American Cancer Society

Hope Fashion Show
Hosted by the American Cancer Society Auxiliary

Ritz-Carlton Buckhead
March 16, 2009

Presenting Fashion
Belk at Phipps Plaza

2009 Sponsorship Opportunities

Presenting Sponsor
Georgian Bank
Dear American Cancer Society Supporter:

On Monday, March 16, 2009, the American Cancer Society’s Auxiliary will proudly host its 18th Annual Hope Fashion Show at the Ritz-Carlton in Buckhead. We are very pleased and honored to announce that Georgian Bank is now the Presenting Sponsor for the Hope Fashion Show! We are fortunate to have their support in the fight against cancer. Once again, we welcome Belk at Phipps Plaza as our Presenting Fashion. The Hope Fashion Show is an inspirational and exciting event, as well as a major fund-raiser. The American Cancer Society’s breast cancer programs receive all the proceeds from this event, with a sell out of more than 600 people each year. All of this is made possible through the generous support of sponsors such as Georgian Bank, Belk and sponsors like you!

At last year’s event, emcees Monica Pearson and JaQuitta Williams shared their personal cancer stories of survivorship. Their presence was inspirational, touching the entire audience of women- acknowledging that women of all ages and backgrounds should use early detection as a method of prevention.

About 178,480 women in the United States will be found to have invasive breast cancer in 2008. About 40,460 women will die from the disease this year. Right now there are slightly over 2 million women living in the United States who have been treated for breast cancer. The chance of a woman having invasive breast cancer some time during her life is about 1 in 8.

Whether you are a longstanding participant and sponsor of the event, or have a new interest in fighting against breast cancer, your participation at any level would be very appreciated. The Hope Fashion Show is a positive and uplifting event that enables the American Cancer Society’s efforts to find a cure for breast cancer and help to save the lives of our dearest friends, family members and neighbors. We look forward to hearing from you. Thank you for your sponsorship!

Warmest regards,

Patty Beelen & Susan Butera
Hope Fashion Show Event Co-Chairs
The American Cancer Society

Mission
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.

Breast Cancer Facts - By the Numbers
An estimated 182,460 new cases of invasive breast cancer are expected to be diagnosed in women in the United States during 2008. About 1,990 men in the United States will also be diagnosed with breast cancer in 2008 alone. An estimated 40,930 breast cancer deaths will occur before the Breast cancer ranks second among cancer deaths in women (after lung cancer). The American Cancer Society recommends that some women and men, because of family history, a genetic tendency, or certain other factors – be screened with MRI in addition to mammograms.

Georgian Bank

Georgian Bank, chartered in 2001, is the second-largest Atlanta-based bank. It is continuously ranked as the fastest-growing company nationally by Keefe, Bruyette, Woods as well as locally. Georgian Bank recently leapt onto the Atlanta Business Chronicle's list of top 100 Atlanta-based private companies for the first time, and it is repeatedly ranked as one of Atlanta's top 10 fastest-growing privately held companies. Georgian Bank's clients are high-net-worth individuals, entrepreneurs, and local business owners whose needs are beyond the resources of typical community banks. They combine the products and services normally seen at larger banks with the high-priority attention you expect from smaller banks. Full-service banking offices are located in Alpharetta, Buckhead, Cumberland, Gwinnett, and Powder Springs. Georgian Bank is committed to the fight against Breast Cancer and all types of cancers. Georgian Bank is proud to partner with the American Cancer Society Auxiliary through the Hope Fashion Show.

Belk at Phipps Plaza

Belk, Inc. is the nation's largest privately owned department store company with more than 300 fashion department stores in 16 contiguous Southern states and sales totaling $3.8 billion in its past fiscal year. The company seeks to be the department store of choice in each community it serves by providing superior service and merchandise that meets customers' needs for fashion, value and quality. Belk's rich heritage of community involvement and philanthropy dates back to the company's founders who believed strongly in the importance of giving back to the communities that made the success of their company possible. Belk has a long and exemplary tradition of giving back to the communities it serves. Each year, the company and its associates provide generous financial and volunteer support to a variety of non-profit organizations including the American Cancer Society, the United Way, and the Junior League, as well as many others.

American Cancer Society Auxiliary

Mission
The American Cancer Society Auxiliary is a community-based voluntary organization dedicated to providing volunteer service and support to the American Cancer Society through fundraising, public education, community service. The Auxiliary is committed to hosting the Hope Fashion Show and other means of fundraisers annually in order to raise awareness of and financially support the American Cancer Society.

Auxiliary
We are composed of members interested in providing service and support for the many activities of the American Cancer Society. For membership information, please contact the American Cancer Society at 770.814.0123.
$15,000 Co-Presenting Sponsor
- Two page advertisement & listing in the event program.
- Twelve (12) complimentary tickets to the fashion show. Priority seating will be assigned.
- Table signage on your reserved table, opportunity to speak during the event program, verbal recognition during the event program, as well as your logo/name scrolling on the hallway monitor at the 2009 Hope Fashion Show.
- At your request a qualified speaker will make ACS@Work (a worksite wellness program) presentations to your employees.
- Prestigious American Cancer Society Excalibur Award and recognition.
- Your company logo featured on Thank-You notes sent to each guest subsequent to event.
- First right of refusal as 2010 Presenting Sponsor.

$10,000 Haute Couture Sponsor
- Full-page advertisement & listing in the event program.
- Ten (10) complimentary tickets to the fashion show. Priority seating will be assigned.
- Table signage on your reserved table, verbal recognition during the event program, as well as your logo/name scrolling on the hallway monitor at the 2009 Hope Fashion Show.
- At your request a qualified speaker will make ACS@Work (a worksite wellness program) presentations to your employees.
- Prestigious American Cancer Society Excalibur Award and recognition.

