



# CELEBRATE WITH US & BECOME A PARTNER

## *Pink Diamond Gala*

September 25, 2016

**Riviera Parque Dining, Banquet**

2800 Hwy 7, Vaughan, ON L4K 1W8

Charity # 849225040 RR0001

\*Catherine McCormack  
ABC Ambassador  
and Executive Director

***after** BREAST CANCER's mission is to empower women nationwide who are affected by breast cancer through after care education, resources, financial aid and community engagement.*

## **CATHY'S STORY IS OUR STORY...**

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As a single parent I could not justify the expense of a new prosthetic, not when there was always something that the kids needed. I would make due and sacrifice so that the kids would not.

Within three hours of my placing that first phone call to After Breast Cancer I had a new breast prosthetic that was the right size, I had a proper fitting bra and most importantly I felt good about my appearance again. Something I hadn't felt in a very long time.





# *after* BREAST CANCER

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***after BREAST CANCER is a Canada wide charity dedicated to supporting and celebrating those affected by breast cancer.***

Most people believe that surviving breast cancer treatment is the end of the battle, but in fact, it is the beginning of the healing journey. After treatment, breast cancer graduates face numerous physical, emotional, and financial challenges. Countless women struggle to re-establish themselves in the workforce, manage chronic health issues resulting from treatment, instate new healthy lifestyle habits, overcome depression, and become reacquainted with their new bodies.

- 1. RESEARCH AND DEVELOPMENT:** To identify under-served areas in breast cancer survivorship that lack resources and provide evidence based information that can facilitate informed decision making on issues related to breast cancer survivorship.
- 2. DIRECT SUPPORT:** To provide women who have no insurance and limited financial resources with a mastectomy bra, camisole and breast prosthesis at **NO COST** to them after breast removal surgery (mastectomy or lumpectomy).
- 3. SUPPORT FOR THE FUTURE:** To provide resources that contribute to a woman's Quality of Life (QOL) after breast cancer.





**YOUR LOGO**



## **SINCE 2013, WE HAVE FINANCED **251 WOMEN** THROUGH THE ABC PROGRAM**

- Partnered with the Toronto Argonauts and distributed over 5,000 educational brochures at the Pink Game
- Collaborate with Gilda's Club to host monthly educational bra and breast prosthesis workshops
- Provide bras and breast prosthesis (valued at approx. \$175,000.00) to low-income women annually
- Host Annual SIHE Project, a photography competition judged by Toronto's talented media personalities
- Reached 80,000+ Canadians while they listen to CHIN Radio for two hours a day
- Fitting and Educational Workshops with Access to 5000+ Survivors throughout 5 GTA Cancer Support Centers
- Over 240 yearly Fittings and Education Sessions at our headquarters
- Pink Diamond Annual Gala welcoming 500+ attendees
- Spreading awareness amongst a population of over 400 million Canadians through AM640, Rogers TV Toronto, Rogers TV and Global TV.

### **Reached 400M+ Canadians through:**

- AM640
- Rogers TV
- Global TV
- Metro News
- CTV
- City TV
- Panorama Magazine
- Snap Magazines
- Good News Toronto
- NEWSTALK 1010
- What She Said with Christine Bentley
- Whistle Radio 102.7fm

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# PINK DIAMOND GALA

## HOW OUR PARTNERS SHINE

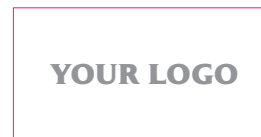
Our Pink Diamond Fundraising Luncheon Gala is set for SEPTEMBER 25, 2016 to help raise money in support of women who have survived breast cancer. This annual event is one of the city's most stylish event, with all proceeds going directly to **after BREAST CANCER**.

Sponsors can make a big difference. Sponsors can donate money, prizes, auction items and they can pay for advertising space as well. Sponsors can be individuals, local groups or companies.

