



21st Annual Emily Center  
Fashion Show and Luncheon  
Saturday, May 8th, 2010

## event details

DATE	Saturday, May 8, 2010	
LOCATION	Arizona Biltmore Resort 2400 East Missouri, Phoenix Arizona	
	Frank Lloyd Wright Ballroom	
	Valet Parking for the event will be available at the ballroom entrance	
SCHEDULE	10:30am	Registration No Host Cocktails Silent Auction Boutique Shopping at the EC Market Raffle
	12:30pm	Lunch Welcome and Invocation Children's Performance Live Auction Raffle Drawings Adult Fashions Children and Teen Fashions modeled by the Kids Who Care Gang and Teen Spirit Group
	2:00pm	End of Program
	2:00 - 3:00pm	Boutique Shopping at the EC Market
LEADERSHIP	The Emily Center Fashion Show Committee	
	Event Chairs	Molly Bland & Michele Lundstedt
	The Emily Center at Phoenix Children's Hospital	
	Director	Teresa Boeger
	Phoenix Children's Hospital Foundation	
	Special Event Coordinator	Janet Reiman

## about the emily center

The Emily Center is a pediatric health library where parents can get answers to questions and learn what they need to know to fully participate in their child's health care. Staffed by nurses, it is a free resource open to the public that provides everything from parenting tips to facts about specific diseases.

At the age of three years old, Emily Katherine Anderson, was diagnosed with a rare form of adult leukemia. During the next three years of treatment at Phoenix Children's Hospital and Johns Hopkins Medical Center, her family became frustrated with their inability to find information to help them fully understand her illness, treatments, and medications. In 1986, Emily lost her battle with leukemia only four days before her seventh birthday. In the depths of their grief, Emily's family vowed that families of sick children would always have access to pediatric medical information that is accurate, easily understood, and free of charge. It is in this spirit, in 1990, that The Emily Center was born.

At The Emily Center we observe first hand, the difference information can make to someone who has had their life turned upside down by a child's illness or injury.

We've all heard that information is power. At The Emily Center, we know it's more than that. Information brings hope.



## SPONSORSHIP OPPORTUNITIES

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### preppy presenting patron \$25,000

- Logo recognition on event materials including but not limited to:
  - Save the Date card (\* based on print deadline)
  - Event invitation (\*based on print deadline)
  - Event program book
- Verbal recognition by emcee and video recognition during event
- Name recognition in all media and news releases, PCH events calendar listings, advertisements and promotional activities for the fashion show
- (2) Two tables for (10) ten with superior placement on runway (*placement of table guaranteed upon date of payment*)
- (2) Two bottles of hosted wine for each table
- (4) Four models for children's fashion show
- One room for a one night stay at the Arizona Biltmore Resort. (*Valid from 5/7/10 through 8/31/10. Advanced reservations are required*)
- Opportunity to provide company collateral piece or promotional item to each guest
- Two full page ads in event program book
- Logo recognition on [www.pchemilyfashionshow.com](http://www.pchemilyfashionshow.com)
- Link from PCH event website to company website within two months prior to event date and featured in PCH newsletter, "Hopes & Dreams" (distribution is 19,000+)

### polka-dot patron \$10,000

- Logo recognition on event materials including but not limited to:
  - Event invitation (\*based on print deadline)
  - Event program book
- Verbal recognition by emcee and video recognition during event
- Name recognition in all media and news releases, events calendar listings, advertisements and promotional activities for this event
- (1) One table for (10) ten with superior placement on runway (*placement of table guaranteed upon date of payment*)
- (2) Two bottles of hosted wine
- (4) Four models for children's fashion show
- One room for a one night stay at the Arizona Biltmore Resort. (*Valid from 5/7/10 through 8/31/10. Advanced reservations are required*)
- Opportunity to provide company collateral piece or promotional item to each guest
- One full page ad in event program
- Logo recognition on [www.pchemilyfashionshow.com](http://www.pchemilyfashionshow.com)
- Link from PCH event website to company website within two months prior to event date and featured in PCH newsletter, "Hopes & Dreams" (distribution is 19,000+)

## SPONSORSHIP OPPORTUNITIES CONTINUED

### paisley patron \$5,000

- Name recognition on event materials including but not limited to:
  - Event program book
  - Video recognition during event
  - Recognition on Event signage
- (1) One table for (10) ten with placement on runway (*placement of table guaranteed upon date of payment*)
- (2) Two bottles of hosted wine
- (4) Four models for children's fashion show
- Name recognition on [www.pchemilyfashionshow.com](http://www.pchemilyfashionshow.com)
- One-half page ad in event program book

