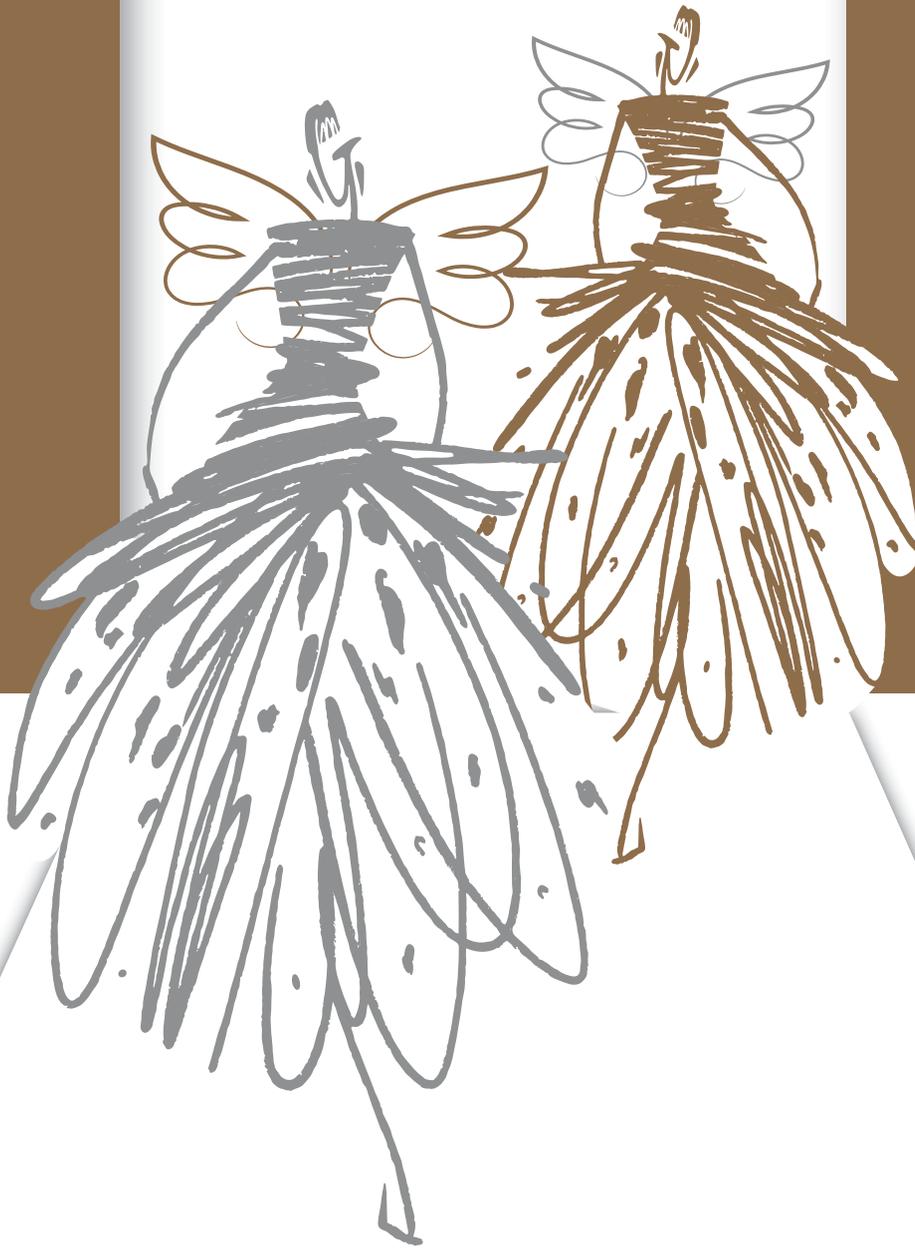


Couture FOR THE CAUSE

Angels Caring for a Cure



Couture FOR THE CAUSE

Angels Caring for a Cure

THURSDAY EVENING
October 17, 2019

7:00 – 10:00 PM

*Cindy's Palace
Banquet Hall*

1102 MINONITE ROAD | RICHMOND, TX 77469

PRODUCED BY PAUL-DAVID VAN ATTA - PDV Special Events

FEATURING

SILENT AND LIVE AUCTION

KENDRA SCOTT JEWELRY PULL

FABULOUS FOOD STATIONS & COCKTAILS

CHAMPAGNE AND DIAMONDS RAFFLE

SPIRIT TASTING RAFFLE

WINE PULL

Exciting Entertainment & more...



