

Lynn Lewis





Public Relations • Writing • Branding • Client Relations • Business Strategy

"83% of consumers have a better image of companies that support a cause!"

Dear Partners,

Thank you for your support and willingness to lend yourself and your organization to helping us help others. The Pink Couture Agency is a business strategy and public relations firm that not only helps its clients develop key strategies for growth, but also partners with them to host events and offer support for their mission and purpose. At this time, we are lending our support and channeling our efforts to help the Lynn Lewis Foundation with their fight against breast cancer.

The mission of the *Pink* Couture Agency is to strategically position athletes, nonprofit organizations, musicians and artists to do "what they love to do" and serve who they desire to serve, by helping to establish a sustainable business model, a positive professional image, and leverage relationships that will take them to the next level of success.

As a company, we envision empowering people all over the world, by developing the skills and talents of those who have a tremendous impact on the entertainment and philanthropic elements of humanity. We feel that with the right team in place to help establish a sustainable business model that promotes longevity and financial stability, the sky is the limit. The soul and spirit of mankind is moved through music, song, sports, and philanthropy. By supporting these specific causes and events, we will amplify their reach, strengthen their impact, and transform lives on a global scale.

One woman is diagnosed with breast cancer every three minutes, and one woman will die of breast cancer every 13 minutes in the U.S in 2009 alone. These women are our beloved mothers, sisters, wives, daughters, and aunts. Too often those who suffer silently watching their loved one go through this grueling process get lost in the background. The Lynn Lewis Foundation was created to fill the gap by providing programs that support the entire family through sports and educational programs designed specifically for the children of breast cancer sufferers, fundraising initiatives through various tournaments and sporting events, and partnering with corporations and sports teams that share our commitment. Please help to combat the negative emotional impact of this disease by providing funds for reconstructive surgery for women to help improve body image and self confidence in each patient. We need your support now more than ever before.

You are so relevant in making this a great event and allowing us to be a blessing in the lives of others. By helping the Lynn Lewis Foundation and the Pink Couture Agency, you give a woman a chance to laugh as you laugh, to hope as you hope, and to dream as you dream.

Sincerely,

Acillen K. Watts
CEO, The *Pink* Couture Agency LLC
"The Fabric of Professionalism"
(404-553-5765)

PASSION & strength

The power to survive.



Our Mission

The Lynn Lewis Foundation was established to reduce the negative impact of breast cancer on families by offering programs designed to strengthen the family unit, improve mental and physical health & fitness, provide support for the children, and promote team building through sports activities in an effort keep the family unit strong and focused during the often painstaking journey.

Lynn Lewis
Foundation



The Lynn Lewis Foundation was birthed in an effort to honor the life and steadfast commitment of a remarkable woman who as recently as last year, 2008, found herself in the thralls of a grueling fight for her life against the enemy that is breast cancer. Lynn Lewis, like many other survivors, was a very healthy and active woman at the time of her diagnosis. She has been active in women's competitive sports for more than 16 years, having played for the New York "T-Devils", flag football team TNT, and coached for the New York Sharks.

Her determination to defeat Stage IV breast cancer and her mission to help others do the same stirred the emotions of her dear friend Mashonda Gilmore, provoking an initiative for change. Inspired by her heart for others and genuine giving nature Mashonda took action. That action resulted in the creation of the "1st Annual Lynn Lewis Flag Football Classic". Mashonda was later joined by Donna Spilotras in this endeavor. Hope alone fueled their passion to realize this vision to honor Lynn Lewis. They forged ahead, embracing an inner conviction that despite the odds, she would live to witness her namesake take form, and that she did!

Not only did she win that battle, she is well on her way to winning the war. To say that Lynn Lewis has consistently and fervently embraced the challenge of cultivating a very unique community of women would truly be an understatement. In a word, empowerment, defines both her personal aspirations and the unyielding mission of the Lynn Lewis Foundation. Last year's event piqued the interest of a surprising number of women and young girls who were sincerely surprised to see beautiful, intelligent, professional women participating in such a challenging sport.

The questions and curiosity were constant throughout the entire weekend. It was apparent at that moment that hidden barriers had dissipated, as their eyes were reopened to the fact that anything is possible!

The goal of this year's empowering weekend is to observe the fight against breast cancer and the beauty of its survivors by providing a series of fun filled events honoring these women and their achievements. This year, they have partnered with *The Pink Couture Agency*, an innovative Public Relations firm specializing in business strategy, branding, sports related event planning, and relationship management. This dynamic partnership, combined with the support of national organizations such as the Metro Competitor Football Union (MCFU), Independent Women Football League (IWFL), and Atlanta Sports Connection (ASC), is sure to make this event even better than the last!