### plaid patron \$3,500

- Name recognition on event materials including but not limited to:
  - Event program book
- (1) One table for (10) with placement on runway (*placement of table guaranteed upon date of payment*)
- (2) Two bottles of hosted wine
- (3) Three models for children's fashion show
- One-fourth page ad in event program book
- Name recognition on [www.pchemilyfashionshow.com](http://www.pchemilyfashionshow.com)

### polo patron \$2,500

- Name recognition on event materials including but not limited to:
  - Event program book
- (1) One table for (10) ten with view of runway (*placement of table guaranteed upon date of payment*)
- (3) Three models for children's fashion show
- Name recognition on [www.pchemilyfashionshow.com](http://www.pchemilyfashionshow.com)

### princesses of prepdom \$1,500

- Name recognition on event materials including but not limited to:
  - Event program book
- (1) One table for (10) ten with partial view of runway (*placement of table guaranteed upon date of payment*)
- (2) Two models for children's fashion show

### model information

- All additional modeling spots are \$150.
- Model Groups: Kids Who Care Gang (Age 4 up to 5<sup>th</sup> Grade) or Teen Spirit Group (6<sup>th</sup> Grade and up).
- Children walk in groups of two or three. We will do our best to accommodate your request for models that would like to walk together.
- Models will be fitted by Westcor retailers with an outfit they will wear at the event.
- Models will not be seated with parents during the luncheon. A hospitality suite will be provided at the hotel for the duration of the luncheon and food and beverage will be provided. Volunteers will staff the hospitality suite for supervision and safety.
- Rehearsals will be scheduled in April and May for both groups. You will receive a rehearsal schedule once models are confirmed.

## UNDERWRITING OPPORTUNITIES

### decor sponsor \$7,500

- Recognition on each table at the event
- (1) One table for (10) with placement on runway (*placement of table guaranteed upon date of payment*)
- One full page ad in event program book
- Video recognition during event
- Name recognition on [www.pchemilyfashionshow.com](http://www.pchemilyfashionshow.com)
- Featured in PCH newsletter, "Hopes & Dreams" (distribution is 19,000+)

### bid card/auctioneer sponsor \$3,000

- Logo recognition on all bid cards used for live auction
- Video recognition during event
- One-half page ad in event program

### valet sponsor \$2,500

- Recognition on signage at valet stand
- Video recognition during event
- One-half page ad in event program book
- Opportunity to place a promotional piece in each car parked through valet

### raffle sponsor \$2,000

- Recognition on each raffle entry sold
- Video recognition during event
- One-half page ad in event program book

### postage sponsor \$2,000 or facilitation of mailing

- Underwrite the cost of postage for printed materials including:
  - Save the Date card
  - Event invitations
- Video recognition during event
- One-half page ad in event program book

### ivy leaguers \$1,000

- Name/logo listed in event program book
- Video recognition during event



For questions about sponsorship packages or to underwriting opportunities, please contact the PCH Foundation, at 602-546-2652

For committee use only  
Date Received: \_\_\_\_\_ by: \_\_\_\_\_  
Date Payment Received: \_\_\_\_\_  
Date Confirmation Letter Sent: \_\_\_\_\_

Referred by: (Committee Member) \_\_\_\_\_

**SPONSORSHIP PAYMENT FORM - Deadline Friday, April 2, 2010**

Company or Table Host/Hostess Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: (hm.) \_\_\_\_\_ (wk.) \_\_\_\_\_ (fax) \_\_\_\_\_  
Email: \_\_\_\_\_

\*Once your form is received a sponsorship confirmation letter will be emailed to the above address

Please list the name under which you would like to be recognized: \_\_\_\_\_

**SPONSORSHIP OPTIONS** Please check all that apply

- \$25,000 Preppiest presenting patron\*
- \$10,000 Preppier patron\*
- \$5,000 Preppy patron\*
- \$3,500 Prepped patron\*
- \$2,500 Preppily participating patron\*
- \$1,500 Princesses of prepdom\*
- \_\_\_x \$150 Individual Ticket(s)

**UNDERWRITING OPTIONS** Please check all that apply

- \$7,500 Décor Sponsor
- \$3,000 Bid Card/Auctioneer Sponsor
- \$2,500 Valet Sponsor
- \$2,000 Raffle Sponsor
- \$2,000 Postage Sponsor
- \$1,000 Ivy Leaguers

\*Please complete model information below

**PAYMENT INFORMATION** Limited seating is available. Table placement will be determined in the order of payments received.

