



*Pink Ribbon Connection*

**Presents:**

**The 22<sup>nd</sup> Annual**  
***“Stars of Pink”***  
**Breast Cancer Survivor**  
**Fashion Show Luncheon**

**Saturday, October 1, 2016**

With no history of breast cancer in my family, I was surprised when my routine mammogram revealed cancer. In the whirlwind of treatment, someone gave me a phone number to call for support. I was contacted by a local Pink Ribbon Connection Help Line peer counselor, and through that caring connection, I felt encouraged, hopeful ... and a little less scared.

**Jackie Abbett**  
**Breast Cancer**  
**Survivor**



I struggle with apprehension. I would have an MRI or mammogram every month if they would let me! My experience has opened my eyes about how far breast cancer awareness, treatments and support organizations have come. I am inspired by Pink Ribbon Connection volunteers and have learned that breast cancer profoundly affects my family and friends as well.

**Amy Bulger**  
**Breast Cancer**  
**Survivor**



As I sifted my way through survival statistics and treatment options, a friend suggested I contact the Pink Ribbon Connection Help Line. I called and had the opportunity to speak with a breast cancer survivor. She shared her story and offered her encouragement, humor and hope.

It was just what I needed.

**Becky Outcalt**  
**Breast Cancer**  
**Survivor**



# Organizational Overview

Pink Ribbon Connection is a volunteer-based, 501 (c)3 not-for-profit 501 (c)(3) breast cancer support and information organization.

## Mission

Our mission is to provide emotional support, local resources and education to those touched by breast cancer across Indiana.

## History

Pink Ribbon Connection was founded in 2006 by a network of breast cancer survivors. Since that time Pink Ribbon Connection has assisted more than 4,000 breast cancer patients in 24 counties, sharing information and resources and providing local support.

# Our Resources and Services

- ★ Peer Counseling Help Line
- ★ Patient Resource Packet
- ★ Pink Letter – monthly electronic newsletter
- ★ Educational Gatherings
- ★ Library
- ★ Free Wigs, Bras, Prosthetics, Hats, and Scarves
- ★ Website

# Distribution Partners (partial list)

- ★ Ball Memorial Hospital in Delaware County
- ★ Bartholomew County Cancer Services
- ★ Boone County Cancer Society
- ★ Breast Care Center of Indiana
- ★ Cancer Services of Grant County
- ★ Center for Women's Health
- ★ Community Health Network
- ★ Decatur County Memorial Hospital
- ★ Eskenazi Health
- ★ Franciscan St. Francis Health
- ★ Gennesaret Clinic
- ★ Hancock County Regional Hospital
- ★ Hendricks Regional Hospital
- ★ IU Simon Cancer Center
- ★ IU Health
- ★ Indiana Women's Prison
- ★ Johnson County Memorial Hospital
- ★ Little Red Door
- ★ Major Hospital in Shelby County
- ★ Minority Health Coalition of Marion County
- ★ Morgan County Regional Cancer Center
- ★ Olcott Center For Cancer Education in Monroe County
- ★ Riverview Health in Hamilton County
- ★ Rushville Memorial Hospital in Rush County
- ★ Schneck Medical Center
- ★ St. Vincent Hospitals
- ★ VA Hospital
- ★ Westview Hospital
- ★ Witham Health Services in Boone County

# **Pink Ribbon Connection Presents the 22<sup>nd</sup> Annual Breast Cancer Survivor Fashion Show Luncheon**

**October 1, 2016**

**at the Indianapolis Marriott Downtown**

**10:00am**





# Local Talent

- ★ The Secret Ingredient and J. Benzal will provide the fashions, staging and choreography for this unique event
- ★ Markey's Rental & Staging provides the professional runway and lighting.
- ★ Carrie Cline, anchor at WTHR, will be the emcee.



# Fashion Show Models

- ★ The models are breast cancer survivors and members of their medical teams.
- ★ This unique event features inspiring personal stories read aloud as they walk the runway





# Fashion Sponsor

## The Secret Ingredient

- ★ Location: 5631 N. Illinois Street, Indianapolis
- ★ Other locations: Richmond, IN; Dayton, OH; and Ave Maria, FL
- ★ Fashion Collections
  - Adore
  - Alberto Makali
  - Lee Anderson
  - Linda Lundstrom
  - Marjorie Baer
  - Samuel Dong
  - Tribal
  - Belldini
  - Cartise
  - Frank Lyman
  - Joseph Ribkoff



# Fashion Sponsor

**J. Benzal**

**Menswear**

★ Locations:

