

# NEVER BEEN KISSED

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Dear Sponsor:

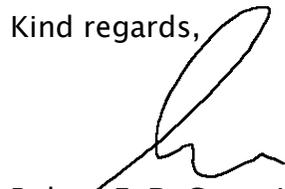
Thank you for your consideration of our non-profit fundraiser titled “**Never Been Kissed**” – a Fashion Show & Auction to benefit Cambodian children living with cleft lip and palate. **Hosted by International Supermodel, Noot Seear.**

This event will occur on **Saturday, October 28<sup>th</sup>, 2006 at the Frist Center for the Visual Arts.**

All manner of sponsorships are all needed, and I hope that you will consider a level of sponsorship that will afford your company the exposure that this event can provide. Unlike other fundraisers that you may have sponsored in the past, this event truly will feature your company at every opportunity, and in addition to the usual Playbills, T-shirts, ads, etc., your company will be an integral part of the show, and as the models hit the runway, your name and a brief description of your company will be announced by the MC as the sponsor of a model’s walk, a child’s surgery and more. Details about this are in the attached Sponsor Levels and Benefits information.

I do hope that you will give this event your sincere consideration, and I look forward to hearing from you.

Kind regards,



Robert E. DeGraw, Jr.  
Executive Producer, Never Been Kissed o/b/o Rose Charities NY, Inc.

# NEVER BEEN KISSED ~ Press release:



New York City, 13 June 2006: International Super Model, Noot Seear announced today that Rose Charities, New York and Mane Event Productions, Nashville would be working together to promote "Never Been Kissed" - a fall Fashion Show and Auction to benefit Cambodian children living with cleft lip and palate.

Seear, the Chairperson for Rose Charities, went on to say, "I'm prepared to give the clothes off of my back for what is sure to be a very fun event...for a very serious and worthwhile purpose. These children have quite literally 'never been kissed,' or even loved, and they are shunned by society and grow up lonely and without hope."

Some of the Fashion Industry's most revered designers will be donating wardrobes and accessories, and a Vera Wang gown is among those items to be auctioned off from the runway. Models will present items to winning bidders, stopping just short of full nudity.

Born with cleft lip and palate, Mane Event President, Bob DeGraw opened communications with Rose Charities, Vancouver after many years of supporting similar initiatives on his own. DeGraw commented, "When Rose Charities gave me their ideas for the fundraiser, I was very excited, and the idea of beauty working in the service of something so horrific is truly appealing to me. I have to say though, that while this promises to be a lot of fun, my real motive is to give something back to the medical community that made me whole. It's taken a long time for me to acknowledge this part of me, and perhaps I was always destined to arrive at this point and in the service of these children."

DeGraw and Seear met during a photo shoot above Chelsea Market in Manhattan to discuss the details of the show, and DeGraw said that all manner of help would be needed to make the Nashville event a truly great success, explaining that "Noot did a similar event in New York City last year, which raised over \$50,000 so we've got a lot to live up to."

In addition to Seear, International Super Model, Erin Wasson and others are planned for the Nashville event, and DeGraw said that he felt confident of similar success, adding, "we've got a lot of big hearts in this town, and I'm really counting on them."

The program will include a Music City pre-show, video exposé, special music performances, runway fashion show/auction, and an after party. Additionally, handicrafts and artwork created by Cambodian landmine victims will be sold and/or auctioned at the event.

Cleft Lip and Palate is a common birth defect worldwide, occurring in approximately 1-in-700 births; however, in Cambodia that number rises to 1-in-400 births. Rose Charities medical teams have been working in Cambodia since 1998, curing those with CL&P, and helping to build the infrastructure and expertise required for Cambodian's to run their own clinics.



