



Dear Sponsor Prospect,

I am writing you in regards to our Annual Catwalk for a Cause event to benefit the Martin Truex Jr. Foundation for which we are seeking your support.

On May 16, 2012, the 3<sup>rd</sup> Annual Catwalk for a Cause, presented by Lavendar, Avalilly's and Fresh Boutiques, will host an amazing evening filled with fashion, entertainment, gourmet food, a silent auction and raffle prizes. The highlight of the night is a spring runway show featuring the latest designer apparel from the runways of New York. Last year's event attracted more than 200 influential people including NASCAR drivers and spouses, prominent business owners, as well as national and local media.

Proceeds from this event benefit the "Martin Truex Jr. Special Needs Fund" at Levine Children's Hospital in Charlotte, NC. The fund provides financial assistance for patients and families of children being treated at the hospital. For many, the highlight of the night is seeing these children, many already in remission, walk the Catwalk to raise money for their own cause!

We invite you to be a part of this special evening by sponsoring the 3<sup>rd</sup> Annual Catwalk for a Cause. In addition to being recognized in marketing, advertising and press materials, you will also have the opportunity to sit in the front two rows along the Catwalk, as well as display and promote your product at the event. If you are also interested in donating product for our swag bags and/or silent auction, please find attached a "Donation Request Letter" for your review.

The Martin Truex Jr. Foundation (MTJF) is dedicated to positively impacting the lives of children in need. The foundation touches the lives of children stricken by illness, poverty and neglect. The MTJF has raised more than \$1 million for various initiatives benefiting children in need. To learn more about the foundation, the cause we serve and our events, we invite you to visit the following link to view a brief video: <http://www.youtube.com/watch?v=H-T0Y8AhQLg>.

We hope to have the opportunity to discuss this event and our sponsorship benefits with you in greater detail. Your involvement will help make this event a huge success! Should you have further questions, please do not hesitate to contact me at (704) 664-1113 ext. 205 or by email at [michelle@martintruexjrfoundation.org](mailto:michelle@martintruexjrfoundation.org).

Sincerely,

*Michelle Hunt*

Michelle Hunt  
Executive Director, Martin Truex Jr. Foundation





**Vogue Sponsor**  
**\$10,000**  
*(Exclusive Level)*

**Pre-Event Publicity:**

- Recognition as *Exclusive* Premiere Event Sponsor
- Company logo on all pre-event and event publicity
- Exclusive logo association on event website and all marketing and promotional material as “Event Sponsor”
- Advertising in all media (newspapers, magazines, publications, e-blasts, internet) and radio in conjunction with sponsor participants
- Inclusion in press releases
- Logo visibility on event teaser on main page and fashion show homepage at [www.martintruexjrfoundation.org](http://www.martintruexjrfoundation.org)
- Unlimited rights to post links to Martin Truex Jr. Foundation website, [www.martintruexjrfoundation.org](http://www.martintruexjrfoundation.org), in association with event
- Ten (10) V.I.P. event tickets and swag bags

**Event Publicity:**

- Logo association and company name on all printed material
- Logo recognition on step and repeat banner
- Exclusive public acknowledgement and recognition by Martin for sponsor and their business
- Logo visibility on video rotational throughout event
- Full-page prominent ad in event program
- Opportunity to provide gift item in swag bags (e.g. gift cards, sample of product)

**Extended Branding Opportunities:**

- Corporate partnership: logo visibility as a MTJF corporate partner throughout 2012
- Brand association with event/production throughout 2012
- Logo displayed with link on foundation website at [www.martintruexjrfoundation.org](http://www.martintruexjrfoundation.org) throughout 2012
- Sponsorship acknowledgement and your company logo shown in association with Catwalk for a Cause event



