

CHILDREN'S CANCER FUND

PRESENTS THE ...

22ND Annual BEYOND the RAINBOW

luncheon and fashion show

2010 SPONSORSHIP OPPORTUNITIES



**BRIGHT
STARS.
BRIGHT
HOPE.**



22ND Annual BEYOND the RAINBOW

luncheon and fashion show

The 22nd annual Beyond the Rainbow Luncheon and Fashion Show, benefiting the Children's Cancer Fund, brings together children, celebrities and sponsors for an unforgettable and heartwarming experience. The luncheon and fashion show raises vital funds for children's cancer research while serving as a positive social-psychological experience for children undergoing cancer treatment. Celebrities and our distinguished sponsors escort the children down the runway in outfits of their choosing. Beyond the Rainbow Luncheon and Fashion Show is a day to rejoice in our successes, reflect on our losses and look forward to making childhood cancer a curable disease.

Friday, April 23, 2010

10:30 a.m. Silent Auction and Champagne Reception

11:30 a.m. Luncheon and Fashion Show Presentation

Hilton Anatole Chantilly Ballroom

2201 Stemmons Freeway

Dallas, Texas 75207

2010 EVENT INFORMATION

LUNCHEON CHAIRS

Marisa Huckin & Adelina Kainer

HONORARY CO-CHAIRS

Troy Aikman & Roger Staubach

MISTRESS & MASTER OF CEREMONIES

Clarice Tinsley & Steve Eagar

FOX 4 News

PRODUCTIONS

RSC Show Productions

TABLES & TICKETS

\$1,250 per table (ten seats)

\$150 per ticket



WHO WE ARE

The Children's Cancer Fund (CCF) was founded in 1982 by a coalition of parents whose children were receiving cancer therapy at Children's Medical Center Dallas. CCF is dedicated to finding cures for childhood cancer by funding pediatric cancer research, treatment, education and patient care programs at the Center for Cancer and Blood Disorders at Children's Medical Center and the University of Texas Southwestern Medical Center at Dallas.

MILESTONES

- ★ CCF has donated more than \$7 million to support pediatric cancer research in the Dallas area over the past 27 years.
- ★ In 2002, we initiated funding for a full-time Child Life Assistant position at Children's Medical Center to assist the outpatient team, whose primary goal is to make each of the 50-60 daily outpatients' visits a more positive experience.
- ★ CCF has nearly fulfilled a \$2 million pledge to complete a comprehensive pediatric oncology research center at the University of Texas Southwestern Medical Center at Dallas.

CHILDREN SERVED

Each year, nearly 200 children and adolescents at Children's Medical Center Dallas are newly diagnosed with cancer, with more than 600 children receiving therapy at any given time. Through our work, the survival rate is now close to 80%, significantly better than the 59% chance a child was given 25 years ago. The increase in survival is a huge improvement, but by joining together we can do more to find a cure for childhood cancer.



SPONSORSHIP BENEFITS

The battle against childhood cancer cannot be fought alone. We need your support and generosity. By sponsoring the Beyond the Rainbow Fashion Show and Luncheon, you will not only be joining the fight against childhood cancer, you and your company will also benefit from:

- ★ Being included in our media campaign, which reaches radio, TV, online and print outlets
- ★ Receiving extensive exposure before the event and the day of
- ★ Being acknowledged in our promotional materials
- ★ Boosting employee morale and company commitment to the community

The battle is not yet won. Won't you join us in our fight to eliminate cancer as the most common cause of death due to illness during childhood? Please join our prestigious list of sponsors who are proud to be a part of the 22nd annual Beyond the Rainbow Luncheon and Fashion Show.

PRESENTING | \$50,000

Recognized as luncheon and fashion show presenting sponsor
 Logo placement in PSA to run during the month of the event
 Dominant placement of logo in annual calendar
 Acknowledgment and logo placement in calendar as a child artwork sponsor
 Original framed artwork created by a young cancer patient
 Dominant placement of company logo on all printed material and Web site
 Dominant recognition in newsletter, invitation and program
 Prominent signage on the stage at the luncheon
 Repeated name recognition announcement on the day of the luncheon
 First to escort a child down the runway in the fashion show
 Corporate spokesperson seated at head table
 20 invitations to celebrity VIP reception
 2 VIP tables (seats 20)
 Company/Individual name listed on friendship model t-shirt

WISH GIVER | \$25,000

Logo placement in PSA to run during the month of the event
 Logo included in annual calendar
 Acknowledgment and logo placement in calendar as a child artwork sponsor
 Original framed artwork created by a young cancer patient
 Company logo on all printed material and Web site
 Recognition in newsletter, invitation and program
 Second to escort a child down the runway in the fashion show
 Corporate spokesperson seated at head table
 15 invitations to celebrity VIP reception
 1 VIP table (seats 10) plus 5 seats

GUARDIAN | \$15,000

Logo included in annual calendar
Acknowledgment and logo placement in calendar as a child artwork sponsor
Original framed artwork created by a young cancer patient
Company logo on all printed material and Web site
Recognition in newsletter, invitation and program
Escort a child down the runway in the fashion show
15 invitations to celebrity VIP reception
1 VIP table (seats 10)

PLATINUM | \$10,000

Logo included in annual calendar
Acknowledgment and logo placement in calendar as a child artwork sponsor
Original framed artwork created by a young cancer patient
Company logo on all printed material and Web site
Recognition in newsletter, invitation and program
Escort a child down the runway in the fashion show
10 invitations to celebrity VIP reception
1 VIP table (seats 10)

