

SPONSORSHIP  
OPPORTUNITIES

Sponsorship Opportunities

'CAPTAIN OF YE SHIP' EVENT SPONSOR  SOLD



'BLACK PEARL' VIP RECEPTION SPONSOR  \$10,000 (1 AVAILABLE)

- Recognition as the VIP Reception sponsor
- 10 Tickets to the VIP Party the night of the event
- 10 VIP Priority Seats during the fashion show (VIP Reception guests included in these seats)
- Personal server waiting on you and your guests during the fashion show
- Company name and/or logo highlighted on the VIP Reception invitations
- Company name and/or logo included in show invitation (if committed by July 19)
- Company name and/or logo included on event signage
- Company name and logo on the official Couture for a Cure website
- Opportunity to speak at the VIP reception
- Opportunity to add item/promotional gift to booty bag
- Opportunity to select one (1) model for the fashion show. Model must be approved by the Clothing Designer Chair, and Model Chair.
- Recipient of the prestigious American Cancer Society National Visionary Award

WITH THIS UNDERWRITING OPPORTUNITY YOU CAN ALSO REQUEST TO DEDICATE YOUR GIFT "IN HONOR OF" A FRIEND OR LOVED ONE THAT HAS WON THE FIGHT OR IS STILL FIGHTING, OR "IN MEMORY OF" A FRIEND OR LOVED ONE THAT HAS LOST THEIR BATTLE AGAINST CANCER. A CARD WILL BE SENT ON YOUR BEHALF TO THE INDIVIDUAL OR FAMILY BEING HONORED.

'LAFITTE'S HIDEAWAY CABANA SPONSOR  \$7,500 (4 AVAILABLE)

- Recognition as a Cabana Sponsor
- 10 Tickets to the VIP Party the night of the event
- 10 VIP Priority Seats during the fashion show (VIP Reception guests included in these seats)
- Company name and/or logo on signage for cabana
- Company name and/or logo included in show invitation (if committed by July 19)
- Company name and/or logo included on event signage
- Company name and logo on the official Couture for a Cure website
- Opportunity to add item/promotional gift to booty bag



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### 'SHIVER ME TIMBERS' SPONSOR \$5,000 (9 AVAILABLE SEE SELECTIONS BELOW)

-  8 Tickets to the VIP Party the night of the event
-  8 VIP Priority Seats during the fashion show (VIP Reception guests included in these seats)
-  Company name and/or logo displayed on or at sponsored specialty item or activity (choose one of the opportunities listed below)
-  Company name and/or logo included in show invitation (if committed by July 19)
-  Company name and /or logo on event signage
-  Company name and logo on the official Couture for a Cure website

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### 'SHIVER ME TIMBERS' SPECIALTY ITEMS (CHOOSE ONE)

-  SET DESIGN SPONSOR (1 available)  
**I SOLD TO FLUOR CORPORATION**
  -  Will help to underwrite the cost of staging. Prominent signage will be displayed with company name and logo close to stage or runway area.
-  FASHION SHOW PRODUCER SPONSOR (1 available)
  -  Will help to underwrite the cost of our fashion show producer. Prominent signage will be displayed with company name and logo close to runway area.
-  BOOTY BAG SPONSOR (1 available)
  -  Company name and logo will be printed on a tag that will be tied to the handle of every bag. Each couple will receive a bag to take home filled with treasured booty.
-  COCKTAIL NAPKIN SPONSOR (1 available)
  -  Provide cocktail napkins to be used during the event. Napkins can have your company logo and must be pre-approved by Event Chairs and ACS Staff.
-  INVITATION SPONSOR (1 available)
  -  Logo will be displayed on the back of the invitation, as well as listed inside under the appropriate sponsor level listing.
-  SPECIALTY DRINK BAR SPONSOR (1 available)
  -  Opportunity to work with Event Chairs to name the bar; name must coordinate with the event theme.
  -  Signage with company name and/or logo will be displayed at the Specialty Bar.
-  CATCH THE MOMENT PHOTO SPONSOR (1 available)
  -  Opportunity to work with Event Chairs to select the background for the photo. The background must coordinate with the event theme and must be pre-approved by the Event Chairs and ACS Staff.
  -  Opportunity to put name or logo on all photos (along with the Couture for a Cure logo), and provide a specialty frame.
-  VALET SPONSOR (1 available)
  -  Opportunity to name the valet area, name must coordinate with the event theme and must be approved by Event Chairs.
  -  Signage with company name and logo will be displayed at valet area.



