

Event Information

Arbiter of style, Jeffrey Kalinsky, creator of two namesake boutiques in Atlanta and Manhattan, joins Event Chairs Lila Hertz, Jeffrey McQuithy and Louise Sams in producing the official kick-off to the fall social season: Jeffrey Fashion Cares 2017. To be held on Monday, August 28th, 2017—the event includes a reception followed by a live auction and runway show featuring Kalinsky's style selections from high-end designers such as Gucci, Celine, Christian Dior, Givenchy, Valentino, Dries van Noten, Saint Laurent Paris, Balenciaga, Christian Louboutin and Manolo Blahnik.

Fashion Cares 2017 will benefit Susan G. Komen Greater Atlanta, the Atlanta AIDS Fund (AAF), and the Medical University of South Carolina. Last year's sold-out event raised nearly \$700,000 for the organizations, and in its history, Fashion Cares has grown into one of the largest combined AIDS and breast cancer benefits in the country.

Fashion Event Chair: Jeffrey Kalinsky

Event Chairs: Lila Hertz, Jeffrey McQuithy and Louise Sams

Hertz marks her fifteenth year as Event Co-Chair of Fashion Cares, adding to an active history of community leadership. She is a past two-time board president of Susan G. Komen Greater Atlanta, one of the Fashion Cares beneficiaries and currently serves on the Komen Advisory Council. Her other volunteer duties include work with the Piedmont Healthcare Board of Directors and the Alliance Theatre.

This will be McQuithy's eighth year as Event Co-Chair of Fashion Cares. He began with Jeffrey Fashion Cares ten years ago as a supporting partner. He and members of his team at Vis-a-Vis The Salon have provided complete hair and makeup for the event during this time, as well. He opened Vis-a-Vis The Salon in 2001 in the Buckhead community with a vision of superior customer service. In addition to reflecting the perfect combination of style and charity, his true passion and persistence to help this cause stems from the loss of his mother 17 years ago to breast cancer.

Sams is also Co-Chairing the event for her eighth year. She has been a longtime supporter and has co-chaired the Host Committee. Sams is executive vice president and general counsel for Turner Broadcasting System, Inc. She has a rich history of community involvement and serves on the board of trustees of Princeton University, the High Museum of Art, the Woodruff Arts Center and Meals on Wheels Atlanta. Sams was a 2007 honoree of the Trickle Up Foundation and was named by National Law Journal among the 50 most influential women lawyers in America.

Date: Monday, August 28, 2017

Time: 7:00 p.m.

Event Location: Phipps Plaza

Pre-Event Activities: Host Committee/Patron Kick-off Party
June 2017 (date and location to be announced)

Event Activities: Platinum Pre-Reception
Pre-Show Cocktail Reception
Live Auction
Jeffrey Fashion Show

Sponsorship Levels:

Diamond Partner/Title Sponsor	\$100,000
Host of the Night Patron	\$75,000
Toast of the Night Patron	\$50,000
Bespoke Patron	\$35,000
Presenting Patron	\$25,000
Made-to-Measure Patron	\$15,000
Haute Couture Patron	\$10,000
Couture Patron	\$ 5,000
Ready-to-Wear Patron	\$ 2,500
VIP Patron	\$ 1,500

Individual EXTRA Patron Tickets \$ 750
(Must be purchased with patronship and are subject to availability)

Limited Individual Tickets:

\$500 Reserved Seating

*Includes Pre-Show Reception, Fashion Show & After Party only
(Will go on sale via our website July 15, 2017 but are subject to availability)*

Patron Book Advertising:

Opportunities starting at \$625. Call for more information.

Patron Levels:

Toast of the Night Patron \$50,000

15 VIP Tickets

Branded Napkins and Special Recognition During the Platinum Reception

Invitation to the Host Committee/Patron Party in Summer 2017

Entry for 15 to the Platinum Reception and Pre-Show Reception

Recognition on the Jeffrey Fashion Cares Invitation¹

Recognition in The Atlantan (July/August & September issues)² and Interiors (July issue)²

Recognition on the Jeffrey Fashion Cares website, jeffreymodeofcare.com

Recognition in all Press Releases, including TV and Radio where possible

Recognition on all e-mail promotions³

Premium Advertisement & Positioning in Patron Book (1 page)

