



SHOW ME THE WAY FOUNDATION, INC.
Inspiring and Empowering Children with HIV/AIDS

Presents
RUNWAYRED ANNUAL FASHION GALA
Featuring Celebrity Kids



On behalf of Show Me The Way Foundation, Inc. we are seeking your support of this year's annual fundraiser titled Runway Red. Since 2003 Show Me The Way Foundation, Inc. proceeds from this fashion show provides much needed programs to empower and inspire children affected by HIV/AIDS. Runway Red is a Celebrity Kids Fashion Gala. This year we project over 1,000 participants coming out to support these children.

We are counting on your support to make this year's event successful, as well as, provide a great opportunity for individuals and companies to reach a diverse group of people who are not aware of or in need of your services or products.

You will be joining a proud list of sponsors i.e. Macy's, African Pride, Radio Disney, One Stop Productions and V-103 Radio as we bring awareness to this disease in a positive way.

Following is an overview of Show Me The Way Foundation, Inc. programs, Runway Red fundraiser and an outline of the many ways that you can become a sponsor. We look forward to your support in bringing awareness to a global battle against HIV/AIDS.

You can visit Show Me The Way Foundation, Inc. at www.showmethewayfoundation.org.
Thank you in advance.
Sincerely,

Bonnie Stinson

Bonnie Stinson
Vice President
Marketing Communications Group, USA

191 Peachtree Street, 33rd Floor
Atlanta, Georgia 30303
404-991-3700
www.marketingcommunicationgroupusa.com

WHO WE ARE

Show Me The Way Foundation, Inc. is a non-profit organization whose mission is to educate and inform grass roots, urban communities of the devastating



affect that HIV/AIDS has on children. **Show Me The Way Foundation, Inc.** supports all efforts working toward the education, prevention and elimination of HIV/AIDS and its emotional scars in children.

Our primary focus is to inspire and empower children with HIV/AIDS and those who have been left orphaned by one or both parents due to HIV/AIDS. We develop programs and events that promote positive self-esteem and self worth.

Our secondary focus is to educate children and parents in an effort to eliminate or minimize stigmas that are often associated with AIDS. We believe accurate information has the ability to remove barriers to free children to play and interact with other children without the crippling affects of fear.

Show Me The Way Foundation, Inc. fundraising efforts have made significant contributions to Atlanta, Dekalb, and Gwinnett high schools, Dunbar Teen Center, Fulton County Health Department and Infectious Disease Center of Atlanta.

The creation of two 6 weeks programs have been most effective in dealing with the social and psychological issues children with HIV/AIDS live with daily. Showing The Way How Education (SHE) is a program for girls 12 through 17 years of age. This program addresses the psychological aspects of living with HIV/AIDS. Holla Back Boys addresses the unique needs of boys in the same age groups. Both programs strongly encourage the importance of abstinence and safe sex.

Previous years we have provided over 300 toys to over 100 children in the Mechanicsville and Capitol Homes communities. During the holiday season, we increase our giving by incorporating the TOYS FOR YOUNG HEARTS toy drive into RUNWAY RED.

By doing this it will allow us an opportunity to serve even more children in the Metro Atlanta area. We are also expanding our reach by partnering with local area hospital foundations to provide toys for children that are hospitalized during the Christmas holiday season.

2012 RUNWAY RED EVENT DETAILS

A CELEBRITY FASHION SHOW FEATURING
"CELEBRITY CHILDREN"
AT
"ZOO ATLANTA"

RED CARPET & VIP RECEPTION
FASHION GALA

Without the help of supporters like you even the smallest effort is impossible in helping the most vulnerable in society. Please help us help children who have a long road ahead of them in overcoming the life damaging affect of HIV/AIDS.

SPONSORSHIP INFORMATION

HOST SPONSOR	PAVILION SPONSOR	PRESENTING CO-SPONSOR	PRESENTING SPONSOR	TITLE SPONSOR
\$5,000	\$10,000	\$15,000	\$25,000	\$40,000
Premium Signage	Premium Signage and Recognition throughout entire event	Premium Signage and Recognition throughout entire event	Premium Signage and Recognition throughout entire event	Premium Signage and Recognition throughout entire event
Signage at Registration/Ticket Area	Signage at Registration/Ticket Area	Signage at Registration/Ticket Area	Signage at Registration/Ticket Area	Signage at Registration/Ticket Area
Celebrity Fashion Showcase	Celebrity Fashion Showcase	Celebrity Fashion Showcase	Celebrity Fashion Showcase	Celebrity Fashion Showcase
VIP Welcome Reception	VIP Welcome Reception	VIP Welcome Reception during entire event	VIP Welcome Reception and Acknowledged during and after entire event	VIP Welcome Reception and Acknowledged during and after entire event and at VIP Closing Breakfast
Host Sponsor of the Official Event Guide	Presenting Sponsor of the Official Event Guide	Co-Presenting Sponsor of the Official Event Guide	Presenting Sponsor of the Official Event Guide	Sole Title Sponsor of the Official Event Guide
Special Guest at the VIP Welcome Reception	Special Guest at VIP Welcome Reception	Special Guest at VIP Welcome Reception	Special Guest at VIP Welcome Reception	Special Guest at VIP Welcome Reception
10 Venue Tickets	VIP Table for 9 and 20 Tickets to the Venue	2 VIP Table for 9 and 25 Tickets to the Venue	3 VIP Table for 9 and 50 Tickets to the Venue	5 VIP Table for 9 and 100 Tickets to the Venue
Full Page Ad in Official Event Guide	Two Page Ad in Official Event Guide	Inside Back Cover and Two Page Ad in Official Event Guide	Outside Back Cover and Full Page Ad in Official Event Guide	Inside Front Cover and Full Page Ad in Official Event Guide
Product Distribution Opportunities	Product Distribution Opportunities	Product Distribution Opportunities	Product Distribution Opportunities	Product Distribution Opportunities
	Signage as Pavilion Sponsor on all VIP Press badge	Signage as Co-Presenting Sponsor on all VIP Press badge	Signage as Presenting Sponsor on all VIP Press badge	Signage as Title Sponsor on all VIP Press badge
				Convention Space not exceed to 1,000 sq ft
				Premium Space (Front Entrance) or Space Adjacent to Celebrity Sound Stage Back
				Link on Website to your Website
				Photo Opportunity with Celebrity
				Speaking Engagement during event

SHOW ME THE WAY FOUNDATION, INC APPLICATION AND SPONSORSHIP

Company: _____

TYPE OF SPONSOR: \$5,000 - HOST \$25,000 - PRESENTING
 \$10,000 - PAVILION \$40,000 - TITLE
 \$15,000 - CO-SPONSOR

Representative: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____ Fax Number: () _____

Cellular Number: () _____ E-Mail: _____

Signature: _____

Printed Name: _____

Title: _____ Date: _____

Please make checks payable to: Show Me The Way Foundation, Inc.

**Mail to: Marketing Communications Group, USA
191 Peachtree Street, Suite 3300, Atlanta, Georgia 30303**