



January 12, 2012

Dear Friend:

It is our pleasure to invite you to participate in the third annual *Rally On the Runway* fashion show and private shopping event benefiting the Rally Foundation for Childhood Cancer Research (Rally). This New York-style fashion event, sponsored by Mercedes-Benz USA and Robert Mondavi Winery, will take place on Saturday, March 24, 2012, at Bloomingdale's Lenox Square.

We are excited to welcome back Atlanta Falcons starting Linebacker Curtis Lofton as our Honorary Chair this year. Fellow Falcons teammates and other professional football players will join Curtis in celebrating the strength and courage of our 12 Rally Kid models, girls who have fought or are fighting cancer. It is my hope that you will partner with Rally by being a sponsor for *Rally On the Runway*.

Childhood cancer is the number one disease killer of children under the ages 0 to 15, and every day, two classrooms full of students, about 46 children, are diagnosed with cancer. However, pediatric cancer research remains underfunded by at least \$30 million a year.

Rally, a 501(c)(3) non-profit organization, empowers volunteers across the country to raise awareness and funds for childhood cancer research to find better treatments with fewer long-term side effects and, ultimately, cures. For every dollar Rally receives, 93 cents goes to support this mission, according to independently audited financials. In just five years, Rally has given away more than \$2.2 million in funds to support childhood cancer research projects across the country.

Proceeds from *Rally On the Runway* will continue to fund this research and provide hope for children battling cancer. Please contact me at 404-313-4006 or [mjpost@mindspring.com](mailto:mjpost@mindspring.com) should you have any questions or need additional information.

Thank you for your consideration and support of this premier event.

Rally On!

Joy Posthauer  
Event Chair

# 2012 Rally On the Runway Sponsorship Levels



Sponsorship Benefits	Title	Presenting	Platinum	Gold	Silver	Bronze
	\$40,000	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
Naming rights and company logo on all collateral	!					
Sponsor ad in event program	(2 ! page)	(1 ! page)	(1/2 ! page)	(1/3 ! page)	(1/4 ! page)	(listing !)
Name as part of official event logo	!	!				
Name included on all printed materials for the event	!	!				
Name / Logo prominently included on event invitation	!	!	!			
Listing as sponsor in press materials	!	!	!			
Logo featured in advertising and PSA's promoting the event	!	!	!			
Repeated recognition on stage and logo recognition on event signage	!	!	!	!		
Sponsoring the debut of a Rally Kid Model in the runway show	!	!	!	!	!	
Sponsoring model's participation in a pre-event Day of Pampering	!	!	!	!	!	
Name / Logo included in on-show presentation during the show	!	!	!	!	!	!
Priority seating	!	!	!	!	!	!
Name recognition in event program	!	!	!	!	!	!
Name recognition on event signage	!	!	!	!	!	!
<b>VIP Tickets to Rally On the Runway</b>						
Tickets to event	16	12	8	6	4	2
<b>Autographed Atlanta Falcons Linebacker Curtis Lofton Memorabilia</b>						
Autographed Helmet	!					
Autographed Jersey		!				
Autographed Football			!			
Autographed Falcons Art				!		
Autographed Photograph					!	
Autographed Hat						!

The proceeds from *Rally On the Runway* will support childhood cancer research across the country. Rally operates at 93% efficiency according to audited financials. Your contribution is tax-deductible to the extent allowed by law. Rally is a 501(c)(3) non-profit. EIN: 20-1950849

# 2012 Rally On the Runway Sponsorship Form



**Yes! I/We would like to sponsor *Rally On the Runway* on Saturday, March 24, 2012 at Bloomingdale's Lenox Square.**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax # \_\_\_\_\_

Credit Card (circle one):    Visa                      Mastercard              American Express

Credit Card # \_\_\_\_\_

Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Rally Committee Contact (if applicable) \_\_\_\_\_

\*Please email company logo to [donna@rallyfoundation.org](mailto:donna@rallyfoundation.org)\*

**I/We would like to support Rally by becoming a sponsor at the following level:**

- |                          |                           |                 |
|--------------------------|---------------------------|-----------------|
| <input type="checkbox"/> | <b>Title Sponsor</b>      | <b>\$40,000</b> |
| <input type="checkbox"/> | <b>Presenting Sponsor</b> | <b>\$20,000</b> |
| <input type="checkbox"/> | <b>Platinum Sponsor</b>   | <b>\$10,000</b> |
| <input type="checkbox"/> | <b>Gold Sponsor</b>       | <b>\$ 5,000</b> |
| <input type="checkbox"/> | <b>Silver Sponsor</b>     | <b>\$ 2,500</b> |
| <input type="checkbox"/> | <b>Bronze Sponsor</b>     | <b>\$ 1,000</b> |

Please return this form with check attached at your earliest convenience to:  
 Rally Foundation - Rally On the Runway  
 5775 Glenridge Drive  
 Building B, Suite 370  
 Sandy Springs, GA 30328

Or fax form to: 404-847-1271

To learn more about the Rally Foundation or *Rally On the Runway*, contact  
[christen@rallyfoundation.org](mailto:christen@rallyfoundation.org) or 404-847-1270

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