2017 SPRING FASHION SOIRÉE
SPONSORSHIP OPPORTUNITIES
AND EVENT DETAILS
THE VISION & MISSION

Founded in 2010, Runway to Hope’s mission is to provide support and direct assistance to Central Florida children and their families who have been impacted by pediatric cancer. Mark and Josie NeJame, the founders of Runway to Hope, envisioned a charity that would keep funding centered to local families as well as devoting resources to new and innovative programs and initiatives to the Central Florida pediatric cancer community.

Through the Runway to Hope Family Assistance Program, direct aid is provided to families who are in desperate need of assistance. Runway to Hope helps cover expenses such as gas, water, electricity, mortgage, car payments, and sadly, at times, funeral and end-of-life expenses.

Additionally, through partnerships with Arnold Palmer Hospital for Children, Florida Hospital for Children, and Nemours Children’s Hospital, Runway to Hope brings new programs and initiatives to the pediatric oncology programs in each of these hospitals by its contribution of a $3 million pledge.

Our beloved event has been named “Best Charity Event” a combined total of thirteen times in its seven year existence by the Orlando Business Journal, Orlando Magazine, and Orlando Style. Runway to Hope was also the recipient of the Award for Excellence in Fundraising by a Non-Profit Organization from the Association of Fundraising Professionals and Mark and Josie NeJame were honored to be awarded “Outstanding Philanthropists” in 2014 on National Philanthropy Day.

RUNWAY TO HOPE’S SPRING FASHION SOIRÉE

The Runway to Hope Spring Fashion Soiree is the organization’s signature fundraising event of the year! The highlight of the evening is an inspiring and heartwarming fashion show featuring more than 150 incredible and brave children, all of whom are currently battling or have overcome their pediatric cancer. Modeling much more than clothing, these courageous children walk the runway hand-in-hand with one of our national and local celebrity escorts. The models who take the stage are all between the ages of 2 to 18. It is incredible to watch all of them show off their strength and unwavering spirits as they strut and smile down the runway. The Runway to Hope Spring Fashion Soiree is a celebration of these children and their incomparable courage.

The annual Spring Fashion Soiree is also a true testament to the support and passion the Central Florida community has shown towards this inspiring cause. Since Runway to Hope’s inception in 2010, the Soiree has soared. In May 2016, the event hosted approximately 2,400 guests and an outstanding amount of $1.3 million was pledged during this single, spectacular evening! Over $5.5 million has been raised by Runway to Hope since its inception. Being Central Florida’s largest charity event and its most highly anticipated evening, the Runway to Hope Spring Fashion Soiree takes place at the luxurious Rosen Shingle Creek Resort, one of our most valued corporate sponsors.

WHEN AND WHERE

May 20, 2017
Rosen Shingle Creek
9939 Universal Boulevard
Orlando, FL 32819

OUR PARTNERS

Runway to Hope Partners and Donors have the unique opportunity to not only save children’s lives, but to also provide these amazing kids with some of the most joyful and happy memories of their childhoods. Unfortunately, pediatric cancer only receives a relatively small percentage of money provided for cancer research, treatment, and cures. This is why private donations are incredibly essential and necessary to curing and treating pediatric cancer.
THE $3 MILLION PLEDGE

The funding and proceeds raised for the annual Spring Fashion Soirée contribute to Runway to Hope’s $1 million dollar pledge to each of the three Central Florida local children’s hospitals.

ARNOLD PALMER HOSPITAL FOR CHILDREN:

Runway to Hope funds support Central Florida’s first-ever comprehensive Pediatric Neuro-Oncology Program, comprised of a team that provides the full range of medical and emotional support specific to pediatric brain tumor patients during and after treatment. The donation made by Runway to Hope helps fund the Pediatric Brain Tumor Program. Nationally recognized brain tumor expert, Dr. Amy Smith, MD., leads this comprehensive, multidisciplinary program focused on pediatric brain and spinal cord tumors. This is one of the only programs in Florida that has a dedicated Pediatric Neuro-Oncologist. In the state of Florida, there are about 220 children who will be diagnosed with a brain tumor every single year.

