



Benefiting Texas Children's  
Hospital Sickle Cell Center

Let The Fashions Begin, Inc.  
"Men of Style"  
6140 Hwy 6, Suite 124  
Missouri City, Texas 77459  
713-703-5307 – Phone  
281-208-2168 - Fax

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## Underwriting Opportunities

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16<sup>th</sup> Anniversary  
Let The Fashions Begin – *'Men of Style'*  
"Treatment Cure and Awareness"  
**October 28, 2011**



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Underwriting Opportunities

Event Information

## Mission

For the past fifteen years, we have used "fashion and fun" to focus the spotlight on a painful, and sometimes deadly disease, sickle cell anemia. It is still is one of the most under exposed and ignored disease in our society today.

Houston is famous world-wide for its generosity and philanthropic endeavors. That reputation is well deserved. Our 'Men of Style' are not only stylish and debonair; they are some of the most highly visible movers and shakers in our communities. For their exemplary work, we proudly honor them while raising funds to accelerate the discovery of a total cure for sickle cell disease.

## Event Background

Clarease Rankin Yates created "Let The Fashions Begin" in 1995 to raise funds for the Sickle Cell Association of Gulf Texas; and in 2001 Let The Fashions Begin became an independent non-profit 501(c)(3) Corporation.

The mission of "LFB" is to accelerate the discovery of a total cure for sickle cell disease. This event has successfully raised over a quarter of a million dollars for sickle cell research over the past several years.

Serving nearly 500 children from the Houston area alone, Texas Children's Sickle Cell Center offers the services of a multidisciplinary team, including board-certified pediatric hematologists, pediatric nurse's practitioners and social workers, all with expertise in sickle cell disease. Through its affiliation with Baylor College of Medicine, the Center also assists patients in making the transition from pediatric to adult sickle cell care. Dr. Brigitta U. Mueller is the Director of the TCSCC.

In the past several years, over 20 sickle cell disease research projects have been funded fully or in part by proceeds from *Men of Style*. These research projects are designed to better understand, prevent and manage painful episodes, to study new drugs for the treatment of sickle cell disease, and to develop early interventions for life-threatening complications.

This event raises funds for Texas Children's Hospital's Sickle Cell Center and honors men in the Houston community who have demonstrated strong community service and at the same time who have shown their sense of *fashion savvy*.

This is our sixteenth year presenting this event and the list of past honorees has been impressive.

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## Where the Money Goes



"Let The Fashions Begin" is a 501(c) (3) non-profit organization. Your contributions and donations keep our volunteers working hard to raise vital funds for the Texas Children's Hospital Sickle Cell Center.



It is through the collective generosity of individuals, corporations, foundations and organizations that we are able to fulfill our mission to accelerate the discovery of a total cure for sickle cell disease.



All proceeds from Let the Fashions Begin, 'Men or Style' have benefited the Texas Children's Hospital Sickle Cell Center. In the past several years, over 20 sickle cell disease research projects have been funded fully or in part by proceeds from 'Men of Style'

## **Past Honorees**

Pastor Kirby Jon Caldwell

Sheriff Adrian Garcia

Councilmember Jarvis Johnson

Pastor Remus Wright

Former Mayor Lee P. Brown

Jose' Grinan

Fred Hoyer

Khambrell Marshall

Dr. Kashif Ansari

Reverend Bill Lawson

Gordon Quan

Representative/Speaker Pro-Tem Sylvester Turner

Larry Blackerby

Tony Wyllie

Jonathan Zadok

Cary P. Yates

John Guess, III

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**Underwriting Opportunities**

**LET THE FASHIONS BEGIN** will raise vital funds for the Texas Children's Hospital Sickle Cell Center with your help. The following is a list of underwriting opportunities. If you have question about any of these levels, please contact Joyce Tyler-Williams at 713-388-7828.

Menu of Opportunities

Platinum - \$20,000  
Gold - \$10,000  
Silver - \$5,000  
Emerald - \$3,000  
Bronze - \$1,500  
Friend - \$500  
Event Ticket - \$150

Program Book

Back Cover - \$1,500  
Inside Back Cover - \$1,000  
Full Page Ad - \$500  
Half Page Ad - \$250  
Quarter Page Ad - \$125  
Business Card - \$50

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- \$20,000 Platinum**  
Table for 10 – Premium seating  
Recognition at the Announcement Party  
Recognition in all printed material & media releases  
Acknowledgement during the event  
Full page Ad in the event program book  
VIP Reception  
2-night Luxury Suite for 2 with breakfast at the hotel

- \$10,000 Gold**  
Table for 10 – Premium seating  
Recognition in al printed material & media releases  
Recognition at Announcement Party  
Acknowledgement during the event  
½ page Ad in the event program book  
VIP Reception  
1-night Luxury Suite for 2 with breakfast at the hotel

- \$5,000 Silver**  
Table for 10 - Premium seating  
Recognition in invitations & program  
½ page Ad in the event program book  
VIP Reception

- \$3,000 Emerald**  
Table for 10 – Premium seating  
Recognition in invitations & program  
VIP Reception

- \$1,500 Bronze**  
10 Guests  
Recognition in program

- \$500 Friend**

- \$150 Event Ticket**

Date: \_\_\_\_\_

Sponsor: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone/Fax: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

**Level of Support**

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|--|--|
| <input type="checkbox"/> \$20,000 Platinum   | <input type="checkbox"/> \$1,500 Back Cover        |
| <input type="checkbox"/> \$10,000 Gold       | <input type="checkbox"/> \$1,000 Inside Back Cover |
| <input type="checkbox"/> \$5,000 Silver      | <input type="checkbox"/> \$ 500 Full Page Ad       |
| <input type="checkbox"/> \$3,000 Emerald     | <input type="checkbox"/> \$ 250 Half Page Ad       |
| <input type="checkbox"/> \$1,500 Bronze      | <input type="checkbox"/> \$ 125 Quarter Page Ad    |
| <input type="checkbox"/> \$ 500 Friend       | <input type="checkbox"/> \$ 50 Business Card       |
| <input type="checkbox"/> \$ 150 Event Ticket |  |

**Payment Options**

- Enclosed is a check made payable to Let the Fashions Begin, Inc. in the amount of \$ \_\_\_\_\_.
- Please invoice me to the address given ( Final payment due by October 16, 2011)
- Please charge my (check one)  Visa  MC  Amex  Discover

\_\_\_\_\_  
**Card Number** **Expiration Date**

\_\_\_\_\_  
**Signature of Donor** **Title** **Date**

We sincerely thank you for your support and joining our efforts to accelerate finding a cure for sickle cell disease and would love to have your presence.

**Please mail or fax this form to:**  
**Let The Fashions Begin**  
**Men of Style**  
**6140 Hwy 6, Suite 124**  
**Missouri City, Texas 77002**  
**Phone: 713-703-5307**  
**Fax: 281-208-2168**