Farida Abjani | Event Co-Chair



Teresa Cox Reading | Event Co-Chair

Dear Friend,

The American Cancer Society estimates that over 1.7 million people in the United States will hear those words this year. Despite this staggering statistic, there is still hope. More and more people are surviving cancer every day in part through lifesaving research and treatments. With your help, we can make even greater progress.

The American Cancer Society will be presenting our 8th annual Couture for the Cause event themed “Angels Caring for a Cure” on October 17, 2019. This year’s fundraiser will be held at Cyndy’s Palace in Richmond, TX. The highlight of the event is a fabulous and chic fashion show featuring couture and trendy fashions presented by models whose lives have been touched by cancer.

We ask that you consider supporting the American Cancer Society’s vision of a world free from cancer and the pain and suffering it causes by supporting Couture for the Cause. Throughout the evening, guests will enjoy mouth-watering heavy hors d’oeuvres from local restaurants, Champagne and Diamonds Raffle, Wine Pull, Kendra Scott Jewelry Pull, and Live and Silent Auction.

This event is one you surely won’t want to miss! It will be an evening to remember in the fight against cancer.

For your consideration, please find the various opportunities and benefits provided for all levels of sponsorship. We would be honored to have you as our distinguished partner by including your name, family, and/or business as one of our sponsors.

It is because of the generosity of people like you that the American Cancer Society is able to provide vital services for cancer patients and their loved ones, as well as support research, education, and advocacy in the local community.

Some of these services include:

- Free transportation to and from treatment.
- Free or reduced-cost hotel rooms for out-of-town patients while they are receiving treatment through our Hotel Partners Program[®]

Please join us at Couture for the Cause “Angels Caring for a Cure”, October 17, 2019 at Cindy’s Palace located in our amazing Fort Bend County. Please join us in the fight against cancer by sponsoring the Couture for the Cause event.

Thank you in advance for your consideration and support. Together we can save lives by hopefully putting an end to this dreadful disease in our lifetime.

Warmest Regards,

Farida Abjani and Teresa Cox Reading

Event Co-Chairs



CoutureForTheCause.org

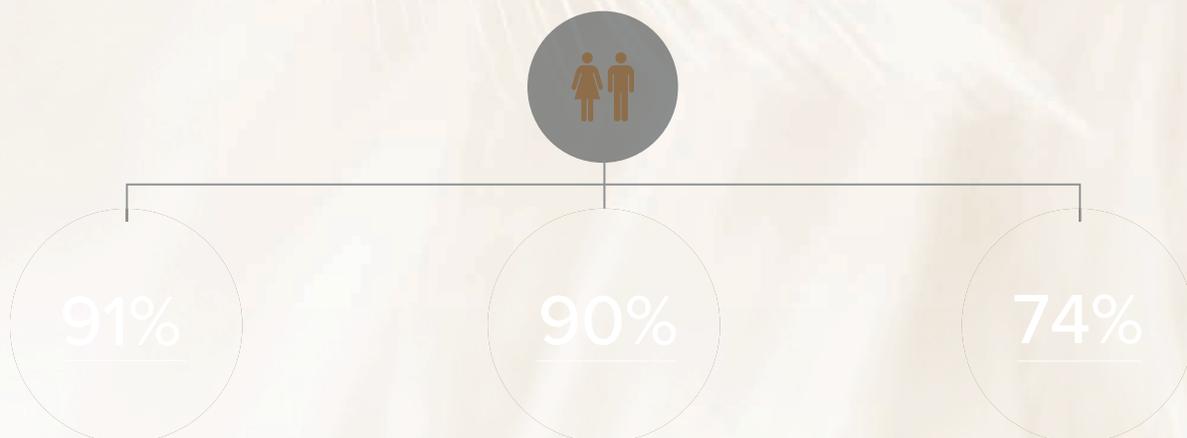
WHY BECOME A *Corporate Sponsor*

THE AMERICAN CANCER SOCIETY IS RELEVANT TO CONSUMERS.

According to the 2009 Cone Nonprofit Power Brand 100, the Society is ranked



RECENT STUDIES SHOW:



91% of global citizens expect companies to do more than make a profit; they believe companies need to act responsibly and address issues.

90% of U.S. consumers say they would switch brands to one associated with a cause, given comparable price and quality.*

74% of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.

*Cone Communications and Ubiquity's 2015 Global CSR Study

THE AMERICAN CANCER SOCIETY

Mission

SAVE LIVES, CELEBRATE LIVES & LEAD THE FIGHT FOR A WORLD WITHOUT CANCER

IF YOU KNOW...

