



A fashion show of strength.

benefitting



ROCK THE RUNWAY, which will take place at Savoy 1620 on Thursday, June 20, is a New York-inspired runway show featuring the latest fashion trends from Central Arkansas designers and boutiques.

PROCEEDS will benefit the Winthrop P. Rockefeller Cancer Institute at the University of Arkansas for Medical Sciences (UAMS), which will use its portion to enhance its programs for women with cancer, and Fighting Fancy, which will provide gift bags of personal care products for women who are being treated for cancer by a UAMS physician, in addition to other women experiencing cancer around the world.

UAMS WINTHROP P. ROCKEFELLER CANCER INSTITUTE is a center of excellence at the University of Arkansas for Medical Sciences. As Arkansas' premier cancer research and treatment facility, the Cancer Institute offers comprehensive medical treatment driven by state-of-the-art research to patients from every Arkansas county, all 50 states and about 40 countries.

FIGHTING FANCY is a non-profit organization providing chemo bags to young women 15-39 going through chemotherapy. Heather Mason Owens founded Fighting Fancy at age 28 when she was diagnosed with Breast Cancer. Bags include the heart tank and necklace Owens wore during each chemo. Also included are beauty, dental and hair products she found helpful during her treatment. Owens goal is to provide women with hope and the tools necessary to keep Fighting Fancy.

SPONSORSHIP OPPORTUNITIES for Rock the Runway are outlined in the enclosed materials. We have designed sponsorship levels that fit every charitable budget.

We will be in touch to answer your questions and, hopefully, secure your sponsorship of this fabulous fundraiser that will further support for women diagnosed with cancer.

Thank you for your consideration.

Heather Mason Owens
Co-chair

Allyson Pittman
Co-chair

Presenting Sponsor - \$20,000

- o Your company will have naming rights on all event promotions.
The event will be Rock the Runway presented by Your Company Name.
- o Company logo on the front cover of the event program
- o Company logo on all promotional materials – invitation, ticket, event signage, advertisements
- o Company logo on three ads in Little Rock Soiree Magazine – May, June, July
- o Company logo featured on the home page of RockTheRunwayLR.com
 - o Mention on any pre-event media appearances
 - o Verbal recognition during Rock the Runway
 - o Prominent signage at the event
- o Private area for twenty (20) at the pre-show reception
- o Twenty (20) reserved seats during runway show

Pink Ribbon Sponsor - \$10,000

- o Company logo on all promotional materials – invitation, ticket, event signage, advertisements
- o Company logo on three ads in Little Rock Soiree Magazine – May, June, July
- o Company logo featured on the home page of RockTheRunwayLR.com
 - o Verbal recognition during Rock the Runway
 - o Signage at the event
- o Private area for ten (10) at the pre-show reception
- o Ten (10) reserved seats during runway show

Teal Ribbon Sponsor - \$5,000

- o Company logo on all promotional materials – invitation, ticket, event signage, advertisements
- o Company logo on three ads in Little Rock Soiree Magazine – May, June, July
- o Company logo featured on the home page of RockTheRunwayLR.com
 - o Verbal recognition during Rock the Runway
 - o Signage at the event
- o Private area for seven (7) at the pre-show reception
- o Seven (7) reserved seats during runway show

Green Ribbon Sponsor - \$2,500

- o Company logo on all promotional materials – invitation, ticket, event signage, advertisements
- o Company logo on three ads in Little Rock Soiree Magazine – May, June, July
- o Company logo featured on the home page of RockTheRunwayLR.com
 - o Verbal recognition during Rock the Runway
- o Five (5) tickets to the pre-show reception
- o Five (5) reserved seats during runway show

Orange Ribbon Sponsor - \$1,000

- o Company logo on all promotional materials – invitation, ticket, event signage, advertisements
- o Company logo on three ads in Little Rock Soiree Magazine – May, June, July
- o Company logo featured on the home page of RockTheRunwayLR.com
 - o Verbal recognition during Rock the Runway
- o Two (2) tickets to the pre-show reception
- o Two (2) reserved seats during runway show

YES, I'LL SUPPORT



NAME

COMPANY NAME

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

I/WE WOULD LIKE TO SPONSOR ROCK THE RUNWAY AS A:

- _____ PRESENTING SPONSOR (\$20,000)
- _____ PINK RIBBON SPONSOR (\$10,000)
- _____ TEAL RIBBON SPONSOR (\$5,000)
- _____ GREEN RIBBON SPONSOR (\$2,500)
- _____ ORANGE RIBBON SPONSOR (\$1,000)

TOTAL AMOUNT \$ _____

CHARGE CREDIT CARD ___ CHECK ENCLOSED MAKE CHECK PAYABLE TO: ROCK THE RUNWAY

CREDIT CARD # _____

CARD TYPE ___ AMX ___ MC ___ VISA EXP. DATE _____

SIGNATURE _____ DATE _____

By signing, I authorize Rock the Runway to charge the above credit card or invoice me for the sponsorship amount \$ _____.