★ 739 Massachusetts Avenue, Indianapolis, IN 46204

★ 711 Veteran's Way, Carmel, IN 46032

- Suits
- Shirts
- Ties
- Outerwear
- Accessories



# Sponsorship Levels & Benefits

## Pink Ribbon Sponsorship Benefits

- ★ Six foot exhibit table outside the Ball Room
- ★ Exclusive recognition as a premier sponsor with name and logo included in all promotional materials and media releases
- ★ Full page black and white ad (5" by 8") prominently placed on either the inside front cover or inside back cover of the keepsake program
- ★ VIP seating for sixteen (two tables of eight) next to the runway
- ★ Recognition of sponsorship and company representative built into the event script
- ★ Company logo prominently scrolled on large screens at event
- ★ Logo recognition of sponsorship on event signage
- ★ Corporate name prominently displayed on table sign
- ★ Logo recognition in the event program on corporate sponsor page
- ★ Company logo and name published in *The Pink Letter*
- ★ Pink Ribbon Sponsorship \$15,000

# Matching Gifts Sponsor Package

**For all dollars donated during the 2016 Stars of Pink Breast Cancer Survivor Fashion Show, your company will match dollar to dollar up to \$10,000.**

- **Special recognition during fashion show**
- **Podium time for a company representative to speak**
- **Logo recognition on the screens**
- **Special recognition in the program as the Matching Gifts Sponsor**
- **Full page ad in the event program**
- **Priority seating for one (1) table of eight**
- **Booth Presence**
- **Option to provide promotional items at the guest tables or seats**
- **Recognition on Pink Ribbon Connection's event website**
- **Name recognition in all press event press releases**



# Reception Sponsor

Guests and sponsors gather in the hall that wraps the ballroom prior to the doors opening for the 2015 Stars of Pink Fashion Show to drink a beverage, shop at the Secret Ingredient boutique and visit sponsor booths.

- Logo recognition on signage placed in the reception area (combination of 22"x28" signage placed on easels and tented signage placed on bars)
- Logo placement on napkins
- Special recognition on the invitation
- Special recognition in the program as the Reception Sponsor
- Full page ad in the event program
- Priority Seating for one (1) table of eight at the Stars of Pink Breast Cancer Survivor Fashion Show
- Booth presence
- Option to provide promotional items at the guest tables or seats
- Recognition on Pink Ribbon Connection's event website
- Fashion Show Reception Sponsor - \$10,000

# Sponsorship Levels & Benefits

## Platinum Sponsorship Benefits

- ★ Six foot exhibit table outside the Ball Room
- ★ Full page black and white ad (5" by 8") in the keepsake program
- ★ Corporate seating for sixteen (two tables of eight ) in prime location next to the runway
- ★ Recognition of sponsorship and company representative built into the event script
- ★ Company logo prominently scrolled on large screens at event
- ★ Logo recognition of sponsorship on event signage
- ★ Corporate name prominently displayed on table sign
- ★ Logo recognition in the event program on corporate sponsor page
- ★ Company logo and name published in *The Pink Letter*
- ★ Platinum Sponsorship \$10,000

## Gold Sponsorship Benefits

- ★ Six foot exhibit table outside the Ball Room
- ★ A half page black and white ad (5" by 4") in the keepsake program
- ★ Corporate seating for eight near the runway
- ★ Recognition of sponsorship and company representative built into the event script
- ★ Company logo prominently scrolled on large screens at event
- ★ Logo recognition of sponsorship on event signage
- ★ Corporate name prominently displayed on table sign
- ★ Logo recognition in the event program on corporate sponsor page
- ★ Company logo and name published in *The Pink Letter*
- ★ Gold Sponsorship \$5,000

# Model Reunion Party Sponsor

- Logo recognition on event signage (22"x28" signage placed on an easel)
- Four (4) seats at the Model Reunion Party
- Full or half page ad in the event program
- One (1) table of eight at the Stars of Pink Breast Cancer Survivor Fashion Show
- Booth presence
- Option to provide promotional items to each model
- Recognition on Pink Ribbon Connection's website
- Model Reunion Party Sponsor - \$5,000

# Sponsorship Levels & Benefits

## Silver Sponsorship Benefits

- ★ A black and white one quarter page ad (5" by 2") in the keepsake program
- ★ Corporate seating for eight in preferred location near the runway
- ★ Company logo prominently scrolled on large screens at event
- ★ Name recognition of sponsorship on event signage
- ★ Corporate name prominently displayed on table sign
- ★ Name recognition in the event program on corporate sponsor page
- ★ Name published in *The Pink Letter*
- ★ Silver Sponsorship \$2,700

## Bronze Sponsorship Benefits

- ★ Corporate seating for eight
- ★ Company logo prominently scrolled on large screens at event
- ★ Name recognition of sponsorship on event signage
- ★ Name recognition in the event program on corporate sponsor page
- ★ Name published in *The Pink Letter*
- ★ Corporate name prominently displayed on table sign
- ★ Bronze Sponsorship \$2,000



# Questions?

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