To Whom It May Concern:

We have an exciting opportunity for your company to participate in the Bronze Elegance Committee’s dedication to educating the University of Michigan, Ann Arbor campus and surrounding communities. This year we are planning an entire week of educating the public on HIV/AIDS.

The schedule for the week is as follows: Monday thru Wednesday (March 12-14) there will be three lectures on various topics. Potential topics are HIV/AIDS and Women (emphasis on African American Women), Global HIV/AIDS, and Public policy and HIV/AIDS. The speaker names have not yet been released. On Thursday (March 15) there will be a panel of people that are currently living with AIDS. Also, Thursday night there will be a candle light vigil on the Michigan Diag. Finally, on Saturday (March 17) the 29th Bronze Elegance Fashion show will take place. The show will be held in the University of Michigan Union Ballroom at 8pm. All of the proceeds from BE, and additional funds raised, will go to the American Foundation for AIDS Research (www.amfar.org).

We are asking the business community to help us with this cause. There is a four tier system in which your business can get involved; all donations are tax-deductible. The first tier is Bronze, which is set at $250.00. The second is silver, which is set at $500.00. The third tier is gold, which is set at $1,000. Finally, the fourth tier is Platinum, which is set at $2,500. Donations will go towards equipment rentals, room rentals, and speaker’s honorariums.

This past year we expanded the show dramatically. We had national named brand clothing companies such as: The GAP, Banana Republic, Loehmann’s, Anna Banana, and Marshall’s. In addition, the special designer clothing line was PRIMP. PRIMP clothing is very popular among the stars; Jessica Simpson, Paris Hilton, and Teri Hatcher all have worn the PRIMP clothing line. In addition, we had Quest-Productions produce the show.

This is an exciting opportunity for your business to be involved in the most expected, explosive event at the University of Michigan. This will be our 29th year producing the B.E. Fashion Show; and, it sells out every year with over 450 people attending. The B.E. committee is ecstatic in helping with the cause of preventing HIV/AIDS. The show is a celebration of diversity using fashion as its primary avenue. B.E. is a prominent event on the University of Michigan’s campus and serves as a vibrant symbol of our commitment to educating our campus on diverse issues of the world.

If you are interested please contact the Business/ Operations Director by email at ddlee@umich.edu or by cell at 248-388-1930. I look forward to working with your establishment.

Sincerely,

Dominique D. Lee
Business/Operations Director