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February 7, 2012

Dear Friend:

On Thursday, March 29th, Star Children's Charity is teaming with Neiman Marcus Willow Bend to host the third annual Star Stiletto Strut. This fundraiser is planned to raise over \$50,000 with support of friends like you. This year, we are including a special silent auction with celebrity-signed shoes, drawing for 3 pairs of designer shoes and a pampering silent auction.

The event will kick off with a reception in the Neiman Marcus shoe department, as 200 women will join together to strap on their high heels and walk the store in a "walk for the children". Following the strut, attendees will be seated at a private luncheon and treated to a professional runway show featuring designer shoes, as well as an introduction to this year's Star Strutters who represent 8 of the event's top sponsors.

We are asking you to consider a sponsorship. A complete listing of Sponsorship Packages is attached along with the agreement for your review. To be included in the invitation, we must have sponsorship agreements in hand by February 22, 2012.

- The proceeds of this year's event will benefit the Plano Children's Medical Clinic's "Get Off the Couch and Play" and "Let's Get Physical Programs"

Your special consideration means so much to the children of Collin County with little or no health insurance.

Thank you in advance for your support of this special event and for making Collin County a better place for our children to live.

Sincerely,

Betty Muns
Stiletto Strut Co-Chair

Joa Muns
Stiletto Strut Co-Chair

Jenna Muns Maynard
Stiletto Strut Co-Chair



2012 Star Children's Charity Stiletto Strut Sponsorships

\$10,000 - PLATFORM SPONSOR

Event Recognition and Benefits:

- Prominent visibility at the Neiman Marcus Stiletto Strut
- Recognized as the Platform Sponsor at the start line
- Opportunity to contribute a promotional piece to the Strutter Bags
- Premier seating - table of eight (8)

Media Recognition and Benefits:

- You or your company will be recognized as a \$10,000 Platform Sponsor in press releases and pre-event publicity associated with the event as donated by select media
- Feature you or your company logo as a Platform Sponsor on the following event materials:
 - -Invitations
 - -Stiletto Strut website

\$5,000 –STAR STRUTTER SPONSOR – Limited to 8

Sold Out

Event Recognition and Benefits:

- Table of 8 at the 2012 Star Stiletto Strut
- Neiman Marcus/Star Gift Bag, valued at a minimum of \$2500
- Spread in GrandLuxe Magazine featuring all 8 women
- Highlights on the Star Children's Charity website
- Name and/or business listed on the Stiletto Strut invitation
- Invitation to a Private Event for the 8 women only, hosted by Neiman Marcus Willow Bend and Dior
- Appropriate tax benefit for sponsorship and donation

Media Recognition and Benefits:

- You or your company will be recognized as a \$5,000 Stiletto Sponsor in press releases and pre-event publicity associated with the event as donated by select media
- List you or your company name as a Stiletto Sponsor on the following event materials:
 - -Invitations
 - -Stiletto Strut website

\$2,500 -WEDGE SPONSOR

Event Benefits:

- Event tickets for six (6)
- Priority Reserved Seating for six (6)

Media Benefits:

- List you or your company name as a Wedge Sponsor on the following event materials:
 - -Invitations
 - -Stiletto Strut website

\$1,000 - PUMP SPONSOR

Event Benefits:

- Event tickets for four (4)

Media Benefits:

- List you or your company name as a Pump Sponsor on the following event materials:
 - Invitations
 - Stiletto Strut website

\$150 - MARY JANE SPONSOR

Event Benefits:

- One event ticket (1)

Support My Star Strutter!

Support your favorite Star Stutter by making a donation in her name



Star Stiletto Strut
Sponsorship Agreement Form

Neiman Marcus Willow Bend is where all of Collin County's most fashionable ladies will be on March 29, 2012 for the Neiman Marcus Willow Bend Stiletto Strut. Join the stylish well-heeled women stepping out to support Star Children's Charity by strutting through Neiman Marcus Willow Bend for the 2012 luncheon. To secure your place, please complete and submit the form below.

Sponsor Name (as it should appear on any printed materials or media releases):

Address City State Zip
Phone Fax Number
E-mail

Sponsor Levels

See attached for Event Benefits and Media Recognition and Benefits
Reservations required; space is limited

- Platform Sponsor - \$10,000
Wedge Sponsor - \$2,500
Pump Sponsor - \$1,000
Star Strutter Sponsor - \$5,000
Mary Jane Sponsor - \$150
(Sold Out)
(Individual Tickets x \$150 =)

Please accept my donation of \$ in support of Star Strutter

Enclosed is my check for \$ or charge my VISA MasterCard AMEX

Account number Expiration

Please Invoice

Please return agreement form by Fax 972.788.1988 or mail to Star Children's Charity Attn: Caralee Gurney at 17330 Preston Road, Suite 240C Dallas, TX 75252. Questions...call 972.943.3344.

Star is excited to welcome you as a partner in the Star Stiletto Strut...you are helping secure the future of Collin County's children.