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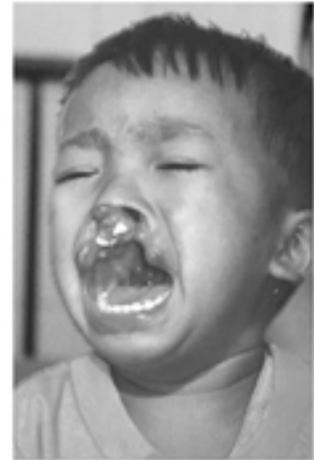
**SAVE THE DATE - NEVER BEEN KISSED** – Fashion Show & Auction - A benefit for Cambodian children living with cleft lip and palate. Hosted by International Supermodel, Noot Seear with guest Supermodel, Erin Wasson. **Saturday, October 28th, 2006** at the Frist Center for the Visual Arts, Nashville. Cocktails, pre-show, runway show and auction (taking it all off for a good cause, and stopping just short of full nude), keynote speaker, after party and much more. Wardrobes provided by Vera Wang and other top designers from New York, Paris and Nashville. The Bedazzled jewelry exhibit and Frist gift shop will be open during cocktail hour. Doors open at 7pm. **Our goal is to give 150 children the gift of a new smile**, so please consider supporting this very worthwhile event. It's going to be a lot of fun! For more information and tickets visit <http://www.neverbeenkissed.info>

# ROSE CHARITIES

## CLEFT LIP & PALATE PROGRAM CAMBODIA

One in every 400 babies born in Cambodia has a cleft lip or palate. This is an incidence between 50 and 100% greater than most of the other countries in the world.

The affliction is not seen much in developing countries as it is almost immediately repaired after birth. However, in Cambodia, it is a grave sentence, and the cleft lip/palate baby cannot suck at his or her mother's breast, nor at a bottle and they may be malnourished as a consequence. The baby will be hidden from others and develop very low self esteem as they are mocked, alienated and deemed simple minded. They will have few real friends and they will not go to school. As adults only the most menial jobs will be available to them, and socially, economically and psychologically, the cleft lip/palate sufferer will be severely debilitated for his or her entire life.



Rose Charities has been operating on cleft lips and palates since early 1999 and has now established a sustainable infrastructure to expand this work, drawing mainly upon Cambodian expertise and personnel. It is estimated that there are around 30,000 cases of cleft lip or palate in Cambodia, with around 1,000 new cases arising annually. There are no other full-time agencies or government facilities within the country specifically focused on free cleft lip and palate operations for the poor and in particular, children, and the reality of the Cambodian health system is that it is itself severely debilitated.

The aim of Rose Charities is to entirely eliminate the backlog of cleft lip and palate in Cambodia and to establish a system whereby small babies may have their lips and/or palates repaired at their proper (early) time. The main hub of Rose-Cambodia cleft lip/palate operations is the Rose Charities/Operation First Chea Chumnas Hospital rehabilitation surgery unit. This small but highly functional unit lies within the Cambodian Ministry of Health Chea Chumnas Hospital in Takmau, on the outskirts of Phnom Penh.



While cleft lip and palate repair is foremost, other surgical treatment is given for burns, land-mine injuries, congenital deformities and more. The Eye Clinic screens over 1,200 patients per month and it is able to provide over 100 sight-restoring operations per month. It is Cambodia's most prolific sight restoration for the poor, and it is run entirely by Cambodians, for Cambodians.

The name R.O.S.E. was formed originally as an acronym for "Rehabilitation Oriented Surgical Empowerment" (although this acronym has since been dropped in favor of simply "Rose" as all types of rehabilitation projects are now being undertaken). The organization was founded by individuals with NGO field experience who were appalled by the lack of surgical and medical assistance in the rehabilitation field in developing countries.

Rose Charities was registered in B.C. Canada as a charitable organization in April 1999, and groups in New Zealand, the UK and the USA have since been added, creating a network that benefits field operations in Sri Lanka, Cambodia and Indonesia.

