

START SPREADING THE NEWS

Syncrude

PRESENTS
FASHION WITH COMPASSION
OCTOBER 13, 2011

FASHION + COMPASSION = A FUNDRAISER WITH SERIOUS LEGS

Fashion with Compassion began in 1997 and has become the annual signature fundraiser for Compassion House Foundation, in support of Sorrentino's Compassion House. The event attracts over 1400 guests annually, helping us spread the news about our critical role in the healing journey of women fighting breast cancer. Fashion with Compassion has earned a reputation for delivering a world-class fashion show in support of a very worthwhile charity.

Fashion with Compassion is professionally produced by Canadian fashion legend Kelly Streit, CEO of Mode Models. Each year we find new ways to captivate our audience with breathtaking fashions from local high-end retailers and jaw-dropping runway models. Tricia Helfer, Heather Marks and Julia Dunstall are just a few of the world renowned models who have brought their talent to the show. But even top models can't compete with the segment of the show where breast cancer survivors from Sorrentino's Compassion House get dressed to the nines and strut their stuff. Sharing their joy makes all the sacrifices worth fighting for.

Fashion with Compassion has consistently attracted significant pre and post event media coverage in Edmonton and beyond. Last year over \$220,000 was raised. This year we will raise even more. We have to; these funds are critical to the ongoing operation of Sorrentino's Compassion House, keeping guest fees as low as possible for people who travel to Edmonton for breast cancer treatment.

15TH ANNUAL SYNCRUDE PRESENTS FASHION WITH COMPASSION TAKE JASPER AVENUE TO THE BRIGHT LIGHTS OF BROADWAY

The 15th annual Fashion with Compassion luncheon and dinner will take place on October 13, 2011 at the Shaw Conference Centre, Hall D. With a 'bright lights, big city' theme we promise to make the 2011 show the most glamorous ticket in town. At the dinner event, guests have the opportunity to mingle during the reception and bid on a variety of spectacular silent auction items.

For more information or to discuss sponsorship opportunities please contact Brenda Smith at Compassion House Foundation at 780-425-7224.

Visit our website at www.fashioncompassion.ca

"I WANT TO BE A PART OF IT..."

Compassion
House
FOUNDATION

Sorrentino's
Compassion
House

SORRENTINO'S COMPASSION HOUSE IT TAKES VISION TO MAKE A HOUSE A HOME

A small group of volunteers had a vision for a home, a place where women travelling to Edmonton for breast cancer treatment could experience the generous hospitality of a city that cares.

The founding members of Compassion House Foundation envisioned a home that would provide more than just a safe place to stay during radiation treatments. They saw a refuge where women undergoing the same fight could support and comfort each other. They imagined a community of sisterhood where women could find strength and inspiration in knowing they weren't fighting alone.

Their vision became reality in 2002 when Sorrentino's Compassion House opened its doors. Since then hundreds of women with breast cancer from more than 140 communities have found sanctuary within the walls of Sorrentino's Compassion House.

Free from the worry of where to stay and how to navigate an unfamiliar city, these women are able to focus all their energy

on daily treatments at the Cross Cancer Institute. They find relief from the financial strain of being off work and away from home, paying for costly medication, hotels and taxi rides. At Sorrentino's Compassion House they find a sympathetic ear to listen and strong shoulders to cry on. Discovering new friendships and finding people to laugh with inspires them to keep fighting.

The first facility of its kind, Sorrentino's Compassion House offers a retreat with all the comforts of home. Guests have the privacy of their own suites when they need rest and time alone but the kitchen buzzes with laughter and good spirits when they need solidarity and support. Sorrentino's Compassion House welcomes family and friends who can stay with their loved ones during their treatments.

Sorrentino's Compassion House is operating at 100 per cent capacity and is turning an increasing number of women away. The Compassion House Foundation, a non-profit, charitable organization, relies on donations to support the on-going operating costs of Sorrentino's Compassion House.

For more information on Compassion House Foundation and Sorrentino's Compassion House, visit www.compassionhouse.org or call 780-425-7224.

SPONSORSHIP

PLATINUM LEVEL SPONSOR - \$12,500

(One opportunity)

- Lunch reception naming sponsor
- Dinner red carpet sponsor - includes signage with logo
- Onsite signage acknowledging sponsorship to be designed and provided by Compassion House Foundation
- Name and/or logo on all pre-event promotional materials including invitations, posters and event website
- Name and/or logo included in on-site multi-media presentation
- Acknowledgement in emcee script during luncheon and dinner events
- One complimentary table of ten (10) for dinner and six (6) luncheon tickets

GOLD LEVEL SPONSOR – \$7,500

Opportunity to secure naming rights for one of the following event components:

Dessert Sponsor
Reception Sponsor
Entertainment

- Name and/or logo prominently displayed onsite during the specific segment
- Onsite signage acknowledging sponsorship to be designed and provided by Compassion House Foundation
- Name and/or logo included in on-site multi-media presentation
- Acknowledgement in emcee script during dinner event
- One complimentary table of ten (10) for dinner

SILVER LEVEL SPONSOR – \$5,000

- Name and/or logo on all pre-event promotional materials including invitations, posters and event website
- Name and/or logo prominently displayed in program and on-site at both luncheon and dinner shows
- Name and/or logo included in on-site multi-media production
- Six (6) complimentary dinner tickets

BRONZE LEVEL SPONSOR – \$2,500

- Name and/or logo on all pre-event promotional materials including invitations, posters and event website
- Name and/or logo prominently displayed in program and on-site at both luncheon and dinner shows
- Two (2) complimentary dinner tickets