

ADMIT ONE

ADMIT ONE

ADMIT ONE

ADMIT ONE

ADMIT ONE



children's cancer fund

Invites You

to the

2012 LUNCHEON AND FASHION SHOW



ADMIT ONE

ADMIT ONE

ADMIT ONE

ADMIT ONE

ADMIT ONE

2012

EVENT INFORMATION

The Children's Cancer Fund 24th Annual Luncheon and Fashion Show brings together children, celebrities and sponsors for an unforgettable and heartwarming experience. The Luncheon and Fashion Show raises vital funds for pediatric cancer research while serving as a positive social-psychological experience for children undergoing cancer treatment. Celebrities and our distinguished sponsors escort the children down the runway in outfits of their choosing. At the Luncheon and Fashion Show, we rejoice in our successes, reflect on our losses and look forward to making childhood cancer a curable disease.

Wednesday, May 2, 2012

10:00 a.m. Silent Auction and Champagne Reception
11:30 a.m. Luncheon and Fashion Show Presentation

Hilton Anatole - Trinity Ballroom
2201 Stemmons Freeway
Dallas, Texas 75207

LUNCHEON CO-CHAIRS

Lori Buschel & Keyea Webster

HONORARY CO-CHAIRS

Troy Aikman & Roger Staubach

MISTRESS & MASTER OF CEREMONIES

Clarice Tinsley & Steve Eagar
FOX 4 News

PRODUCTIONS

RSC Show Productions

TABLES & TICKETS

\$1,250 per table (ten seats)
\$150 per ticket

MILESTONES

- CCF has donated more than \$7 million to support pediatric cancer research in the Dallas area over the past 30 years.
- In 2002, CCF initiated funding for a full-time Child Life Assistant position in the Center for Cancer and Blood Disorders at Children's Medical Center to assist the outpatient team, whose primary goal is to make each of the 80-90 daily outpatients' visits a more positive experience.
- CCF has fulfilled a \$2 million pledge to complete a comprehensive pediatric oncology research center at the University of Texas Southwestern Medical Center at Dallas.

WHO WE ARE

The Children's Cancer Fund (CCF) was founded in 1982 by a coalition of parents whose children were receiving cancer therapy at Children's Medical Center Dallas. CCF supports families and doctors in the fight against childhood cancer. Through strategic investments, we champion real results in research and provide care for our North Texas community.

CHILDREN SERVED

Each year, more than 300 children and adolescents at Children's Medical Center Dallas are newly diagnosed with cancer, with more than 650 children receiving therapy at any given time. Through our work, the survival rate for all childhood cancer is now close to 80%, significantly better than the 50% chance a child was given 30 years ago. The increase in survival is a huge improvement for some cancers, but some other childhood cancers still have a less than 50% cure rate. By joining together, we can do more to find a cure for childhood cancer.

Sponsorship Benefits

The battle against childhood cancer cannot be fought alone. We need your support and generosity. By sponsoring Children's Cancer Fund's Luncheon and Fashion Show, you will not only be joining the fight against childhood cancer, you and your company will also benefit from:

- Being included in our media campaign, which reaches radio, TV, online, social media and print outlets
- Receiving extensive exposure before the event and the day of
- Being acknowledged in our promotional materials
- Boosting employee morale and company commitment to the community

The battle is not yet won. Won't you join us in our fight to eliminate cancer as the most common cause of death due to illness during childhood? Please join our prestigious list of sponsors who are proud to be a part of the 24th Annual Luncheon and Fashion Show.

Presenting Sponsor - \$50,000

Benefits

- Recognized as luncheon and fashion show presenting sponsor
- Logo placement on billboard during the month before the event
- Dominant placement of logo in annual book
- Acknowledgment and logo placement in book as the sponsor of a child
- Framed original artwork created by a young cancer patient
- Dominant placement of company logo on all printed material and website
- Dominant recognition in newsletter, invitation and program
- Prominent signage on the stage at the luncheon
- Repeated name recognition announcement on the day of the luncheon
- First to escort a child down the runway in the fashion show

- Corporate spokesperson or individual seated at head table
- Company/individual name listed on annual t-shirt

Event Tickets

- 20 invitations to celebrity VIP reception
- 2 VIP tables (seats 20)

Wish Giver Sponsor - \$25,000

Benefits

- Logo included in annual book
- Company logo on all printed material and website
- Acknowledgment and logo placement in book as the sponsor of a child
- Framed original artwork created by a young cancer patient
- Recognition in newsletter, invitation and program
- Second to escort a child down the runway in the fashion show
- Corporate spokesperson or individual seated at head table

Event Tickets

- 15 invitations to celebrity VIP reception
- 1 VIP table (seats 10) plus 5 seats

Guardian Sponsor - \$15,000

Benefits

- Logo included in annual book
- Acknowledgment and logo placement in book as the sponsor of a child
- Framed original artwork created by a young cancer patient
- Company logo on all printed material and website
- Recognition in newsletter, invitation and program
- Escort a child down the runway in the fashion show

Event Tickets

- 15 invitations to celebrity VIP reception
- 1 VIP table (seats 10) plus 5 seats