# NEVER BEEN KISSED ~ Sponsorship Levels and Benefits:

## SILVER (\$4,000)

- Tax deductible 501(c)3
- 4 complimentary tickets
- Sponsor name and logo will appear in the following:
  - Event Posters
  - Playbill Programs
  - Print advertisements
  - Full page ad in Playbill
- Day of event, name or logo placement:
  - Name or logo will be displayed on the theater movie screen throughout the duration of the event; however, it will not be displayed during the 5-7 minutes needed for the Rose Charities video presentation.
  - MC will announce sponsor name no less than 3 times throughout the evening. A combination of announcements will be determined by the organizers of the event, and will include sponsoring a model's runway walk, sponsoring a child's surgery, and sponsoring a model's escort to assist them to the stage. Additionally, the sponsor may opt to serve as the escort themselves. A typical introduction of a model may be as follows.

"Ladies and gentlemen please welcome Ms. Noot Seear to the runway. Noot's walk is being sponsored by [insert sponsor name and details]. Noot is walking on behalf of [insert child's name and details] whose surgery is being sponsored by [insert sponsor name and details]. Noot is wearing an evening gown donated by [insert designer name and details]. Escorting Ms. Seear to the stage is [insert sponsor name and details]."

In addition, all sponsor names or logos will be broadcast on the theater's movie screen throughout the walk. Gold, Silver and Platinum sponsors will be broadcast throughout the duration of the event as described above.
- Opportunity to have literature or product distributed to participants.
- Placement of sponsor supplied banner at event.
- Sponsor name on event souvenir T-shirts

## GOLD (\$6,000)

- GOLD sponsors receive all of the benefits of SILVER sponsors, plus the addition of the following.
- 2 additional complimentary tickets (6 total)
- Day of event, name or logo placement:
  - MC will announce sponsor name no less than an additional 2 times throughout the evening. (5 times total)

## PLATINUM (\$12,000)

- PLATINUM sponsors receive all of the benefits of GOLD sponsors, plus the addition of the following.
- 6 additional complimentary tickets (12 total)
- Sponsor name or logo will appear in the following:
  - Radio Advertising
  - Television Public Service Announcements (as available)
- Day of event, name or logo placement:
  - MC will announce sponsor name no less than an additional 2 times throughout the evening. (7 times total)
  - Sponsor may provide a 45-60 second promotional video to be broadcast once during the event. The event organizers will determine placement in the program.

## ANGEL SPONSORS (\$1,000)

- Angel sponsorships are available as follows for \$1,000 each.
  - Sponsor a model's runway walk
  - Sponsor a child's surgery
  - Sponsor (or act as) an Escort

All Angel Sponsor names shall appear in Playbill, and they will be announced by the MC. Sponsor receives one complimentary ticket.

Angels may opt to sponsor à la carte. That is, they may select any combination of the above options. For example sponsoring a model's walk and a child's surgery for \$2,000 would afford them two MC announcements, and two complimentary tickets.

## IN KIND SPONSORS

- In kind sponsors shall receive equivalent benefits to those stated above based upon the value of the goods and/or services provided. Please call for details about the goods and services needed for this event.

## OTHER SPONSORSHIPS

*... from \$1 to \$1,000 any amount that you can give will be greatly appreciated.*

- Of course we'd like you to sponsor this event; however, if none of the above options suit your needs, please call us to discuss other opportunities. **A TITLE sponsor will be considered for this event.**

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## NEVER BEEN KISSED ~ Sponsorship Form:

NAME (of company or individual sponsor): \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

Please tell us what level of sponsorship you would like to provide.

SILVER (\$4,000)

GOLD (\$6,000)

PLATINUM (\$12,000)

ANGEL:

Sponsor a model's walk (\$1,000)

Sponsor a child's surgery (\$1,000)

Sponsor (or act as) an escort (\$1,000)

IN KIND: Please indicate the nature of the goods and/or service that you can provide, and their estimated value.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

OTHER (\$\_\_\_\_\_) ... from \$1 to \$1,000 any amount that you can give will be greatly appreciated.

Mail your completed form along with check or money order **payable to Rose Charities NY, Inc.** to:

NEVER BEEN KISSED  
c/o Mane Event Productions  
POB 121442, Nashville, TN 37212

For information visit <http://www.neverbeenkissed.info>  
or contact Robert DeGraw, Phone: 615-347-7478  
Email: [robert@neverbeenkissed.info](mailto:robert@neverbeenkissed.info)