The Lynn Lewis Foundation aspires to be the voice that speaks not only to the women who have been diagnosed, but to those who are forced without option, to witness the deterioration of their cherished loved one, powerless to truly change the course of the pain staking journey. The Lynn Lewis Foundation desires to wipe away the tears and calm the fears of innocent *children and families* who have been forced to cope with a very difficult and very "adult" situation. The women and families we support must press through in the face of such a challenge, the Lynn Lewis Foundation and its supporters are determine to walk beside them in the process; to be the arms that embrace them and a lifeline in the mist of the storm.



Benefit Concert & **End Zone Bash**

November 6th, Friday night's events start at 6:00 pm and go to 2 am! Your ticket buys your way into all the events taking place that evening. Enjoy a wonderful meal while listening to the soothing sounds of acoustic artists LIVE!

The event will transform into an all out party! Live DJ, old school and new school jams, high energy, and a room filled with athletes and fans alike.



Power *meets* **Passion!**

November 7th & 8th, this is competitive flag football at its best! Women from all over the nation will converge on the fields to support breast cancer. Come witness women showing strength and determination for a great cause!

Enjoy field performances, a band, food, family, fun, and a full fledged tournament where teams fight to the finish.

Weekend of Events



Sponsorship

Title Sponsorship - \$15,000

- Exclusive sponsorship of the "2nd Annual Lynn Lewis Ladies Flag Football Invitational"
- Company banner center stage at benefit for cancer – Dinner Fashion show
- 16 VIP Tickets(two tables) to the ***"Enduring Elegance" Benefit Concert & End Zone bash!***
- Prominent feature on the Lynn Lewis Foundation Website
- Acknowledgements during the tournaments as "Title Sponsor"
- Authorization to use the Foundation's logo for promotional use
- Company logo featured on all Foundation's advertising, event brochures, media productions, the Foundation website, and logo on t-shirts
- Booth space at event for promotional use with signage for field games
- Inclusion in radio advertising as "Title" Sponsor for the Entire Event Weekend
- First right of refusal for title sponsor for next year's event in 2010 and other events held

Touch Down Sponsorship - \$10,000

- Prominent feature on the Lynn Lewis Foundation Website
- Inclusion during the tournaments, selected TV, and radio ads as "Touch Down" level sponsor
- Authorization to use the Foundation's logo for promotional use
- 8 VIP Tickets (one table) to the ***"Enduring Elegance" Benefit Concert & End Zone bash!***
- Company logo featured on all Foundation's advertising, event brochures and media productions, the Foundation website, and logo on t-shirts
- Booth space at fundraising events for promotional use with signage for field games

Field Goal Sponsorship - \$5,000

- Prominent feature on the Lynn Lewis Foundation Website
- Inclusion during the tournaments, selected print, and radio ads as "Field Goal" level sponsor
- Authorization to use the Foundation's logo for promotional use
- 5 VIP Tickets to the ***"Enduring Elegance" Benefit Concert & End Zone bash!***
- Company logo featured on all Foundation's advertising, event brochures and media productions, the Foundation website, press releases, and logo on t-shirts
- Booth space at fundraising events for promotional use with signage for field games

1st Down Sponsorship - \$2,500

- Feature on Lynn Lewis Foundation Website
- Inclusion during tournaments, print advertising, and press releases as "1st Down" level sponsor
- Authorization for limited use of the Foundation's logo for promotional use
- 3 VIP Tickets to the ***"Enduring Elegance" Benefit Concert & End Zone bash!***
- Company logo featured on select event advertising, event brochures and media productions
- Booth space at fundraising events for promotional use with signage at the event

"Get in the game" Sponsorship - \$100 – \$2,499

- *Name on the website
- *2 event t-shirts
- \$2,000+ special plaque
- *2 VIP Tickets to Benefit Concert & End Zone
- *Special note of thank for your support!
- \$500+ corporate sponsor 8 VIP Tickets



Sponsorship Levels

Yes I will help to make this great event happen!

Method of Giving to Lynn Lewis Foundation – Please choose one of the below:

- Title Sponsor Touchdown Field Goal 1st Down Get in the game

Enclosed is a gift of Sponsorship \$

- Check Money Order Credit Card



Cardholder's Name:

Credit Card #:

Expiration Date:

Signature of Cardholder:

Today's Date:

- I am interested in vending opportunities for this event!

Please make checks payable to: The Lynn Lewis Foundation

Send mail to:

The Lynn Lewis Foundation

1748 Jefferson Street

Atlanta, Georgia 30350

- I would like my gift to remain anonymous.

TO DONATE: www.active.com/donate/lynnlewis

For more information please see the following websites:

www.lynnlewisfoundation.org www.pinkcouturepr.com

Thank you for your support.