- A child who has been cured of leukemia
- A woman who had a lumpectomy or was treated with tamoxifen for breast cancer
- A man whose prostate cancer was diagnosed with a PSA test
- A woman who has a regular Pap test
- Anyone who quit smoking

THEN YOU KNOW...

Someone who has benefited from research supported by the American Cancer Society. In recent years, the American Cancer Society Greater Houston Area provided more than \$24 million in programs, research, and services. Through your generosity, Couture for the Cause has raised more than \$950,000 since its inception. Join the Couture for the Cause "Angels Caring for a Cure" and the American Cancer Society to raise much needed funds for the battle against cancer.

A YEAR IN THE LIFE OF THE AMERICAN CANCER SOCIETY GREATER HOUSTON AREA

- **\$26 million** in research grants were funded at Texas Medical Institutions in the Greater Houston Area
- **7968** cancer patients received help through our local programs and services
- **252** women undergoing chemotherapy received wigs
- **107** newly diagnosed breast cancer patients received a one-on-one visit from a survivor through our Reach to Recovery Program
- **1553** cancer patients were transported to their life-saving cancer treatments through our Road to Recovery Program with **20,568** rides provided
- **2388** patients who traveled to Houston for their life-saving cancer care received **6188** nights of lodging through our Hotel Partners Program
- **1448** patients received information through our American Cancer Society Personal Health Manger Kits

CONTRIBUTION *Opportunity*



HOPE CLINIC SERVING THE UNDERSERVED IN GREATER HOUSTON

The Asian American Health Coalition (AAHC) established HOPE Clinic in 2002 as a volunteer-run, non-profit clinic, providing culturally and linguistically competent care for Houston's underserved and isolated Asian communities. Located in Houston's most racially diverse neighborhoods, HOPE Clinic gained recognition after hurricane Katrina, in 2005, when it provided services to 3,000 of the 15,000 Vietnamese evacuees from Louisiana. Today HOPE Clinic has grown into a full time Federally Qualified Health Center (FQHC), providing over 13,000 patient visits a year.

The Asian-American population typically have barriers to health screenings that are greater than the general population. The American Cancer Society (ACS), has partnered with HOPE Clinic for a few years and know firsthand of the many needs of the clinic's patient population. Your funding will allow us to expand our work with the health center to implement various evidence-based interventions and quality improvement processes. These include patient reminder calls and letters, one-on-one patient education, provider and staff education, and removing structural barriers for patients, transportation assistance and cancer materials translation. Financial assistance will also help with providing patient navigation and follow-up throughout the care continuum. The goal of ACS' partnership with the clinic is to get as many patients screened to either prevent cancer or to catch cancer when it is in its earliest stages; to save lives and to reduce the burden of care.

Services provided by the health center are: primary care, cancer screening education, well woman exams, pediatric care, immunizations; pap smears, discounted lab services; mammography screening; hepatitis B Screening & treatment; IUD/Family Planning; prenatal Care; Internal Medicine; eye Exams; prenatal Classes/ educational workshops; counseling in different languages (Individual and family sessions available for both adults and children); eligibility Screening; case management, oral health and extended hours. The health center serves the uninsured, underinsured, low-income and those with limited English proficiency.

SPONSORSHIP

Opportunities

\$15,000 Angels Caring for a Cure Presenting Event Sponsor

EXCLUSIVE OPPORTUNITY

- Prominent recognition as the presenting sponsor at the Couture for the Cause Fashion Show
- 16 tickets to VIP reception and 16 VIP reserved runway seats during the fashion show
- 16 invitations to the pre-event Kick-off Party
- Company name and/or logo included in show invitation, program and on event signage
- Recognition in media including press release as the presenting sponsor
- Company name and/or logo on the official Couture for the Cause website and event social media pages
- With this underwriting opportunity you may also request to honor a friend or loved one who has won the fight, is still fighting, or has lost the battle against cancer.

\$12,500 Angel of Hope Sponsor - Fashion Show Production

EXCLUSIVE OPPORTUNITY

- Prominent recognition as the Fashion Show sponsor at the Couture for the Cause Fashion Show
- 12 tickets to VIP reception and 12 VIP reserved runway seats during the fashion
- 12 invitations to the pre-event Kick-off Party
- Company name and/or logo included in show invitation, program and on event signage
- Recognition in media including press release as one of the top sponsors
- Company name and/or logo on the official Couture for the Cause website and event social media pages
- With this underwriting opportunity you may also request to honor a friend or loved one who has won the fight, is still fighting, or has lost the battle against cancer.

