Jeffrey
fashion cares
2016

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

Dear Prospective Patron:

Thank you for supporting this year's **Jeffrey Fashion Cares.** We are *thrilled* to be celebrating our **24th Anniversary!**

As you may know, our beneficiaries are the **Atlanta AIDS Fund**, which funds HIV/AIDS projects in the metropolitan area and **Susan G. Komen Greater Atlanta** which provides grants to grassroots organizations fighting breast cancer. With your help, we are confident that we can meet our fundraising goal for the event.

From our research, **Jeffrey Fashion Cares** appears, financially, to be among the largest 3rd party events in all of Atlanta's philanthropic endeavors. Because we work so hard to have a small "overhead" for such a grand event – last year just under **$.90 of every dollar went directly to the charities** – because of people like you!

We are expecting **Jeffrey Fashion Cares**, our ***24th Anniversary***, to be the most successful ever. We would love to have your participation. You can expect new and exciting announcements to follow, as we have some great things in the works! If you have never been able to attend the event, to get a glimpse, check out our website, www.jeffreyfashioncares.com.

Thank you once again and we hope to have you be a part of this year's event!

Sincerely,

Lila Hertz
Event Co-Chair

Jeffrey McQuithy
Event Co-Chair

Louise Sams
Event Co-Chair

3500 Peachtree Rd NE | Suite A-Three | Atlanta, Georgia 30326
(404) 420 2997 voice | (404) 420 2832 e-fax
www.jeffreyfashioncares.com/atlanta

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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 2016
Entry for 15 to the Platinum Reception and Pre-Show Reception
Recognition on the Jeffrey Fashion Cares Invitation[1]
Recognition in The Atlantan (July/August & September issues)[2] and Interiors (July issue)[2]
Recognition on the Jeffrey Fashion Cares website, jeffreyfashioncares.com
Recognition in all Press Releases, including TV and Radio where possible
Recognition on all e-mail promotions[3]
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

Bespoke Patron $35,000
10 VIP Tickets
5 Reserved Tickets
Invitation to the Host Committee/Patron Party in Summer 2016
Entry for 15 to the Platinum Reception and Pre-Show Reception
Recognition on the Jeffrey Fashion Cares Invitation[1]
Recognition in The Atlantan (July/August & September issues)[2] and Interiors (July issue)[2]
Recognition on the Jeffrey Fashion Cares website, jeffreyfashioncares.com
Recognition in all Press Releases, including TV and Radio where possible
Recognition on all e-mail promotions[3]
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

Presenting Patron $25,000
12 VIP Tickets (In-kind patrons will receive 6 VIP Tickets)
Invitation to the Host Committee/Patron Party in Summer 2016
Entry for 12 to the Platinum Reception and Pre-Show Reception (In-kind patrons receive entry for 6)
Recognition on the Jeffrey Fashion Cares Invitation[1]
Recognition in The Atlantan (July/August & September issues)[2] and Interiors (July issue)[2]
Recognition on the Jeffrey Fashion Cares website, jeffreyfashioncares.com
Recognition in all Press Releases, including TV and Radio where possible
Recognition on all e-mail promotions[3]
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

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Made-to-Measure $15,000
10 VIP Tickets (In-kind patrons receive 4 VIP tickets)
Invitation to the Host Committee/Patron Party in Summer 2016
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.jeffreyfashioncares.com
Recognition on all e-mail promotions[3]
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

Haute Couture $10,000
8 VIP Tickets (In-kind patrons receive 4 VIP tickets)
Invitation to the Host Committee/Patron Party in Summer 2016
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 promotions[3]
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 $5,000
6 VIP Tickets (In-kind patrons will receive 2 VIP tickets)
Invitation to the Host Committee/Patron Party in Summer 2016
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 promotions[3]
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 2016
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 2016
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 10
[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