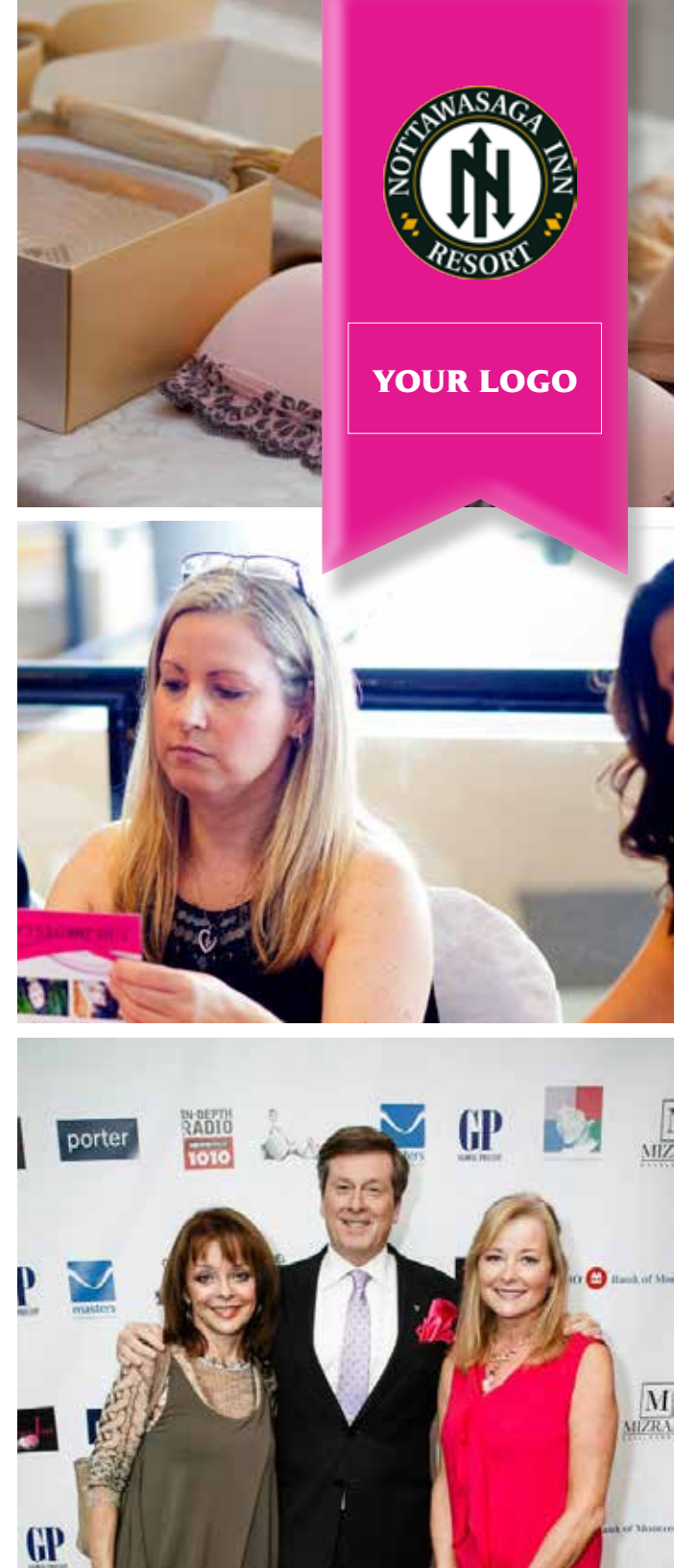
Below you will find a list of examples of sponsorship ideas. These sponsorship ideas are merely suggestions and we recognize that everyone's support will be unique. We encourage you to do what you can and to have fun. We appreciate the effort that you are putting forth and would like to be as much help as possible to you in return.

### Some options for your support of our upcoming Gala:

- Corporate Sponsor
- Audio and visual
- Flowers (centerpieces and decoration)
- Banquet Sponsor
- Media Sponsor
- Print Sponsor



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## PARTNER HIGHLIGHT: SKECHERS CANADA HELPING ABC STEP INTO THE RIGHT DIRECTION

### HOW OUR PARTNERS SHINE

#### SKECHERS PARTNERSHIP

The **SKECHERS** team decided to partner with **after BREAST CANCER** to raise funds, to donate products while helping us increase our brand at the National Women's Show.