FLORIDA HOSPITAL FOR CHILDREN:

Runway to Hope funds the Pediatric Palliative Care Program. Pediatric palliative care (PPC) is specialized medical care for children with life-threatening conditions. It focuses on providing relief from the symptoms, pain, and stress of a serious life-threatening condition—whatever the diagnosis. PPC is provided by an interdisciplinary team of doctors, nurses, social workers and other health care specialists. Its purpose is to develop a plan of care with families that meets the medical, spiritual and emotional needs of the child and family in an effort to enhance quality of life. Runway to Hope’s 2016 support of our Pediatric Palliative Care Program is allowing our team to expand and grow to meet the needs of our pediatric oncology patients.

NEMOURS CHILDREN’S HOSPITAL:

Runway to Hope funds the National Cancer Institute Community Oncology Research Program (NCORP). This program is led by a team of physicians including Dr. Andrew Kolb, Chief Hematology/Oncology Director, Dr. Eric Sandler, Division Chief of Hematology/Oncology, as well as Dr. Ramamoorthy Nagasubramanian, Division Chief of Hematology/Oncology. Nemours provides a leadership role in cancer control clinical trials and is one of only two designated pediatric NCORPs in the country. Runway to Hope also funds the Interventional Radiology (IR) Program. Nemours has the second largest pediatric IR group in the country, and currently has the only pediatric interventional radiologists in Central Florida.

FAMILY ASSISTANCE PROGRAM

In addition to its $5 million pledge to our children's hospitals, Runway to Hope provides desperately needed direct assistance to children and their families affected by childhood cancer. When a child is diagnosed with cancer, the entire family is put to the test and faces incomprehensible, life-altering situations. Families of childhood cancer patients often experience a dramatic drop in income when caring for their children. Often one parent has to quit work to care for their child. Their entire schedule is often quickly devoted to being bedside in a hospital setting or dedicating all of their time and resources to their child's care. Added to this, is the additional stress and inability to afford the bills and expenses related to medical treatment which can be very overwhelming.

The contributions made to Runway to Hope assist with many necessities including hospital meals, transportation to and from the child’s life-saving treatments, insurance, mortgage and car payments, as well as frequent requests to maintain the essentials in a home such as electricity and water. Tragically, as aforementioned, end of life and funeral costs are sometimes a reality for these families who have been both emotionally and financially devastated. The needs are endless and solely funded by philanthropy. Childhood cancer is not a battle these families can or should fight alone.

Photo Credit: The Nielsen's Photography and Design
### Runway to Hope’s Celebrity Endorsers