SPONSORSHIP

Opportunities

\$10,000 Angel of Comfort Sponsor

EXCLUSIVE OPPORTUNITY

- Prominent recognition as the selected sponsor at the Couture for the Cause Fashion Show
- 10 tickets to VIP reception and 10 VIP reserved runway seats during the fashion show
- 10 invitations to the pre-event Kick-off Party
- Company name and/or logo included in show invitation, program and on event signage
- Recognition in media including press release as one of the top sponsors
- Company name and/or logo on the official Couture for the Cause website and event social media pages
- With this underwriting opportunity you may also request to honor a friend or loved one who has won the fight, is still fighting, or has lost the battle against cancer.

Choose from sponsorship options below:

- Kick-Off Party Sponsor
- VIP Reception Sponsor

\$7,500 Angel of Grace Sponsor

EXCLUSIVE OPPORTUNITY

- Prominent recognition as the selected sponsor at the Couture for the Cause Fashion Show
- 8 tickets to VIP reception and 8 VIP reserved runway seats during the fashion show
- 8 invitations to the pre-event Kick-off Party
- Company name and/or logo included in show invitation and program
- Recognition in media including press release as one of the top sponsors
- Company name and/or logo on the official Couture for the Cause website and social media pages
- With this underwriting opportunity you may also request to honor a friend or loved one who has won the fight, is still fighting, or has lost the battle against cancer.

Choose from sponsorship options below:

- Valet Sponsor
- Step and Repeat Sponsor
- Décor Sponsor
- Beverage Sponsor
- Catering Sponsor

SPONSORSHIP

Opportunities

\$5,000 Angel of Life Sponsor

EXCLUSIVE OPPORTUNITY

- Recognition as the selected sponsor at the Couture for the Cause Fashion Show
- 6 tickets to VIP reception and 6 VIP reserved runway seats during the fashion show
- Company name and/or logo included in show invitation and program
- Recognition in media including press release as one of the top sponsors
- Company name and/or logo on the official Couture for the Cause website and social media pages

- With this underwriting opportunity you may also request to honor a friend or loved one who has won the fight, is still fighting, or has lost the battle against cancer.

Choose from sponsorship options below:

- Registration Sponsor
- Invitation Sponsor
- Champagne and Diamonds Sponsor
- Event Signage Sponsor **SOLD**
The University of Texas MD Anderson Cancer Center
- Spirit Tasting Sponsor
- Wine Pull Sponsor

\$2,500 Angel of Love Sponsor

EXCLUSIVE OPPORTUNITY

- Recognition as the selected sponsor at the Couture for the Cause Fashion Show
- 6 general admission tickets to the Couture for the Cause fashion show
- Company name and/or logo included in show invitation and program
- Company name on the official Couture for the Cause website and social media pages

- With this underwriting opportunity you may also request to honor a friend or loved one who has won the fight, is still fighting, or has lost the battle against cancer.

Choose from sponsorship options below:

- Entertainment Sponsor
- Runway Seating Sponsor
- Specialty Glass Sponsor

SPONSORSHIP

Opportunities

\$1,500 Guardian Angel Sponsor

- 4 general admission tickets to the Couture for the Cause fashion show
- Company name listed in show invitation, program and on event signage
- Company name on the official Couture for the Cause website and social media pages
- With this underwriting opportunity you may also request to honor a friend or loved one who has won the fight, is still fighting, or has lost the battle against cancer.

\$500 Angel of Light Sponsor

- 2 tickets to the Couture for the Cause Fashion Show Company
- Name included in show invitation

Individual Ticket \$125

- One ticket to the 2019 Couture for the Cause fashion show.

Honor and Memorial Recognition (\$50 minimum)

- Opportunity to honor a friend or loved one who has won the fight, is still fighting, or has lost the battle against cancer by making a donation in their name(s).
 - Tickets to the Couture for the Cause event are not included but can be purchased separately
- After each name on the commitment form, please indicate if we should:**
- **C** - Celebrate the Victory
 - **E** - Encourage the Fight
 - **H** - Honor the Memory

Please see sponsorship forms enclosed.

For more info please contact Tiziana Triolo at tiziana.triolo@cancer.org or 713-7065657



cancer.org
CoutureForTheCause.org

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.

American Cancer Society, Inc.
2500 Fondren Road, Suite 100
Houston, TX 77063

For more information please contact:
Tiziana Triolo: (713) 706-5657
or email tiziana.triolo@cancer.org

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