SILVER | \$6,000

Logo included in annual calendar
Acknowledgment and logo placement in calendar as a child artwork sponsor
Original framed artwork created by a young cancer patient
Company logo on all printed material and Web site
Recognition in newsletter, invitation and program
Escort a child down the runway in the fashion show
5 invitations to celebrity VIP reception
1 VIP table (seats 10)

RAINBOW | \$3,000

Name included in annual calendar
Company name on all printed material and Web site
Recognition in newsletter, invitation and program
2 invitations to celebrity VIP reception
5 seats at luncheon
Company/individual name listed on friendship model t-shirt

FRIENDSHIP | \$1,500

Name included in annual calendar
Company name on all printed material and Web site
Recognition in newsletter, invitation and program
2 invitations to celebrity VIP reception
2 seats at luncheon
Company/individual name listed on friendship model t-shirt



PREVIOUS CCF SPONSORS

The 22nd annual Beyond the Rainbow Luncheon and Fashion Show is made possible by support from generous sponsors including honorary co-chairs Troy Aikman and Roger Staubach. Only with continued support can we remain steadfast in our mission to find a cure for all childhood cancers. Below are our previous sponsors:

MEDIA & FASHION SPONSORS

KLUV 98.7 & Dillard's

PRESENTING

McKesson

WISH GIVER

Timothy C. Headington

GUARDIAN

Beyond Hydration by Or-Ion Products
The Joule Hotel – A Luxury Collection Hotel

PLATINUM

American Airlines / American Eagle
BMC Software
Hilton Anatole
Hyatt Regency at Reunion
Jennifer Stroud Foundation
Kroger Food Stores
Lipshy Family Philanthropic Fund
Marianne and Roger Staubach
NewsRadio 1080 KRLD
Procomputing Corporation
The Sparrow Foundation
Wall Street Journal

SILVER

Aikman Enterprises
Allcraft Printing – Shirley Williams
AT&T Dallas Council of Pioneers
Barnabas Faith Foundation
Behringer Harvard
Bentley Art & Frame
Chase Paymentech
Dr. and Mrs. Dan Cooper
Enchanted Galleries
Fentress-Brown Foundation
Headwater Strategy

ImageSensations
John and Tyler Kuelbs
Lynch Creative
MotoPhoto
Progressive Components, Inc.
Rhonda Hole
RSC Show Productions
Schmidt & Stacy Consulting Engineers, Inc.
Sinacola Company
SunTx Capital Partners
Texas de Brazil
The Shwiff Family
Trademark Property Company
TXI
UPS
Virginia Cook, Realtors

RAINBOW

Ben E. Keith Company
Chuck E. Cheese's
Cooper Foundation
Dale Resources, LLC
Drive Financial
Foreign Trade Zone Operating Company
Guaranty Bank
Jeff and Donna Bosse
LCR Studios
Princeton Partners Commercial Real Estate
Radio Disney
Rodman Companies
Rozanne and Billy Rosenthal
Sandy Nachman
Texans Commercial Capital
Tolleson Private Bank
Troy Aikman

FRIENDSHIP

A.E. Petsche Co., Inc.
Acme Brick Company
Aileen and Jack Pratt Foundation
Bank of America
Capital One
CareerLink Companies
Charles Schwab & Co.
Charlie and Tonya McKinney
Dei Rossi Corporate Ware
Dr. and Mrs. David Blaylock
Dr. John and Theresa Scott
ElkCorp
Frisco Dentistry For Kids – Kelli Eitelbrick DDS
Grant Thornton LLP
Higginbotham & Associates
Hudson and Marshall
In Memory of Audrey Kotila and Katie Meuth
J.C. Potter Sausage Company
Life Management Systems
Marshall K. Sligar – Plasti-Fab Inc.
Mary Massey
Mitchell and Nancy Spector
Mr. and Mrs. Damon Bolton
Peachy and Morton Rudberg
Phoenix Commercial
PlainsCapital Bank
The Campbell Agency
Tri-Dal Ltd.
Whole Foods Market
Woodbridge Home Exteriors

PREVIOUS CELEBRITY ESCORTS

CARLY PATTERSON

2004 Olympic gold medalist

DALLAS SWAT TEAM

EMMITT SMITH

Former Dallas Cowboy &
winner of Dancing with the Stars

JANINE TURNER

Actress

LINDA ARMSTRONG KELLEY

Professional speaker &
mother of Lance Armstrong

ROGER STAUBACH

Former Dallas Cowboy

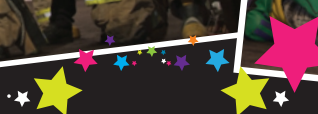
RUDY GATLIN

Country recording artist

TROY AIKMAN

Former Dallas Cowboy





Thank you in advance for joining us in our mission to put an end to childhood cancer. Your generous donation will help provide the necessary funding for life-saving research and treatment programs that will lead to a cure for childhood cancer.

In order to secure your spot and receive full sponsor benefits, we recommend registering early.

Signed contracts and payments are due no later than **Monday, February 15, 2010**. Contracts and checks payable to Children's Cancer Fund can be mailed to:

**718 W. Arapaho Road, Suite 80
Richardson, TX 75080
972-664-1450
www.childrencancerfund.net**

Logos (if applicable) must be submitted no later than **Friday, February 26, 2010** to be included on promotional material. Please e-mail logos to Camille Mauritzen at camille@ccfdallas.com

Angel Tickets are available for \$100 each. They are donated to families of children participating in the fashion show who are financially unable to purchase tickets to the event.