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'SWASHBUCKLER' SPONSOR  \$2,500

- 4 Tickets to the VIP Party the night of the event
- 4 VIP Seats during the fashion show  
(VIP Reception guests included in these seats)
- Company name and/or logo included in show invitation  
(if committed by July 19)
- Company name and/or logo included on event signage
- Company name on the official Couture for a Cure website

WITH THIS UNDERWRITING OPPORTUNITY YOU CAN ALSO REQUEST TO DEDICATE YOUR GIFT "IN HONOR OF" A FRIEND OR LOVED ONE THAT HAS WON THE FIGHT OR IS STILL FIGHTING, OR "IN MEMORY OF" A FRIEND OR LOVED ONE THAT HAS LOST THEIR BATTLE AGAINST CANCER. A CARD WILL BE SENT ON YOUR BEHALF TO THE INDIVIDUAL OR FAMILY BEING HONORED.

'JOLLY ROGER' SPONSOR  \$1,500

SPONSORS COMMITTED TO DATE:  
SHELENA LALJI, MD & AYEEZ LALJI, DDS  
DRS. LIN & ERIC HUMBLE, SUGAR LAND FACE & BODY PLASTIC SURGERY

- 2 Tickets to the VIP Party the night of the event
- 2 VIP Seats during the fashion show  
(VIP Reception guests included in these seats)
- Company name listed in show invitation  
(if committed by July 19)
- Company name listed on event signage
- Company name on the official Couture for a Cure website

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\*\*Each VIP Party ticket is one (1) of the VIP Seats during the fashion show



SPONSORSHIP OPPORTUNITIES

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WE ARE OFFERING AN 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).

**HONOR OF MEMORIAL RECOGNITION OPPORTUNITY**  **\$1,000**

- 2 event tickets including reserved seats during the fashion show
- Special recognition sent to individual(s) or family(s) being honored (up to 3)
- Each donor will receive a special gift at the event to show they have given
- Each Individual being honored will receive name recognition and a candle will be lit in their honor at the event

**HONOR OF MEMORIAL RECOGNITION OPPORTUNITY**  **\$ \_\_\_\_\_**  
**\$100 MINIMUM**

- Special recognition sent to individual(s) or family(s) being honored (up to 3)
- Each Individual being honored will receive name recognition and a candle will be lit in their honor at the event

*Please indicate on the contribution form if it is in Honor Of or in Memory Of and list the name(s) of the honoree.*

**INDIVIDUAL TICKET**  **\$100**

- One ticket to attend the 2010 Couture for a Cure event.



UNDERWRITING  
COMMITMENT FORM

Sponsors for the Commitment

## UNDERWRITING COMMITMENT FORM

PLEASE CHECK ONE:     BUSINESS     INDIVIDUAL

NAME: \_\_\_\_\_

FOR ADVERTISING/PRINT, PLEASE LIST AS: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ CONTACT PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

### PLEASE SELECT FROM THE FOLLOWING:

- |   |   |
|---|---|
| <input type="checkbox"/> \$15,000 CAPTAIN OF YE SHIP PRESENTING SPONSOR — <b>SOLD TO</b>  LEXUS STERLINGMCCALL | <input type="checkbox"/> INVITATION SPONSOR (1 available)                         |
| <input type="checkbox"/> \$10,000 BLACK PEARL VIP RECEPTION SPONSOR (1 available)   | <input type="checkbox"/> SPECIALTY DRINK BAR SPONSOR (1 available)                |
| <input type="checkbox"/> \$7,500 TREASURE CHEST CABANA SPONSOR (4 available)  | <input type="checkbox"/> CATCH THE MOMENT PHOTO SPONSOR (1 available)             |
| <input type="checkbox"/> \$5,000 SHIVER ME TIMBERS SPONSOR (pick one)   | <input type="checkbox"/> VALET SPONSOR (1 available)                              |
| <input type="checkbox"/> SET DESIGN SPONSOR (1 available)   | <input type="checkbox"/> \$2,500 SWASHBUCKLER SPONSOR                             |
| <input type="checkbox"/> <b>1 SOLD TO FLUOR CORPORATION</b>   | <input type="checkbox"/> \$1,500 JOLLY ROGER SPONSOR                              |
| <input type="checkbox"/> FASHION SHOW PRODUCER (1 available)  | <input type="checkbox"/> \$1,000 HONOR $\bar{E}$ MEMORIAL RECOGNITION OPPORTUNITY |
| <input type="checkbox"/> BOOTY BAG SPONSOR (1 available)  | <input type="checkbox"/> HONOR $\bar{E}$ MEMORIAL _____ \$100 MINIMUM             |
| <input type="checkbox"/> COCKTAIL NAPKIN SPONSOR (1 available)  | <input type="checkbox"/> \$100 INDIVIDUAL TICKET                                  |