Book Sponsor - \$12,500

Benefits

- Dominant placement of name or logo as the sponsor throughout the book
- Company logo on all printed material and website
- Recognition in newsletter, invitation and program

Event Tickets

- 10 invitations to celebrity VIP reception
- 1 VIP table (seats 10)

Platinum Sponsor - \$10,000

Benefits

- Logo included in annual book
- Acknowledgment and logo placement in book as the sponsor of a child
- Framed original artwork created by a young cancer patient
- Company logo on all printed material and website
- Recognition in newsletter, invitation and program
- Escort a child down the runway in the fashion show

Event Tickets

- 10 invitations to celebrity VIP reception
- 1 VIP table (seats 10)

Silver Sponsor - \$6,000

Benefits

- Logo included in annual book

- Acknowledgment and logo placement in book as the sponsor of a child
- Framed original artwork created by a young cancer patient
- Company logo on all printed material and website
- Recognition in newsletter, invitation and program
- Escort a child down the runway in the fashion show

Event Tickets

- 5 invitations to celebrity VIP reception
- 1 VIP table (seats 10)

Rainbow Sponsor - \$3,000

Benefits

- Name included in annual book
- Company name on all printed material and website
- Recognition in newsletter, invitation and program
- Company/individual name listed on annual t-shirt

Event Tickets

- 2 invitations to celebrity VIP reception
- 5 seats at luncheon

Friendship Sponsor - \$1,500

Benefits

- Name included in annual book
- Company name on all printed material and website
- Recognition in newsletter, invitation and program
- Company/individual name listed on annual t-shirt

Event Tickets

- 2 invitations to celebrity VIP reception
- 2 seats at luncheon

PREVIOUS CCF SPONSORS

The 24th Annual Luncheon and Fashion Show is made possible by support from generous sponsors including honorary co-chairs Troy Aikman and Roger Staubach. Only with continued support can we remain steadfast in our mission to find a cure for all childhood cancers. Below are some of our previous sponsors:

Fashion Presenter

Dillard's

Media Sponsor

KLUV 98.7

Wish Giver

PSAV

Guardian Sponsor

Primexx Energy Partners

Procomputing Corporation

Texas de Brazil

The Joule Hotel - A Luxury Collection Hotel

Book Sponsor

Accent Graphics

Pigeon Mountain Trading Company

T.C. Lupton, Jr. Family Foundation

US Vinyl Wallcoverings

Platinum Sponsor

American Airlines / American Eagle

BMC Software

CBS Outdoor

Platinum Sponsor (cont.)

everitt

GRO Designs

Hilton Anatole

Jennifer Stroud Foundation

Lipshy Family Philanthropic Fund

Marianne and Roger Staubach

Mario Dozzo Foundation

McCullough Foundation in honor of Kaitlyn Wade

NewsRadio 1080 KRLD

The Cain Foundation

Silver Sponsor

Barnabas Faith Foundation

Brandon and Dena Buford

Chuck E. Cheese's

John and Tyler Kuelbs

Rhonda Hole

The Beck Group

In Memory of Shelley Shwiff

Tolleson Wealth Management

Troy Aikman

UPS

US Bioservices

Yontz Family Farms in honor of Jack Maurer and Family

Rainbow Sponsor

AT&T Dallas Council of Pioneers

Bank of America Merrill Lynch Commercial Real Estate Banking

Ben E. Keith Company

Rainbow Sponsor (cont.)

Brad and Lindy Berkley
Dr. and Mrs. Dan Cooper
Fentress-Brown Foundation
Frame Domain
Kroger
La Posada de Taos Inn
LCR Studios
NeoVerde Management
Randy and Mardeen Olmstead
RSC Show Productions
Summer and Jeff Olmstead
SunTx Capital Partners
Woodbridge Home Exteriors

Friendship Sponsor

Capital One
Chris and Alicia Winn
Dr. and Mrs. William P. Huckin
Frisco Dentistry For Kids - Dr. Kelli Ettelbrick
Greg Blomberg Photography
Hien Ngo Photography
In Memory of Shelley Shwiff
Jack and Jill of America, Inc.
KWA Construction
Mitchell and Nancy Spector
Peachy and Morton Rudberg
Service King Collision Repair Center
SLAPlet

Friendship Sponsor (cont.)

Success Systems, LLC
The Campbell Agency
Tim and Maria Macheliski
Whole Foods Market

PREVIOUS CELEBRITY ESCORTS

Nastia Liukin

Olympic Gymnast Champion

Dallas SWAT Team

Daryl Johnston

Former Dallas Cowboy

Kellie Rasberry, Big Al Mack & J-Si

106.1 KISS FM

Chuck E. Cheese

Roger Staubach

Former Dallas Cowboy

Rudy Gatlin

Country Recording Artist

Troy Aikman

Former Dallas Cowboy

Thank You

Thank you in advance for joining us in our mission to put an end to childhood cancer. Your generous donation will help provide the necessary funding for life-saving research and treatment programs that will lead to a cure for childhood cancer.

www.ChildrensCancerFund.net



children's cancer fund

24th Annual Luncheon and Fashion Show