

Jeffrey

fashion cares
2009

A Charitable Fashion Event Benefiting
Atlanta AIDS Partnership Fund
and
Susan G. Komen for the Cure
Greater Atlanta Affiliates

Dear Prospective Patron:

Thank you for considering supporting this year's Jeffrey Fashion Cares.

As you may know, our beneficiaries are the Atlanta AIDS Partnership Fund, which funds HIV/AIDS projects in the metropolitan area and Susan G. Komen for the Cure—Greater Atlanta Affiliate which provides grants to grassroots organizations fighting breast cancer. With your help, we are confident that we can meet our fundraising goal for the event.

From our research, Jeffrey Fashion Cares appears financially, to be among the largest 3rd party events in all of Atlanta's philanthropic endeavors. Because we work so hard to have a small 'overhead' for such a grand event—last year, \$0.95 of every dollar went directly to the charities—because of people like you!

Despite the tough economy, we are expecting Jeffrey Fashion Cares, our *17th Anniversary*, to be successful. We would love to have your participation. You can expect new and exciting announcements to follow, as we have some great things in the works! If you have never been able to attend the event, to get a glimpse, check out our website, www.jeffreyfashioncares.com/atlanta

Thank you once again and we hope to have you a part of this year's event!

Sincerely,



Lila Hertz
Event Co-Chair
lila@jeffreyfashioncares.com



Sacha Taylor
Event Co-Chair
sacha@jeffreyfashioncares.com

Enclosures

Jeffrey

ATLANTA NEW YORK

3500 Peachtree Road, NE | Suite A-Two | Atlanta, Georgia 30326 | 404.745.0293
www.jeffreyfashioncares.com/atlanta

Event Information

Arbiter of style Jeffrey Kalinsky, creator of two namesake boutiques in Atlanta and Manhattan, joins Event Chairs Lila Hertz & Sacha Taylor in producing the official kick-off to the fall social season: Fashion Cares 2009. To be held on Monday, August 31st 2009-- the event includes a reception followed by a live auction and runway show featuring Kalinsky's style selections from high-end designers such as Gucci, Prada, Marni, Manolo Blahnik, Balenciaga, Christian Louboutin, Bottega Veneta, and Jason Wu .

Fashion Cares 2009 will benefit Susan G. Komen for the Cure—Greater Atlanta Affiliate and the Atlanta AIDS Partnership Fund (AAPF). Last year's sold-out event raised \$800,000 for the two organizations, and in its history, Fashion Cares has grown into one of the largest combined AIDS and breast cancer benefits in the country.

Fashion Event Chair: Jeffrey Kalinsky

Event Chairs: Lila Hertz & Sacha Taylor

Hertz marks her seventh year as Event Co-Chair of Fashion Cares, adding to an active history of community leadership. She is the immediate past board president of Susan G. Komen for the Cure Greater Atlanta Affiliate, one of the Fashion Cares beneficiaries and is currently serving as a board member of the Susan G. Komen for the Cure Advocacy Alliance, Komen's national advocacy organization. Her other volunteer duties include work with Piedmont Hospital Board of Directors, Prevent Child Abuse Georgia, and the American Jewish Committee.

This will be Taylor's third year as Event Co-Chair of Fashion Cares. Ms. Taylor is actively involved in organizations serving the community. She serves on the U.S. Fund for UNICEF Southeast Regional Chapter Board of Directors and Board of Directors for Girl Talk, Inc. As a proven fundraiser in the Atlanta philanthropic community, she has chaired the Elton John AIDS Foundation's World Team Tennis Smash Hits; Dian Fossey Gorilla Fund International's inaugural 'Gorillas in Our Midst' event; Captain Planet Foundation's X-Mas Party & Carlos Museum's Annual Veneralia. She also commits her time in leadership positions to the High Museum of Art's Annual Wine Auction, Atlanta Steeplechase, Senior Citizen Services' Annual 'A Night to Remember' Event, Atlanta History Museum's Annual Swan House Ball & Share Our Strength's Taste of the Nation Atlanta Event. Formerly, she served three years as Chairman for the Center for Puppetry Arts League Community Placement.

(Full Bios of Event Chairs can be found at www.jeffreyfashioncares.com/atlanta/cochairs.html)

Date: Monday, August 31, 2009

Time: 7:00 p.m.

