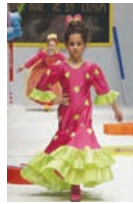


2007 Runway RED

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Fashion Gala

Featuring Celebrity Kids

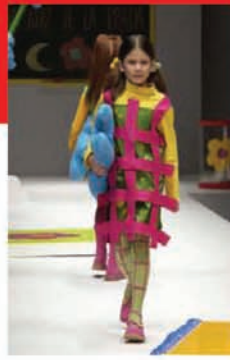


*R*ealizing now that HIV/AIDS epidemic exist

*E*ducating our young generation that HIV can
HAPPEN TO YOU!!!!

*D*eveloping a plan as a community to eliminate
Georgia from being the 9th highest state of
HIV-infected carriers

World AIDS Day



.....
September 2007

Dear Supporter,

Show Me the Way Foundation is a non-profit organization that provides mentoring and interactive group activities for youth infected with and affected by HIV/AIDS and other health-related challenges. Our goal is to instill confidence, perseverance, leadership, and practical knowledge by uplifting spirits and providing positive guidance and advice to the youth served by our foundation.

Since 2003, Show Me the Way Foundation has provided programs such as SHE Girl, HOLLA BACK, and interactive youth activities to over hundreds of youth in the Atlanta area. To date, Show Me the Way Foundation is one of 13 organizations that focus on children with HIV/AIDS in the State of Georgia.

On December 1, 2007, World's AIDS Day, Show Me the Way Foundation will launch our RED Campaign during our 2nd Annual Runway RED Fashion Gala Featuring Celebrity Kids. RED stands for:

- Realizing now that the HIV/AIDS epidemic exist
- Educating our young generation that HIV can Happen To You
- Developing a plan as a community to eliminate Georgia from being the 9th highest state of HIV-infected carriers

We are pleased to submit this sponsorship package for your review. We look forward to your partnership in our cooperative efforts to educate our youth on HIV/AIDS and the importance of practicing abstinence. Show Me the Way Foundation cannot accomplish this alone. Your contribution as a sponsor of our 2007 Runway RED Fashion Gala Featuring Celebrity Kids will help Show Me the Way Foundation to continue building programs that educate and possibly eliminate HIV/AIDS from our communities.

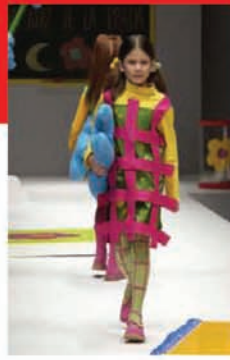
Deadline to respond is October 31, 2007

Someone from our foundation will contact you to discuss your company involvement. Miracles happen around us everyday. Together, we can create our own miracle.

Thank you for your support,

Tashawnya Menefee
Executive Director
(P): 1-800-928-5251 ext 1
(E): TMenefee@showmethewayfoundation.org

Contact:
Yolanda Reynolds , (P): 404-447-5627, (E): reynoldy@bellsouth.net, ADsociates



The 2nd Annual Runway “RED” Fashion Gala *Featuring* Celebrity Kids Overview

We are excited to invite you to join the 2nd Annual Runway “RED” Fashion Gala Featuring Celebrity Kids. Our kids fashion show is an event that was first held July 16, 2006, when 600 celebrities, parents, and friends gathered at Atlanta’s Fox Theatre as 100 youth strutted down the runway to raise awareness for HIV/AIDS by displaying the latest back-to-school fashions. This year, 1,000 of Atlanta’s elite, political, and diverse community leaders are expected to attend the HIV/AIDS fundraising event.

The 2nd Annual Runway RED Fashion Gala Featuring Celebrity Kids will be held World’s AIDS Day, December 1, 2007. Since its inception, Show Me the Way Foundation has organized the fashion show largely around the support of corporate sponsors. With over 1,000 participants supporting the cause this year, many corporations and businesses will enjoy an excellent opportunity to reach a large, influential, diverse and visible community with a high disposable income level. This one-day event targets a market of the population that is only brought together in its entirety once throughout the year. The total number of market impressions given throughout the event ranges into the thousands based upon print, television, and advertisements. The detailed information in the following pages represents our invitation for your review.