**NOTE:** Contributions and contracts must be received by **JULY 19, 2010** to be listed in the event invitation.

UNDERWRITING TOTAL: \$ \_\_\_\_\_

ADDITIONAL TICKETS (\$100.00 Each): \$ \_\_\_\_\_

GRAND TOTAL: \$ \_\_\_\_\_

*See back for further instructions*

I AM UNABLE TO ATTEND, BUT AM ENCLOSING MY TAX-DEDUCTIBLE DONATION OF \$ \_\_\_\_\_



UNDERWRITING  
COMMITMENT FORM

Sponsorship Commitment Form

## UNDERWRITING COMMITMENT FORM

### MAIL, FAX OR EMAIL FORM TO:

AMERICAN CANCER SOCIETY / ATTN: SHEREE PRATHER

6301 Richmond Ave, Houston, TX 77057 . f: 713.266.4159 . p: 713.706.5635 . sheree.prather@cancer.org

PLEASE MAKE CHECKS PAYABLE TO THE AMERICAN CANCER SOCIETY,  
VISA, MASTERCARD, DISCOVER AND AMERICAN EXPRESS ARE ALSO ACCEPTED.

- ENCLOSED IS MY CHECK IN THE AMOUNT OF \$ \_\_\_\_\_
- PLEASE CHARGE MY CREDIT CARD LISTED BELOW

### CREDIT CARD INFORMATION:

NAME ON CARD: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

CREDIT CARD NUMBER: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_ STATE: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

## HONOR & MEMORIAL INFORMATION

IF YOU ARE PURCHASING AN HONOR AND MEMORIAL RECOGNITION, PLEASE FILL OUT THE INFORMATION BELOW.

I WOULD LIKE TO DONATE \$ \_\_\_\_\_ FOR THE FOLLOWING INDIVIDUAL(S)

PLEASE INDICATE IF IT IS IN HONOR OF (H) OR IN MEMORY OF (M) AFTER EACH NAME.

NAME OF PERSON(S) BEING HONORED \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ADDRESS WHERE RECOGNITION CARD SHOULD BE MAILED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



A NOTE FROM  
THE CHAIRS

Sponsorship Opportunities

DEAR FRIENDS,

Over the years the fear of cancer has become one of the most universal phobias in our society. It affects virtually all of us, but we know that it is vulnerable to a treatment. The treatment is to simply but honestly embrace the power and presence of the disease and then commit personally to do something tangible and forceful to fight it. Every one of us is needed in this battle.

The American Cancer Society has fought this enemy since 1913 and with tremendous success. This note is to ask you to personally take a stand and fight back against this disease by joining us and the Society as we seek leaders in the Fort Bend community to help host the second annual Couture for a Cure.

This fabulous event debuted in 2009 and was one of the most exciting and well attended charity events of the year. This year our goal is to continue that tradition of exceeding expectations.

The next major battle against cancer will literally take the stage on Saturday, September 25, 2010 when Couture for a Cure will be held around a Texas-sized Caribbean lagoon complete with a pirate ship, swashbuckling chivalry, glamour and grog galore! Chic and exotic models featuring Tootsie's fashions will walk the gang-plank while the area's finest restaurants and chefs delight your palette.

We ask you to review the Couture for a Cure sponsorship levels offered and join us at the level most appropriate for you. The net proceeds go toward the Society's mission of saving lives and eliminating cancer, and you benefit as well by having taken a mighty stand to do something to fight back.

MATEY, WE WOULD BE HONORED  
IF YOU WOULD RAISE YOUR  
SWORDS WITH US ON THIS  
SPECIAL EVENING.

