



*Stilettoes, Suits & Saving Lives*

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February 20, 2009

## **REQUEST FOR SPONSORSHIP**

We are in need of sponsors for our 1<sup>st</sup> Annual Stilettoes, Suits, & Saving Lives “On the Runway: Where Fashion, Awareness & Education Meet” Charity Fashion Show. This New York style fashion show is planned to be held in June kicking off at around 6pm. We plan to have national as well as local designers, celebrities, and local entertainers.

This event will be benefiting the American Cancer Society and Domestic Violence. Our goal is to raise awareness about cancer and domestic violence. The monetary goal for each charity is at least \$25,000.

Individuals, organizations, and corporations will be able to make monetary donations online at or at a local Bank. We will also be collecting in-kind donations of hat, scarves, wigs, and gas cards.

In addition to containing ads for businesses and show participants, our program book will include a Tribute section where ads can be purchased to honor someone who lost their battle, encourage someone coping, or congratulate someone who won the battle.

The success of this event depends on the support from businesses such as yours. The event will help make people aware of just what the American Cancer Society & the National Domestic Violence Hotline are and do. It will provide much needed financial support to help these charities continue their work through awareness, education, prevention, treatment and advocacy.

We are requesting your help in sponsoring our event at the *Diamond Level of \$5,000*. With your help and the help of others, we will have the resources necessary to make this event successful for the city and charities involved. For sponsoring at the Diamond Level you will receive VIP seating at the show, VIP gift bags, a double page full color ad in the program book, listing as an official sponsor, recognition during the show, logo prominently displayed at the event, VIP access to the after party, and invitations to the Meet & Greet.

While we hope that you will support us at the Diamond Level, we want to accommodate all levels of interest and are giving you several options to get involved.

## **LEVELS OF SPONSORSHIP:**

Diamond	\$5,000 VIP seating at the show, VIP gift bags, a double page full color ad in the program book, listing as an official Diamond Sponsor, recognition during the show, logo prominently displayed at the event, VIP access to the after party, your literature placed in gift bags, and invitations to the Meet & Greet
Platinum	\$2,500 VIP seating at the show, VIP gift bags, a full color ad in the program book, listing as Platinum Sponsor, recognition during the show, VIP access to the after party, and invitations to the Meet & Greet
Gold	\$1,500 VIP seating at the show, VIP gift bags, a ½ page color ad in the program book, listing as a Gold Sponsor, recognition during the show, and VIP access to the after party.
Silver	\$1,000 Prime seating at the show, gift bags a ¼ page black and white ad in the program book, listing as a Silver Sponsor, recognition during the show and tickets to the after party.
Bronze	\$500 Prime seating at the show, gift bags, a black and white business card sized ad in the program book, listing as a Bronze Sponsor, and tickets to the after party.

### **Product/Service**

#### **Special Recognition listing**

In addition to needing financial support, we also will need donations of products and services as well. We will be having a raffle and giving out gift bags at the event.

The raffle, gift bags, and program book will provide your company with an opportunity to gain exposure with current customers while introducing new patrons to your business. We thank you for your support and your generosity. We will gladly arrange to pick up your donation. If you are providing a gift certificate, please remember our fashion show is not planned until June when dating the certificate.

## ABOUT THE CHARITIES:

### *Hope.Progress.Answers. ©*

You pick up the phone and the voice on the other end says “It’s Cancer”. You don’t know what you need or where to start. Cancer can come at any time making you or someone you know a part of a community you never knew existed. No matter when it happens- no matter who you are- the American Cancer Society can help.

**Research:** The American Cancer Society is the largest source of private, nonprofit cancer research funds in the United States, second only to the federal government. The Society has had a hand in virtually every major cancer breakthrough of the past half-century.

**Education:** The American Cancer Society provides free educational programs and support services to help improve the quality of life for all cancer patients and their families, including prevention and early detection initiatives.

**Advocacy:** The American Cancer Society Action Network SM [ACS CAN] is the Society's nonprofit, nonpartisan sister organization that consists of a grassroots network of volunteers working on the local, state, and federal levels to pass meaningful legislation. ACS CAN advocates for stronger public health laws to fight cancer and achieve equal access to quality health care for all people.

**Service:** If you or someone you know is diagnosed with cancer, where can you turn for help? The American Cancer Society offers many free programs for patients and survivors, including rides to and from treatment; the Cancer Survivors Network for support; beauty products for patients to help them restore their self-confidence after debilitating treatment; and more.

No other cancer organization has this kind of presence in the community and power to influence legislators, health organizations, the media, and corporations. No other cancer-related group has the volunteer base, community presence, positive awareness, and decades of accomplishments that the American Cancer Society does. Established in 1913, the American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service. One person can make a difference. You can make a difference—it happens every day . . . and it sustains the goal for a tomorrow free from cancer

## Get Educated!

Abuse is a pattern of coercive control that one person exercises over another. Battering is a behavior that physically harms, arouses fear, prevents a partner from doing what they wish or forces them to behave in ways they do not want. Although emotional, psychological and financial abuse are not criminal behaviors, they are forms of abuse and can lead to criminal violence.

Battering includes the use of physical and sexual violence, threats and intimidation, emotional abuse and economic deprivation. Domestic violence can happen to anyone of any race, age, sexual orientation, religion or gender. It can happen to couples who are married, living together or who are dating.

Domestic violence affects people of all socioeconomic backgrounds and education levels. It is sometimes a learned pattern of behavior. It is impactful to all those around the victim: family, friends, and co-workers. While most perpetrators are men, it is important to remember that most men are not perpetrators.

The National Domestic Violence Hotline (NDVH) was established in 1996 as a component of the Violence Against Women Act (VAWA) passed by Congress, NDVH is a nonprofit organization that provides crisis intervention, information and referral to victims of domestic violence, perpetrators, friends and families. The Hotline answers a variety of calls and is a resource for domestic violence advocates government officials, law enforcement agencies and the general public.

NDVH serves as the only domestic violence hotline in the nation with access to more than 5,000 shelters and domestic violence programs across the United States, Puerto Rico and the U.S. Virgin Islands. Advocates answer approximately 19,500 calls each month. The Hotline is toll-free, confidential and anonymous. NDVH operates 24 hours a day, 365 days a year, in more than 170 different languages through interpreter services, with a TTY line available for the Deaf, Deaf-Blind and Hard of Hearing.

*CUT IT OUT* is a program of the Salons Against Domestic Abuse Fund dedicated to mobilizing salon professionals and others to fight the epidemic of domestic abuse in communities across the United States.

*CUT IT OUT* builds awareness of domestic abuse through awareness materials to be displayed in salons, the Adopt-a-Shelter initiative to involve salons in helping local domestic violence agencies, and training salon professionals to recognize warning signs and safely refer clients to resources.

*CUT IT OUT* was initially created for the State of Alabama by The Women's Fund of Greater Birmingham. Taken to the national level by the Salons Against Domestic Abuse Fund, a partnership between Clairol Professional, the National Cosmetology Association, and *Southern Living At HOME*.

In closing, we sincerely appreciate your consideration in providing support for this event and the charities involved. Please respond as soon as possible so that we may include you in our marketing materials and show program book. We hope to see you at the event. If you have any questions feel free to contact any of the persons listed below. Thank you for your support of this event.

Regards,

Teresa Janes, Founder/CEO & Chair  
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The 2009 Fashion Show Staff also consists of:

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