

Jeffrey fashion cares 2011

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

Dear Prospective Patron:

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

As you may know, our beneficiaries are the **Atlanta AIDS 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. This year a small donation will also be made to the Medical University of South Carolina's Inflammation and Fibrosis Research Center of Excellence. 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 **\$.93 of every dollar went directly to the charities** – because of people like you!

We are expecting **Jeffrey Fashion Cares 2011**, our *19th Anniversary*, to be the most successful ever. 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



Jeffrey McQuithy
Event Co-Chair



Louise Sams
Event Co-Chair

Enclosures

3500 Peachtree Road, NE | Suite A-Three | Atlanta, Georgia 30326
(404) 420-2997 voice | (404) 420-2832 e-fax
www.jeffreyfashioncares.com/atlanta

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Event Information

Arbiter of style, Jeffrey Kalinsky, creator of two namesake boutiques in Atlanta and Manhattan, joins Event Chairs Lila Hertz, Jeffrey McQuithy and Louise Sams in producing the official kick-off to the fall social season: Fashion Cares 2011. To be held on Monday, August 29th 2011—the event includes a reception followed by a live auction and runway show featuring Kalinsky's style selections from high-end designers such as Lanvin, Celine, Prada, Marni, Manolo Blahnik, Balenciaga, Christian Louboutin, Proenza Schouler and Bottega Veneta.

Fashion Cares 2011 will benefit Susan G. Komen for the Cure—Greater Atlanta Affiliate and the Atlanta AIDS Fund (AAF). Last year's sold-out event raised \$650,000 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, Jeffrey McQuithy and Louise Sams

Hertz marks her ninth 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 both the local affiliate and the Susan G. Komen for the Cure Advocacy Alliance, Komen's national advocacy organization. Her other volunteer duties include work with the Piedmont Healthcare Board of Directors and the Center for Health and Learning – a Piedmont Healthcare/Mercer University Partnership.

This will be McQuithy's second year as Event Co-Chair of Fashion Cares. He began with Jeffrey Fashion Cares four years ago as a supporting partner. He and members of his team at Vis-a-Vis The Salon have provided complete hair and makeup for the event during this time, as well. He opened Vis-a-Vis The Salon in 2001 in the Buckhead community with a vision of superior customer service. Following the success of the salon, he opened Derma-Luxe Custom Skin Care in 2007, a boutique medical spa. In addition to reflecting the perfect combination of style and charity, his true passion and persistence to help this cause stems from the loss of his mother 11 years ago to breast cancer.

Sams is also Co-Chairing the event for her second year. She has been a long time supporter and has co-chaired the Host Committee. Sams is executive vice president and general counsel for Turner Broadcasting System, Inc. and president of Turner Broadcasting System International. She has a rich history of community involvement and serves on the boards of trustees of Princeton University and The Westminster Schools and the board of directors of the High Museum of Art. Sams received the Inspiration Award from the Atlanta chapter of Women in Cable Telecommunications (WICT) and was named by *Business to Business* magazine among the most influential business women in Atlanta. The *National Law Journal* named Sams to be among the 50 most influential women lawyers in America.

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

Date: Monday, August 29, 2011

Time: 7:00 p.m.

Event Location: 12th & Midtown -1075 Peachtree

Pre-Event Activities: Host Committee/Patron Kick-off Party *(by invitation only)*

Event Activities: Pre-Show Cocktail Reception
Live Auction
Jeffrey Fashion Show
After Party at Opera with Fred Schneider of the B52's

Guest Designer: Jason Wu

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 & After Party only
(Will go on sale via our website July 1, 2011 but are subject to availability)*

Patron Book Advertising: Opportunities starting at \$625. Call for more information.

Tax Info: The Atlanta AIDS 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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Twitter:

<http://www.twitter.com/FashionCares>

Facebook:

<http://www.facebook.com/JeffreyFashionCares>

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 the Host Committee/Patron Party (should there be one)
- Entry for 12 to the Pre-Show Reception (In-kind patrons will receive entry for 6)
- Entry for 12 to the After Party following the Fashion Show (In-kind patrons will receive entry for 6)
- Recognition on the Jeffrey Fashion Cares Invitation¹
- Recognition in The Atlantan (May/June, July/ August & September/October Issues)²
- Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com/atlanta
- Recognition in all Press Releases, including TV and Radio where possible
- Recognition on all e-mail promotions³
- 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 \$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 Host Committee/Patron Party (should there be one)
- Entry for 10 to the Pre-Show Reception (In-kind patrons will receive entry for 4)
- Invitation for 10 to the After Party (In-kind patrons will receive entry for 4)
- Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com/atlanta
- Recognition on all e-mail promotions³
- 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 Art work must be received by closing deadlines, the 20th of the month, two months prior

³ Mass E-mail goes to over 7,200 prominent targeted subscribers

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Couture Patron \$5000

- 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 Host Committee/Patron Party (should there be one)
- Entry for 6 to the Pre-Show Reception (In-kind patrons will receive entry for 2)
- Invitation for 6 to the After Party (In-kind patrons will receive entry for 2)
- Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com/atlanta
- Recognition on all e-mail promotions³
- Premium Advertisement in Patron Book (1/2 page)
- Listing as an Couture Patron in Patron Book

Ready-to-Wear Patron \$2,500

- 4 VIP Tickets (In-kind patrons will receive 2 VIP tickets)
- 4 Express Bracelets for Elevator (In-kind patrons will receive 2 VIP bracelets)
- Invitation to Host Committee/Patron Party (should there be one)
- Entry for 4 to the Pre-Show Reception (In-kind patrons will receive entry for 2)
- Invitation for 4 to the After Party (In-kind patrons will receive entry for 2)
- Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com/atlanta
- Listing as a Ready-to-Wear Patron in Patron Book

VIP Patron \$1,500

- 2 VIP Tickets
- 2 Express Bracelets for Elevator
- Invitation to Host Committee/Patron Party (should there be one)
- Entry for 2 to the Pre-Show Reception
- Invitation for 2 to the After Party
- Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com/atlanta
- Listing as a VIP Patron in Patron Book

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Patron Interest Card

Please complete the following interest card and return either:

Via Mail: Jeffrey Fashion Cares 2011, 3500 Peachtree Road, NE Suite A-Three Atlanta, Georgia 30326

Via Select Retailers: Jeffrey

Via Fax: (404) 420-2832

Purchase Online: www.jeffreyfashioncares.com/atlanta

PATRON OPPORTUNITIES WITH PREFERRED SEATING

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

- ___ Extra Patron Tickets (\$750)

INDIVIDUAL TICKETS

- ___ **Reserved Seating** Pre-Reception, Fashion Show & After Party (\$500)

Payment

- _____ Total Amount
- AMEX MC VISA CHECK ATTACHED

_____ name

_____ *name as you would like it to appear in print

_____ e-mail address (required for processing confirmation)

_____ address

_____ address 2

_____ city, state, zip

_____ Account #

_____ Exp. Date

_____ telephone

_____ CSID #

PLEASE COMPLETE ALL FIELDS, AS ENTRANCE BRACELETS
WILL BE MAILED.

_____ Billing Zip Code

_____ Signature

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