2007 Runway RED

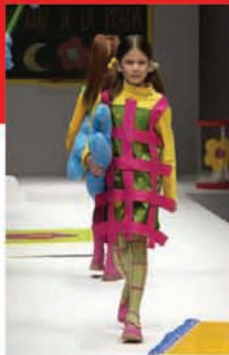
World AIDS Day

Fashion Gala

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A Glimpse of 2006



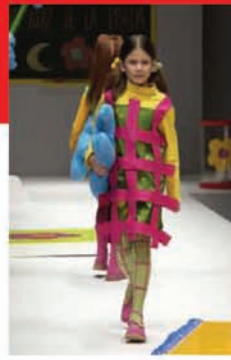
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About

Show Me The Way Foundation:

Show Me the Way Foundation (SMTWF) is a non-profit organization that provides mentoring and positive group activities for youth infected with and affected by HIV/AIDS and other health related challenges.

Our goal is to instill confidence, perseverance, leadership, and practical knowledge by uplifting spirits and providing positive guidance and advice to the youth served by our foundation.

Why Sponsor?:

Currently, Georgia is 9th in pediatric AIDS cases in the U.S. An overwhelming number of children with HIV/AIDS are from minority groups. In addition, Georgia has the 5th highest rate of AIDS cases per 100,000 population for cases reported during 2001. The State of Georgia has over 500 AIDS organizations, however only 13 organizations focus on children with HIV/AIDS. By partnering with our organization, you will provide tremendous help towards our charity services such as tutoring, mentorship, character development, and HIV/AIDS and Abstinence education (SHE, Girl & HOLLA Back).

2007 Runway RED

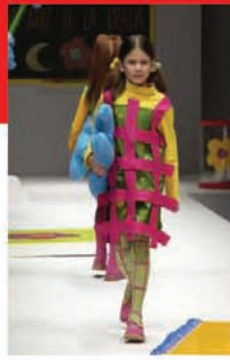
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About our programs:

SHE Girls

Showing Me How through Education is an abstinence program that seeks to educate adolescent girls about the value of committing to abstinence. SHE encourages the development of self-control, self-respect and self-discipline

What Will the SHE Girls Learn?

Show Me the Way Foundation will use an eight week curriculum "Choosing the Best Life." The program will be taught by Certified Health Adolescents program educators from Fulton County Department of Health and Wellness.

"Choosing the Best Life" is an eight week course designed to lead to natural discussions about sex and its consequences. Adolescent girls will have the opportunity to see how their peers view sex, how to deal with pressure about sex, and the physical and emotional consequences involved with having sex before marriage. They will hear riveting stories from peers who have made unhealthy choices about sex and how their lives changed dramatically. In conjunction with the 50-minute segments, the program includes field trips and home work assignments. SHE is a great extracurricular program for adolescent's girls to:

1. Learn the importance of saying "NO"
2. Display their ability to lead by encouraging other adolescent girls to say "NO".

2007 Runway RED

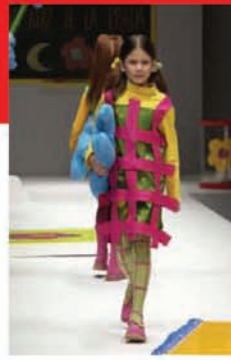
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About our programs:

Holla Back Boys

Helping Others Live Life Affectively Because Actions Can Kill program (similar to SHE program) provides a safe, supportive, and nurturing place for male youth ranging from 12-17 to express their feelings of fear, sadness, anger, and burdens with adults and peers who understand their concerns. Likewise, Holla Back Boys is an abstinence program that seeks to educate adolescent boys the value of committing to abstinence. Holla Back Boys encourages the development of self-control, self-respect and self-discipline.

What Will the Holla Back Boys Learn?

Show Me the Way Foundation will use an eight week curriculum "Choosing the Best Life." The program will be taught by Certified Health Adolescents program educators from Fulton County Department of Health and Wellness.