$5,000 Couture Sponsor
- Half-page advertisement & listing in the event program.
- Eight (8) complimentary tickets to the fashion show. Priority seating will be assigned.
- Table signage on your reserved table, verbal recognition during the event program, as well as your logo/name scrolling on the hallway monitor at the 2009 Hope Fashion Show.
- At your request, a qualified speaker will make ACS@Work (a worksite wellness program) presentations to your employees.

$2,500 Designer Sponsor
- Half-page advertisement & listing in the event program.
- Six (6) complimentary tickets to the fashion show. Priority seating will be assigned.
- Table signage on your reserved table and your choice of verbal recognition in the event program or your name/logo scrolling on the hallway monitor at the 2009 Hope Fashion Show.

$1,000 Tres Chic Sponsor
- One third-page advertisement & listing in the event program.
- Four (4) complimentary tickets to the fashion show. Priority seating will be assigned.
- Table signage on your reserved table.

$500 Posh Sponsor
- Listing in the event program.
- Two (2) complimentary tickets to the fashion show. Priority seating will be assigned.
- Table signage on your reserved table.

$15,000 Co-Presenting Sponsor
- Two page advertisement & listing in the event program.
- Twelve (12) complimentary tickets to the fashion show. Priority seating will be assigned.
- Table signage on your reserved table, opportunity to speak during the event program, verbal recognition during the event program, as well as your logo/name scrolling on the hallway monitor at the 2009 Hope Fashion Show.
- At your request a qualified speaker will make ACS@Work (a worksite wellness program) presentations to your employees.
- Prestigious American Cancer Society Excalibur Award and recognition.
- Your company logo featured on Thank-You notes sent to each guest subsequent to event.
- First right of refusal as 2010 Presenting Sponsor.

After you choose your sponsorship level, please refer to the Hope Fashion Show Sponsorship Form which can be found at the end of this booklet. Simply fill it out and remit to the American Cancer Society using the return envelope enclosed.
The Event
Yesterday, Today & Tomorrow

The American Cancer Society Auxiliary Fashion Show began as the brainchild of Kay Unger, a designer with Gillian Fashion. Kay, a breast cancer survivor, wanted to sponsor a fundraiser to benefit the American Cancer Society. So in December of 1991, with the support of a local department store and the Ritz-Carlton, Buckhead, the Auxiliary’s American Cancer Society Hope Fashion Show was born.

The Hope Fashion Show provides its 600+ attendees the opportunity to honor and remember those who are winning or who have lost their battle with cancer. Excluding cancers of the skin, breast cancer is the most common cancer among women, accounting for nearly 1 in 3 cancers diagnosed in U.S women. Women with a family history of Breast Cancer, especially a first-degree relative [mother, sister or daughter] have an increased risk of developing Breast cancer. However, Breast Cancer can occur in anyone, male or female. Ways of treatment and prevention need to be available to everyone if we are going to end our battle against Breast Cancer.

The American Cancer Society Auxiliary’s Hope Fashion Show is a great way to raise money to strike out cancer. Every dollar brings hope; hope for education to prevent cancer and for early detection of cancer; hope for patient services to diminish suffering in cancer patients; hope for cancer research, and hope for cancer patients and their families.

Cancer will touch all of our lives…Please help us find a cure!

Hope Fashion Show Sponsorship Form

- $15,000 Co-Presenting Sponsor
- $10,000 Haute Couture Sponsor
- $5,000 Couture Sponsor
- $2,500 Designer Sponsor
- $1,000 Tres Chic Sponsor
- $500 Posh Sponsor

Individual or Company Name ________________________________________
Address _________________________________________________________
City _________________________________ State _________ Zip __________
Contact Name ____________________________________________________
Phone ______________________ Alternate Phone ______________________
E-mail __________________________________________________________

☐ Please reserve ___ additional seat(s) for my party at $100.00 per person.
  ___ My Check to the American Cancer Society is enclosed.

☐ I will only be able to use ____ of my purchased event tickets.

☐ I will not be able to attend, please accept the enclosed donation in the amount of _____.

☐ My Check to the American Cancer Society is enclosed.

Please remit all forms and payments in the enclosed envelope to:
American Cancer Society
Attn: Hope Fashion Show
6500 Sugarloaf Parkway, Suite 260
Duluth, GA 30097
Hope Fashion Show
Program & Tribute Form

Name ___________________________________________________________
Address _________________________________________________________
City _________________________________ State _________ Zip __________
Phone __________________________ Email ___________________________

Please select the type of ad you would like to place:
☐ $150 Front or Back Cover, Inside (first come, first served basis)
☐ $100 Full Page, 4.5 x 7
☐ $50 Half Page, 4.5 x 3.5
☐ $25 One-third Page, 1.75 x 5.5

Ad copy shall be:
☐ High resolution jpeg, gif, tif, Adobe Acrobat pdf, Word or Publisher file
to the American Cancer Society
☐ Will be sent at a later date to the American Cancer Society
☐ Design for me, business card or letterhead attached. (Please include 2
of anything you submit.) Please do not fax any artwork.

Tribute Name Listing:
☐ $25 each
In Honor_______________________________________________________
In Memory_____________________________________________________

Please attach a separate sheet of paper with advertisement information
and or additional tribute listings.

Please remit all forms and payments in the enclosed envelope to:
American Cancer Society
Attn: Hope Fashion Show
6500 Sugarloaf Parkway, Suite 260
Duluth, GA 30097
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