## **Chic Sponsor \$5,000**

### **Pre-Event Publicity:**

- Company logo on all pre-event and event publicity
- Logo association on event website and all marketing and promotional materials
- Advertising in all media (newspapers, magazines, publications, e-blasts, internet) and radio; in conjunction with sponsor participants
- Inclusion in press releases
- Logo visibility on event teaser on main page and fashion show homepage at [www.martintruexjrfoundation.org](http://www.martintruexjrfoundation.org)
- Unlimited rights to post links to Martin Truex Jr. Foundation website, [www.martintruexjrfoundation.org](http://www.martintruexjrfoundation.org), in association with event
- Six (6) V.I.P. event tickets and swag bags

### **Event Publicity:**

- Logo association and company name on all printed material
- Logo recognition on step and repeat banner
- Public acknowledgement by Martin for sponsor and their business
- Logo visibility on video rotational throughout event
- Full-page ad in event program
- Opportunity to provide gift item in swag bags (e.g. gift cards, sample of product)

### **Extended Branding Opportunities:**

- Corporate partnership: logo visibility as a MTJF corporate partner throughout 2012
- Brand association with event/production throughout 2012
- Logo displayed with link on foundation website at [www.martintruexjrfoundation.org](http://www.martintruexjrfoundation.org) throughout 2012
- Sponsorship acknowledgement and your company logo shown in association with Catwalk for a Cause event



## **Trendy Sponsor \$3,000**

### **Pre-Event Publicity:**

- Company logo on all pre-event and event publicity
- Logo association on event website and marketing and promotional materials
- Advertising in media (newspapers, magazines, publications, e-blasts, internet) and radio in conjunction with sponsor participants
- Inclusion in press releases
- Unlimited rights to post links to Martin Truex Jr. Foundation website, [www.martintruexjrfoundation.org](http://www.martintruexjrfoundation.org), in association with event
- Four (4) V.I.P. event tickets and swag bags

### **Event Publicity:**

- Logo association and company name on printed material
- Public acknowledgement by Emcee for sponsor and their business during event
- Logo visibility on video rotational throughout event
- Half-page ad in event program
- Opportunity to provide gift item in swag bags (e.g. gift cards, sample of product)

### **Extended Branding Opportunities:**

- Corporate partnership: Company acknowledgement as a MTJF corporate partner throughout 2012
- Brand association with event/production throughout 2012
- Company acknowledgement on foundation website at [www.martintruexjrfoundation.org](http://www.martintruexjrfoundation.org) throughout 2012



## **Stylish Sponsor \$1,000**

### **Pre-Event Publicity:**

- Logo association on event website and marketing and promotional materials
- Advertising in media (newspapers, magazines, publications, e-blasts, internet) and radio in conjunction with sponsor participants
- Unlimited rights to post links to Martin Truex Jr. Foundation website, [www.martintruexjr.com](http://www.martintruexjr.com), in association with event
- Two (2) V.I.P. event tickets and swag bags

### **Event Publicity:**

- Company acknowledgement on printed material
- Public acknowledgement for sponsor during event
- Logo visibility on video rotational throughout event
- Quarter-page ad in event program
- Opportunity to provide gift item in swag bags (e.g. gift cards, sample of product)

### **Extended Branding Opportunities:**

- Corporate partnership: company acknowledgement as a MTJF corporate partner throughout 2012
- Brand association with event/production throughout 2012
- Company acknowledgement on foundation website at [www.martintruexjr.com](http://www.martintruexjr.com) throughout 2012



## **Designer Sponsor \$500**

### **Pre-Event Publicity:**

- Company recognition on event website
- Unlimited rights to post links to Martin Truex Jr. Foundation website, [www.martintruexjr.com](http://www.martintruexjr.com), in association with event
- One (1) V.I.P. event ticket and swag bag

### **Event Publicity:**

- Acknowledgement in event program
- Opportunity to provide gift item in swag bags (e.g. gift cards, sample of product)
- Company acknowledgement on video rotational throughout event

### **Extended Branding Opportunities:**

- Brand association with event/production
- Limited rights to leverage Catwalk for a Cause and the Martin Truex Jr. Foundation Logo to promote company services and to build awareness through on-air and/or online mention and/or product placement
- Sponsorship acknowledgement and your company logo shown in association with Catwalk for a Cause event