- I cannot attend the event, but would like to make a tax-deductible donation in the amount of \$ \_\_\_\_\_
- I have enclosed a check for payment made payable to Phoenix Children's Hospital
- Please send an invoice for my sponsorship. \*Invoices will be emailed to the address listed above
- I would like to pay by credit card     Visa     MasterCard     American Express     Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Total Amount \$ \_\_\_\_\_ Name as it appears on credit card \_\_\_\_\_

Mailing Address for credit card \_\_\_\_\_

\*If payment is made by credit card, letter stating tax deductibility will be sent to billing address for credit card.

**\*MODEL INFORMATION**

- I will not have any models and would like to offer my model spot(s) to a PCH patient(s)
- I will have \_\_\_\_\_ number of models in the Fashion Show.

**Contact for further model information:**

Contact Name: \_\_\_\_\_  
Phone Number: (hm.) \_\_\_\_\_ (wk.) \_\_\_\_\_ (fax) \_\_\_\_\_  
Email: \_\_\_\_\_

**EVENT PROGRAM AD INFORMATION**

- I will provide a camera ready designed ad \*ad specifications will be sent upon receipt of this form
- I will provide a photo and copy and will need layout design of my ad

Please Return Form To:

Phoenix Children's Hospital Foundation  
2929 E. Camelback Rd., Suite 122 Phoenix, AZ. 85016  
fax: 602-546-2644 or Email: jreiman@phoenixchildrens.com  
If you have questions, please call 602-546-2652

\*Sponsors will receive a formal invitation to this event in the mail.

For committee use only

Date Received: \_\_\_\_\_ by: \_\_\_\_\_

Date Entered: \_\_\_\_\_ by: \_\_\_\_\_

Table #: \_\_\_\_\_

**HOSTED TABLE GUEST LIST** Please Print. Names will be registered as listed below.

Company or Table Host/Hostess Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Phone Number: (hm.) \_\_\_\_\_ (wk.) \_\_\_\_\_ (fax) \_\_\_\_\_

Email: \_\_\_\_\_

Deadline for Guest List: **April 26, 2010**

**GUEST LIST: (Check all that apply)**

- |           |                                |                                |                                     |
|-----------|--------------------------------|--------------------------------|-------------------------------------|
| 1. _____  | <input type="checkbox"/> Adult | <input type="checkbox"/> Child | <input type="checkbox"/> Vegetarian |
| 2. _____  | <input type="checkbox"/> Adult | <input type="checkbox"/> Child | <input type="checkbox"/> Vegetarian |
| 3. _____  | <input type="checkbox"/> Adult | <input type="checkbox"/> Child | <input type="checkbox"/> Vegetarian |
| 4. _____  | <input type="checkbox"/> Adult | <input type="checkbox"/> Child | <input type="checkbox"/> Vegetarian |
| 5. _____  | <input type="checkbox"/> Adult | <input type="checkbox"/> Child | <input type="checkbox"/> Vegetarian |
| 6. _____  | <input type="checkbox"/> Adult | <input type="checkbox"/> Child | <input type="checkbox"/> Vegetarian |
| 7. _____  | <input type="checkbox"/> Adult | <input type="checkbox"/> Child | <input type="checkbox"/> Vegetarian |
| 8. _____  | <input type="checkbox"/> Adult | <input type="checkbox"/> Child | <input type="checkbox"/> Vegetarian |
| 9. _____  | <input type="checkbox"/> Adult | <input type="checkbox"/> Child | <input type="checkbox"/> Vegetarian |
| 10. _____ | <input type="checkbox"/> Adult | <input type="checkbox"/> Child | <input type="checkbox"/> Vegetarian |

**Models will not be seated at tables in ballroom.**

Wine Selections for your table will be available for purchase at the event.

If you submit your guest list prior to receiving an invitation, you do not need to submit the list again. To submit changes to your guest list, please email changes to [magonzalez@phoenixchildrens.com](mailto:magonzalez@phoenixchildrens.com). You must indicate meal type for any new names and submit a cancellation request for the guest that is being

**Please Return Form To:**

Phoenix Children's Hospital Foundation  
2929 E. Camelback Rd., Suite 122, Phoenix, AZ. 85016  
fax: 602-546-2644 or Email: [magonzalez@phoenixchildrens.com](mailto:magonzalez@phoenixchildrens.com)  
If you have questions, please call 602-546-2652

**\*Sponsors will receive a formal invitation to this event in the mail.**