Listing as a Toast of the Night Sponsor in Patron Book

Prominent Logo Display at Event

Special Verbal Recognition from the Runway

Opportunity to place product sampling in the gift bags

Two posts during our Instagram campaign

Bespoke Patron \$35,000

10 VIP Tickets
5 Reserved Tickets
Invitation to the Host Committee/Patron Party in Summer 2017
Entry for 15 to the Platinum Reception and Pre-Show Reception
Recognition on the Jeffrey Fashion Cares Invitation¹
Recognition in The Atlantan (July/August & September issues)² and Interiors (July issue)²
Recognition on the Jeffrey Fashion Cares website, jeffreymfashioncares.com
Recognition in all Press Releases, including TV and Radio where possible
Recognition on all e-mail promotions³
Premium Advertisement & Positioning in Patron Book (1 page)
Listing as a Bespoke Sponsor in Patron Book
Prominent Logo Display at Event
Special Verbal Recognition from the Runway
Opportunity to place product sampling in the gift bags
One post during our Instagram campaign

Presenting Patron \$25,000

12 VIP Tickets (In-kind patrons will receive 6 VIP Tickets)
Invitation to the Host Committee/Patron Party in Summer 2017
Entry for 12 to the Platinum Reception and Pre-Show Reception (In-kind patrons receive entry for 6)
Recognition on the Jeffrey Fashion Cares Invitation¹
Recognition in The Atlantan (July/August & September issues)² and Interiors (July issue)²
Recognition on the Jeffrey Fashion Cares website, jeffreymfashioncares.com
Recognition in all Press Releases, including TV and Radio where possible
Recognition on all e-mail promotions³
Premium Advertisement & Positioning in Patron Book (1 page)
Listing as a Presenting Sponsor in Patron Book
Prominent Logo Display at Event
Special Verbal Recognition from the Runway
Opportunity to place product sampling in the gift bags
One post during our Instagram campaign

Made-to-Measure \$15,000

10 VIP Tickets (In-kind patrons receive 4 VIP tickets)
Invitation to the Host Committee/Patron Party in Summer 2017
Entry for 10 to the Platinum Reception and Pre-Show Reception (In-kind patrons receive entry for 4)
Recognition on the Jeffrey Fashion Cares website, www.jeffreymfashioncares.com
Recognition on all e-mail promotions³
Premium Advertisement in Patron Book (1 page)
Listing as a Made-to-Measure Patron in Patron Book
Opportunity to place product sampling in the gift bags

Jeffrey

fashion cares
2017

A Charitable Fashion Event
Benefiting Atlanta AIDS Fund and
Susan G. Komen Greater Atlanta

Haute Couture \$10,000

8 VIP Tickets (In-kind patrons receive 4 VIP tickets)
Invitation to the Host Committee/Patron Party in Summer 2017
Entry for 8 to the Platinum Reception and Pre-Show Reception (In-kind patrons receive entry for 4)
Recognition on the Jeffrey Fashion Cares website, www.jeffreyfashioncares.com
Recognition on all e-mail promotions³
Premium Advertisement in Patron Book (1 page)
Listing as an Haute Couture Patron in Patron Book
Opportunity to place product sampling in the gift bags

Couture Patron \$5000

6 VIP Tickets (In-kind patrons will receive 2 VIP tickets)
Invitation to the Host Committee/Patron Party in Summer 2017
Entry for 6 to the Platinum Reception and Pre-Show Reception (In-kind patrons receive entry for 2)
Recognition on the Jeffrey Fashion Cares website, jeffreyfashioncares.com
Recognition on all e-mail promotions³
Premium Advertisement in Patron Book (1/2 page)
Listing as a Couture Patron in Patron Book
Opportunity to place product sampling in the gift bags

Ready-to-Wear Patron \$2,500

4 VIP Tickets (In-kind patrons receive 2 VIP tickets)
Invitation to the Host Committee/Patron Party in Summer 2017
Entry for 4 to the Platinum Reception and Pre-Show Reception (In-kind patrons will receive entry for 2)
Recognition on the Jeffrey Fashion Cares website, jeffreyfashioncares.com
Listing as a Ready-to-Wear Patron in Patron Book

VIP Patron \$1,500

2 VIP Tickets
Invitation to the Host Committee/Patron Party in Summer 2017
Entry for 2 to the Pre-Show Reception
Recognition on the Jeffrey Fashion Cares website, jeffreyfashioncares.com
Listing as a VIP Patron in Patron Book

¹ Commitment & Art work must be received by print deadline, June 12

² Art work must be received by closing deadlines, the 20th of the month, two months prior

³ Mass E-mail goes to over 7,200 prominent targeted subscribers

Tax Info:

The Atlanta AIDS Fund / Tax ID # 58-1344646
Susan G. Komen Greater Atlanta Affiliate / Tax ID #58-1959763

Website:

www.jeffreyfashioncares.com

Twitter:

<http://www.twitter.com/FashionCares>

Facebook:

<http://www.facebook.com/JeffreyFashionCares>

Instagram:

@jeffreyfashioncares