"Choosing the Best" is an eight week course designed to lead to natural discussions about sex and its consequences. Adolescent boys will have the opportunity to see how their peers view sex, how to deal with pressure about sex, and the physical and emotional consequences involved with having sex before marriage. They will hear riveting stories from peers who have made unhealthy choices about sex and how their lives changed dramatically. In conjunction with the 50-minute segments, the program includes field trips and home work assignments. Holla Back Boys is a great extra-curricular program for adolescent's Boys to:

1. Learn the importance of saying "NO"
2. Display their ability to lead by encouraging other adolescent boys to say "NO".

2007 Runway RED

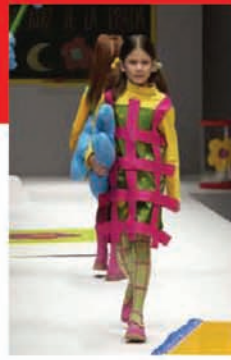
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Event Details:

What: An unprecedented charity fashion show benefiting youth affected/infected by HIV/AIDS, the show will feature an impressive lineup of established as well as emerging children designers and their original collections.

Who: Approximately 1,000 fashionable guests, VIPs and press will be in attendance.

When: Saturday, December 1, 2007
- Red Carpet & VIP Reception 5pm – 7pm
- Runway RED Fashion Gala 7:15pm – 8:45pm

Where: The Atlanta Apparel Mart Fashion Theatre – 240 Peachtree Street N.W. Atlanta, GA 30303-2657

Why: This event will raise proceeds for Show Me the Way Foundation's SHE and HOLLA Back programs which educate youth about HIV/AIDS and the importance of abstinence throughout the Dekalb and Atlanta public Schools systems, and community centers.

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Sponsor Levels:

Presenting Sponsor - \$15,000

GENERAL RIGHTS

- First rights to negotiate next year event as a Presenting Sponsor
- Your company has category exclusivity with the rights to use the Runway "RED" kids Fashion Show logo for your company's advertising purposes
- You and your company's name can be incorporated into the event name
- Logo / URL inclusion on event website
- Large logo with prominent placement on signage at event website
- Name in title and logo recognition on Runway "RED" kids fashion show volunteer t-shirts and official show posters
- Name in title and logo recognition on cover of official Runway "RED" kids fashion show event program book being distributed at the event
- Name in title on Runway "RED" kids fashion show event ticket
- Logo in event newsletter (4 editions)
- Large logo and name in title with prominent placement on signage at event including red carpet backdrop
- Two minute recognition segment during the fashion show
- Full page ad in event program book
- Sponsorship mention in TV and radio promotions
- Sponsorship mention in press release
- Sponsorship mention Kids Fashion show video shown during event intermission
- 20 tickets to the VIP reception
- 20 tickets with premium seating to the Runway "RED" Fashion Gala Featuring Celebrity Kids
- Gift bag insert

2007 Runway RED

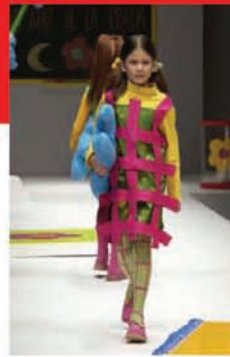
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Sponsor Levels:

Platinum Sponsor - \$10,000

GENERAL RIGHTS

- First rights to negotiate next year event as a Platinum Sponsor
- Your company has product/service exclusivity and has the rights to use the Runway "RED" kids Fashion Show logo for your company's advertising purposes
- Logo / URL inclusion on event website
- Logo in event newsletter (4 editions)
- Logo on signage at event including red carpet backdrop
- Logo recognition on kids fashion show volunteer t-shirts and official show posters
- Recognition during the fashion show intermission
- ½ page ad in event program book
- Sponsorship mention in TV and radio promotions
- Sponsorship mention in press release
- 15 tickets to the VIP reception
- 15 tickets with premium seating to the Runway RED Fashion Gala Featuring Celebrity Kids

2007 Runway RED

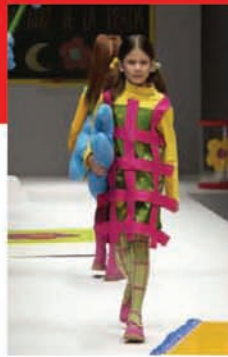
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Sponsor Levels:

Gold Sponsor - \$5,000

GENERAL RIGHTS

- First right to negotiate next years event as a Gold Sponsor
- The rights to use the Runway "RED" Kids Fashion show logo for your company's advertising purposes
- Logo / URL inclusion on event website
- Logo in event newsletter (4 editions)
- Recognition during the fashion show intermission
- ¼ page ad in event program book
- Sponsorship mention in TV and radio promotions
- 10 tickets to the VIP reception
- 10 tickets with premium seating to the Runway RED Fashion Gala Featuring Celebrity Kids
- Gift bag insert

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Sponsor Levels:

Silver Sponsor - \$2,500

GENERAL RIGHTS

- First right to negotiate next years event as a Silver Sponsor
- Logo / URL inclusion on event website
- Logo in event newsletter (4 editions)
- Recognition during the fashion show intermission
- ¼ page ad in event program book
- 5 tickets to the VIP reception
- 5 tickets with premium seating to the Runway RED Fashion Gala Featuring Celebrity Kids
- Gift bag insert

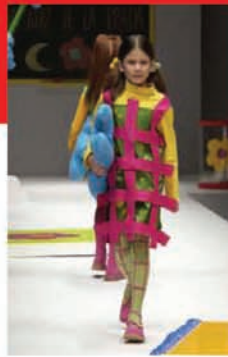
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Sponsor Levels:

Media Sponsor - \$25,000

Print / TV / Radio

- Full access to the Runway RED Fashion Gala Featuring Celebrity Kids.
- Logo / URL inclusion on event website
- Access to the Kids VIP Press Lounge
- 10 tickets with premium seating to the Runway RED Fashion Gala Featuring Celebrity Kids
- Recognition during the Runway RED Fashion Gala intermission.
- Signage, and interview opportunities

2007 Runway RED

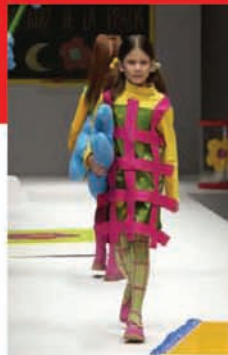
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How to Donate:

For more information, visit our website:

www.showmethewayfoundation.org

or contact:

Tashawnya Menefee - Executive Director

p: 404.983.7263

e: TMenefee@showmethewayfoundation.org

Darryl Leach - CFO

p: 404.522.0788

e: dleach@cdc.gov

Yolanda Reynolds - ADsociates

p: 404-447-5627

e: reynoldy@bellsouth.net

2007 Runway RED

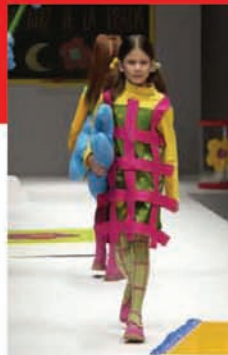
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Sponsorship Agreement:

**Runway RED Fashion Gala Featuring Celebrity Kids
Benefiting Show Me the Way Foundation, Inc.**

Saturday, December 1, 2007
Fashion Theatre – Apparel Mart

Deadline Date October 31, 2007

YES, I want to empower our youth with education!

_____ Presenting Sponsor at \$15,000

_____ Platinum Sponsor at \$10,000

_____ Gold Sponsor at \$5,000

_____ Silver Sponsor at \$2,500

_____ Media Sponsor at \$25,000

Company / Individual Name: _____

Contact / Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Circle Payment Method:

Check Enclosed

Visa/MasterCard

Name as it appears on Card: _____

Visa / MasterCard Account #: _____

Card Expiration Date: _____

Three number security code (located on the backside of the credit card): _____

To be included in promotional materials, **sponsorship agreement and payment must be received by October 31, 2007**. Checks should be made payable to Show Me the Way Foundation and mailed with this form to: **Show Me the Way Foundation, 4002 Hwy 78, Suite 530-285, Snellville, GA 30039**. Questions and Additional information, Contact: Angela Watts, Public Relations Director P| 678-637-0982 E| awatts@showmethewayfoundation.org

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