

The 6th Annual Pink Tie Gala

presented by...

Bon Secours Cancer Institute



October 20, 2012

***100% of our net proceeds benefit
The Central Virginia Affiliate of
Susan G. Komen for the Cure®***

www.pinktiegala.org

On October 22nd 2011, we held our 5th Annual Pink Tie Gala for breast cancer research, and the response from the Central Virginia community was amazing. In the past 5 years, the gala has grown from a simple fundraiser, to the premier event of its kind in the Richmond area. That has happened because we have had dedicated people willing to make a difference and the financial support of community minded businesses like yours. We combine a program that highlights individual breast cancer survivors and their uplifting stories, and a benefit gala to further breast cancer research and support programs.

We are currently accepting sponsors at all levels for next year's gala and I wanted to outline some of the benefits of being associated with our event. Obviously, we do good work in the community and fighting breast cancer is a worthy enough reason for anyone's support, but in today's economic climate, it is more important than ever to make sure each advertising dollar is being utilized to its fullest potential. Beyond that, simply reaching the correct demographic is becoming increasingly difficult.

That is the beauty of our event. The biggest part of our audience is made up of women, whom we know make most of the buying decisions today, and health care professionals. Although our event is in October, one of the most crucial points of our mission is to promote awareness of this disease all year-round. We do this with newsletters, email campaigns, smaller community events, traditional media, internet marketing, and social media marketing. Last year's television (WTVR and Comcast), radio (Lite 98), and print news coverage alone promoted our event and its sponsors to hundreds of thousand of Central Virginia residents. This was positive exposure for those sponsors which could not have been purchased otherwise.

I have included a sponsorship package so that you can see the available levels of support, and would like to arrange a time when we can speak in person about partnering in this endeavor. I hope to talk with you soon.

Respectfully,

Susan Groves, President, River City Charities... We Bring the Pink Tie Gala to Richmond

804-745-0006

Susan@pinktiegala.org

2012 Pink Tie Gala Sponsorship Opportunities

	Presenting Sponsor \$20,000	Platinum Sponsor \$7500	Gold Sponsor \$5000	Silver Sponsor \$2500	Bronze Sponsor \$1000
Tickets to the Pink Tie Gala	20	10	6	4	2
Reserved table at the Gala	2 Table	1 Table			
Company logo on all printed material to include: tickets, advertisements, event signage, programs, and event posters.	*				
Company logo on:					
Website with link	*	*	*	*	
Flyers	*	*	*		
event posters	*	*	*	*	
Banner in ballroom	*				
Photographer backdrop	*				
Tent cards on each table	*				
Listing on:					
Website and 2012 dancer introduction video posted on social media and on website	*	*	*	*	*
Pink Tie Gala Event Program	*	*	*	*	*
Front Page Article in Newsletter	*	*			
Listing in monthly newsletters	*	*	*		
Company video on the official Pink Tie Gala website	*	*	*		
Logo displayed in slide show on 8ft screen in ballroom	*	*	*	*	*
Ad in the Pink Tie Gala event program	2 Full Page	1 Full Page	Half Page	Quarter Page	
Recognition at the event	*				
Display table honoring the company at entrance to the Ballroom	*				