	!	!	!
Listing as sponsor in press materials	!	!			
Logo featured in advertising and PSA's promoting the event	!	!			
VIP Tickets to Fashion Funds the Cure					
Tickets to <i>Fashion Funds the Cure</i> event	12	8	6	4	2
Autographed Atlanta Falcon Linebacker Curtis Lofton Memorabilia					
Autographed Helmet	!				
Autographed Jersey		!			
Autographed Football			!		
Autographed Photograph				!	
Autographed Hat					!

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Fashion Funds the Cure 2010 Sponsorship Form

Yes! I/We would like to sponsor the Fashion Funds the Cure event on Tuesday, March 30, 2010

Company Name _____

Contact Name _____

Billing Address _____

City _____ State _____ Zip _____

Telephone _____ Fax # _____

E-Mail Address _____

Credit Card (circle one): Visa, MasterCard, American Express

Credit Card # _____

Security Code _____ Expiration Date _____

Please email company logo to donna@rallyfoundation.org

I/We would like to support Fashion Funds the Cure by becoming a sponsor at the following level:

- | | | |
|--------------------------|-------------------------|-----------------|
| <input type="checkbox"/> | Diamond Sponsor | \$25,000 |
| <input type="checkbox"/> | Platinum Sponsor | \$10,000 |
| <input type="checkbox"/> | Gold Sponsor | \$ 5,000 |
| <input type="checkbox"/> | Silver Sponsor | \$ 2,500 |
| <input type="checkbox"/> | Bronze Sponsor | \$ 1,000 |

Please return this form with credit card information filled out or check attached to:

Rally Foundation
 5775 Glenridge Drive, Building C, Suite 120
 Sandy Springs, GA 30328
 Or fax sponsorship form to 404-847-1271

To learn more about the Rally Foundation or the *Fashion Funds the Cure*, contact fashionfundsthecure@rallyfoundation.org or 404-847-1270

The proceeds from *Fashion Funds the Cure* will support childhood cancer research at the at Children's Healthcare of Atlanta. Rally Foundation operates at 93% efficiency according to audited financials. Your contribution is tax-deductible to the extent allowed by law. Rally Foundation is a 501(c)(3) organization. EIN: 20-1950849.