**Kym Johnson**
- 2x "Dancing with Stars" Champion
- Former RTH Host

**Robert Herjavec**
- "Shark Tank" Entrepreneur
- Former RTH Host

**Joey Fatone**
- NSYNC Singer
- Former RTH Gala Host

**Bill Rancic**
- Winner of "The Apprentice," TV Personality, Producer
- Former RTH Gala Host

**Giuliana Rancic**
- TV Personality, Clothing Designer, Producer, Emmy Award Winner
- Former RTH Gala Host

**Ross Matthews**
- TV Personality
- Former RTH Gala Host

**Brooke Burke Charvet**
- Actress, Dancer
- Former RTH Gala Host

**Gabby Douglas**
- 2016 Gold Medalist, U.S.A., Women’s Gymnastics Team
- Former RTH Gala Host

**Ashley Greene**
- Actress, Teen Choice Award Recipient
- Former RTH Gala Host

**Zanna Roberts Rassi**
- Senior Fashion Editor for Marie Claire magazine

**Shaquille O’Neal**
- Retired 4x NBA Champion, Analyst

**George Kotsiopoulos**
- Fashion Expert, Television Host

**DJ Khaled**
- Record Producer, Radio Personality and DJ

**Katie Couric**
- Journalist, Television Host

**Hoda Kotb**
- News Anchor, Co-Host NBC’s “Today”

**George Lopez**
- Comedian, Actor, 2016 Partnership, TV Host, Producer

**Lawrence Zarian**
- TV Personality, Lifestyle Expert

**Laura Brown**
- Senior Fashion Editor of InStyle magazine

**Jay Sean**
- Singer-Songwriter

**Iggy Azalea**
- Rapper, Singer, Songwriter

**Andy Grammer**
- Singer-Songwriter

**One Direction**
- Pop Band, 4x MTV Music Video Awards, 19x Teen Choice

**Boys II Men**
- R&B Vocal Group

**Piers Morgan**
- Host, "Piers Morgan Live"

**Marcia Gay Harden**
- Actress, Academy Award Winner

**Larry the Cable Guy**
- Comedian, Actor

**Dr. Oz**
- Surgeon, TV Personality, 4x Emmy Award Winner

**Nancy Grace**
- Television Host

**Dan Rather**
- Journalist, Former Anchor, CBS Evening News

**Billy Gardell**
- Comedian, Actor

**David Copperfield**
- Illusionist, 21x Emmy Award Winner, 11 Guinness World Records

**Kennedy G.**
- Saxophonist, AMA Recipient

**Mario Lopez**
- Actor, Television Host, 4x Young Artist Award Winner

**Dr. Drew Pinsky**
- Host, "Dr. Drew on Call"

**Johnny Wright**
- Music Manager, CEO of Wright Entertainment Group

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**Runway to Hope’s Celebrity Endorsers**

**Rachel Platten**
- Singer, Songwriter

**Paula Abdul**
- Singer, Songwriter

**Iggy Azalea**
- Rapper, Singer, Songwriter

**Andy Grammer**
- Singer-Songwriter

**Brooke Burke Charvet**
- Actress, Dancer
- Former RTH Gala Host

**Gabby Douglas**
- 2016 Gold Medalist, U.S.A., Women’s Gymnastics Team
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“Runway to Hope gives us one day out of 365 days that we can smile and have no worries. Our reality doesn’t exist just for a one day! Although it’s only one day, Runway to Hope gives us hope to keep fighting!” — Charmein, Dalen’s Mom

“I was so moved to learn the story of Runway to Hope and their fight against pediatric cancer. This incredible organization has offered not only support, but also much needed hope for the many families fighting the disease.” — Frank Santos, CFO Rosen Hotels & Resorts

“Runway to Hope is an anchor in the fight against childhood cancer. Your gift has enabled our pediatric brain tumor patient volume to quadruple since 2011. Over five thousand doctor visits have been made to our clinic, a second neuro-oncologist has been recruited to our hospital, and more than 300 children have received comprehensive and loving care. We are so grateful for your support and advocacy. Because of Runway to Hope, lives are being changed and hope has found a home in Central Florida.” — Dr. Amy Smith, Pediatric Neuro-Oncologist, Arnold Palmer Hospital Center for Children’s Cancer and Blood Disorders

“This event showcases youngsters who so bravely fight this dreaded disease, who can at least for a moment put their struggle aside and enjoy a celebratory atmosphere.” — Harris Rosen, President and COO, Rosen Hotels & Resorts

“This was the most incredible experience we have ever had! Ayden says he felt like a famous person and very, very special. He loves you all!” — Tiffany Henke, Mother of Ayden Morgan

“I am honored to walk year after year, hand-in-hand, with Orlando children who battle childhood cancer. Runway to Hope’s efforts to end childhood cancer truly make a difference in our community, and Orlando is stronger because of their efforts. Thank you Runway to Hope for encouraging, supporting and funding the HOPE of a cure to Orlando childhood cancer warriors.” — Buddy Dyer, Orlando City Mayor
SPONSORSHIP

In addition to the outlined partnership levels listed, Runway to Hope can create customized packages and benefits that meet all specific needs or requirements for participation. Every partner is unique, and Runway to Hope is committed to fulfilling the desired value of your contribution to the annual Spring Fashion Soirée.

"I can’t describe the feeling to be a part of making these amazing children feel special. It is truly incredible. I am honored and so proud to work with you all. The Runway team is inspirational." — Tracey Currey, 2016 Sponsor, Pony Tail Bows
LETS HOLD HANDS.
LETS WALK TOGETHER.
LETS END CHILDHOOD CANCER.

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