*Christen Johnson* *Marvin Marcell* *Michael Cooper*  
CHRISTEN JOHNSON MARVIN MARCELL MICHAEL COOPER



SUSIE GOFF DEBBIE MARCELL MOLLY COOPER  
*Susie Goff* *Debbie Marcell* *Molly Cooper*



JUST THE FACTS

## 2009 GULF COAST REGION AMERICAN CANCER SOCIETY FACTS

- 🏰 **5,655** cancer patients were served with valuable information about their cancer diagnosis and available resources through our Personal Health Manager kits.
- 🏰 **377** women who were newly diagnosed with breast cancer received a one-on-one visit from a breast cancer survivor through our Reach To Recovery program.
- 🏰 **1,329** rides were provided for cancer patients to their life-saving cancer treatments through our Transportation Programs.
- 🏰 **93** equipment items were provided to cancer patients to assist them during their cancer experience.
- 🏰 **337** patients received temporary housing during their treatment process in Houston through our Guestroom Program.
- 🏰 **2,243** patients received services from our Patient Navigation Program to assist them with community resources and help alleviate some of their financial stress.
- 🏰 **421** women received a weighted prosthesis and two bras after their breast cancer surgery.

ALL OF THESE SERVICES AND ITEMS ARE PROVIDED  
FREE OF CHARGE TO CANCER PATIENTS AND THEIR FAMILIES.  
THE AMERICAN CANCER SOCIETY IS ONLY ABLE TO DO THIS  
BECAUSE OF GENEROUS DONORS LIKE YOU!





COUTURE FOR A  
CURE COMMITTEE

Sponsorship Opportunities

## COUTURE FOR A CURE COMMITTEE

### EVENT SPONSOR

Sterling McCall Lexus



### HONORARY CHAIRS

Debbie & Marvin Marcell

Molly & Michael Cooper

### CHAIRS

Susie & Doug Goff

Christen & Dave Johnson

### COMMITTEES

#### BOOTY BAGS

Tanya Tolander, **CHAIR**

Toni Baches

Linda Kraner

Cari Middaugh

Tonja Oria

Laura Perry

Linda Riddle

Johnnie Wright

### DECORATING

Carolyn Silva, **CHAIR**

Dennis Dowell

### ENTERTAINMENT

KK West & Scott West,

**CO-CHAIRS**

### FOOD AND BEVERAGE

Yvonne Champion, **CHAIR**

Lisa Hicks

Keri Schmidt

### LOGISTICS

Carolyn Williams, **CHAIR**

Ashley Grubbs

Allison Gullett

Cody Radley

Alvin San Miguel

Allan Williams

### MEMORIAL

Pam Jaramillo &

Melissa Marroquin,

**CO-CHAIRS**

### MODELS

Joy Dowell &

Raj Patel, **CO-CHAIRS**

### PR

Cindy Crane Garbs, **CHAIR**

Gabe Canalas

Patti Kaminski

Jessica Kij

Colleen Lastrapes

### PRINTING

Jaime Virkus, **CHAIR**

Steve Campbell

Marshall Combs

Mandy DeLeon

### TICKETS

Jacqueline Baly &

David Chaumette, **CO-CHAIRS**

Cynthia Gratzer

D'neal Brown Kirsh

Joan Smith

Jackie Wilcox

### VOLUNTEERS

Tonya Bell

Kelly Buettner

S. Ross Clowney, M.D.

Johanna Higgins, M.D.

Aimee Montgomery



A NOTE  
FROM LEXUS

## DEAR POTENTIAL SPONSOR

It is an honor for every single member of the team at Sterling McCall Lexus to join me as Presenting Sponsor of the 2010 American Cancer Society Couture for a Cure.

Our commitment to give back in some way to the community we serve is even more challenging this year as auto sales are at the lowest rate in forty years but still our decision was that we must step up and join the American Cancer Society in this mighty effort. It is a tangible way that we can say thank you to our loyal customers who have blessed us with a successful dealership.

Another overriding issue driving our participation is that there simply cannot be a reason that allows for a downturn in the battle against cancer. We have too many co-workers and customers, family members and strangers being victimized by this dreaded disease. We encourage you to join us in searching for a cure for those already touched by cancer. We also want to learn and convey cancer prevention information to those still untouched. The reality is that all of us have reason to take up arms in this battle.

We look forward to our time together in this mighty effort. We will have fun while we make a difference.



PETER STROHMER  
General Manager, *on behalf of Sterling McCall Lexus*