Event Location: 55 Allen Plaza & W Atlanta Downtown and Residences

Pre-Event Activities: Host Committee Kick-off Party *(By Invitation Only)*
Patron Party *(For Patron Levels Only)*



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Event Activities:

Pre-Show Cocktail Reception *(All Attendees)*
Live Auction *(All Attendees)*
Jeffrey Fashion Show *(All Attendees)*
General After Party *(All Attendees)*
VIP After Party *(For Patron Levels Only)*

Sponsorship Levels:

Presenting Patron	\$25,000
Haute Couture Patron	\$10,000
Couture Patron	\$ 5,000
Ready-to-Wear Patron	\$ 2,500
VIP Patron	\$ 1,500

Individual EXTRA Patron Tickets \$ 750
(Must be purchased with patronship and are subject to availability)

Limited Individual Tickets:

\$500 Reserved Seating
Includes Pre-Show Reception, Fashion Show & General After Party ONLY
(Will go on sale via our website July 1, 2009 at 8am but are subject to availability)

Patron Book Advertising:

Opportunities starting at \$625. Call for more information.

Tax Info:

The Atlanta AIDS Partnership Fund
Tax ID # 58-1344646

Susan G. Komen for the Cure—Greater Atlanta Affiliate
Tax ID #58-1959763

Website:

www.jeffreyfashioncares.com/atlanta

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Patron Benefits

Presenting Patron \$25,000

- 12 VIP Tickets (In-kind patrons will receive 6 VIP Tickets)
- 12 Express Bracelets for Elevator (In-kind patrons will receive 6 VIP Bracelets)
- Invitation to Patron Party, if applicable
- Entry for 12 to the Pre-Show Reception (In-kind patrons will receive entry for 6)
- Invitation for up to 12 to the VIP After Party with Fred Schneider of the B52s with Late Night Gourmet Food & Cocktails (In-kind patrons will receive entry for 6)
- Recognition on the Jeffrey Fashion Cares Invitation¹
- Recognition in Atlanta Magazine advertisement viewed by 70,000+ readers² (July, August & September Issues)³
- Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com
- Recognition in all Press Releases, including TV and Radio where possible
- Recognition on all e-mail promotions⁴
- Premium Advertisement & Positioning in Patron Book (1 page)
- Listing as a Presenting Sponsor in Patron Book
- Prominent Logo Display at Event
- Prominent Logo Display on the Post-Event Video
- Special Verbal Recognition from the Runway

Haute Couture Patron \$10,000

- 10 VIP Tickets (In-kind patrons will receive 4 VIP Tickets)
- 10 Express Bracelets for Elevator (In-kind patrons will receive 4 VIP Bracelets)
- Invitation to Patron Party, if applicable
- Entry for 10 to the Pre-Show Reception (In-kind patrons will receive entry for 4)
- Invitation for up to 10 to the VIP After Party with Fred Schneider of the B52s with Late Night Gourmet Food & Cocktails (In-kind patrons will receive entry for 4)
- Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com
- Recognition on all e-mail promotions
- Premium Advertisement in Patron Book (1 page)
- Listing as an Haute Couture Patron in Patron Book

¹ Commitment & Art work must be received by print deadline, June 15

² Atlanta Magazine is an ABC Audited Publication. Audit is available upon request.

³ Art work must be received by closing deadlines, the 20th of the month, two months prior

⁴ Mass E-mail goes to over 7,200 prominent targeted subscribers

Couture Patron \$5,000

- 6 VIP Tickets (In-kind patrons will receive 2 VIP Tickets)
- 6 Express Bracelets for Elevator (In-kind patrons will receive 2 VIP Bracelets)
- Invitation to Patron Party, if applicable
- Entry for 6 to the Pre-Show Reception (In-kind patrons will receive entry for 2)
- Invitation for up to 6 to the VIP After Party with Fred Schneider of the B52s with Late Night Gourmet Food & Cocktails (In-kind patrons will receive entry for 2)
- Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com
- Advertisement in Patron Book (1/2 page)
- Listing as a Couture Patron in Patron Book

Ready-to-Wear Patron \$2,500

- 4 VIP Tickets (In-kind patrons will 2 individual tickets)
- 4 Express Bracelets for Elevator (In-kind patrons will 2 individual bracelets)
- Invitation to Patron Party, if applicable
- Entry for 4 to the Pre-Show Reception (In-kind patrons will receive entry for 2)
- Invitation for up to 4 to the VIP After Party with Fred Schneider of the B52s with Late Night Gourmet Food & Cocktails (In-kind patrons will receive entry for 2)
- Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com
- Listing as a Ready-to-Wear Patron in Patron Book

VIP Patron \$1,500

- 2 VIP Tickets
- 2 Express Bracelets for Elevator
- Invitation to Patron Party, if applicable
- Entry for 2 to the Pre-Show Reception
- Invitation for up to 2 to the VIP After Party with Fred Schneider of the B52s with Late Night Gourmet Food & Cocktails
- Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com
- Listing as a VIP Patron in Patron Book