#### The partnership includes:

- A donation of **\$20,000.00** to **after BREAST CANCER**
- Over **250 shoes** to our graduates
- **70 Water bottles** for our VIP gift bags

#### BENEFITS FOR SKECHERS

- Lead brand for our gala with over **550 attendees**
- National Women's Show branding to over **38,000 guests**
- Through the Social Media Campaign, SKECHERS invited guests to the booth at the National Woman Show, SKECHERS fans wearing their new gear, supported **after BREAST CANCER** and wrote their comments on the wall of support. This attracted other guests and generated positive coments throughout Social Media with the hashtag **#SKECHERSPinkTribute**







# SKECHERS®

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# HOW TO GET INVOLVED IN OUR PINK DIAMOND GALA

September 25, 2016 at the Riviera Parque Dining, Banquet 2800 Hwy 7, Vaughan, ON L4K 1W8

We value all of our partners as they are fundamental to the growth and success of **after BREAST CANCER**. We understand that every partner is unique, so each partnership is tailored to provide mutual benefit to both organizations. We invite you to discuss your goals and ambitions with us so we can grow together and guide you through the variety of ways we can work together. We achieve success with all our partners.

	Presenting \$9,000	Crystal \$5,000	Gold \$3,500	Silver \$2,000	Bronze \$1,500
Tickets to the luncheon gala	16	12	08	06	04
“Presented By” Logo Placement at the gala	✓				
Logo Placement on the <b>after BREAST CANCER</b> Website for a period of 1 year after the event	✓	✓	✓		
Dedicated activation area provided exclusively for your brand	✓				
E-blasts from the <b>after BREAST CANCER</b> databases (approximately 10,000)	✓	✓	✓	✓	
Listed in the event program	✓	✓	✓		
Event advertising	✓	✓			
Colour ad in the event program	Full Page	3/4 Page	1/2 Page	1/4 Page	
Social media      	✓	✓	✓	✓	✓
Verbal recognition at the event	✓	✓	✓		
Logo placement on event on-site signage	✓	✓	✓	✓	✓
Signage co-branded with <b>after BREAST CANCER</b> at Media Day	✓				
Invitation to serve on Steering Committee	✓	✓	✓	✓	✓
Company name on all media materials, press releases and mass emails	✓	✓			



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## OUR GRADUATE STORIES

### DEBORAH - ANN

"I do not see requiring a breast prosthesis or finding a proper prosthesis bra as cosmetic. As a survivor, that was my one disappointment in not having had the health care providers equip me with the next steps in restoring my body."

### ELIZABETH

"If the After Breast Cancer Program didn't exist, I would not be wearing my prosthetic boob and mastectomy bra. I would be still stuffing my old bras with anything I could find and hope that it matched close enough for others not to notice."





# SPONSORSHIP REPLY FORM

## PINK DIAMOND GALA

September 25, 2016

Riviera Parque Dining, Banquet  
2800 Hwy 7, Vaughan, ON L4K 1W8

## PLEASE MAIL TO:

after BREAST CANCER  
1292 St. Clair Avenue West  
Toronto, ON M6E 1C1

## OR EMAIL TO:

info@afterbreastcancer.ca



RBC  
Royal Bank

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TICKETS AND PACKAGES	Price	Select / write amount
PRESENTING SPONSOR	\$9,000.00	
PINK DIAMOND SPONSOR	\$5,000.00	
GOLD SPONSOR	\$3,500.00	
SILVER SPONSOR	\$2,000.00	
BRONZE SPONSOR	\$1,500.00	
PINK DIAMOND - Gala Table of 10 People - VIP Seat & Gift Bag	\$1200.00	
GOLD - Gala Table of 10 People - Regular Seat	\$700.00	
PINK DIAMOND - Single Gala Ticket - VIP Seat & Gift Bag	\$125.00	
GOLD - Single Gala Ticket - Regular Seat	\$75.00	
PROGRAM ADVERTISING - Inside Full Page Ads should be submitted as Illustrator or Photoshop documents with images and live fonts included or as a high resolution PDF	\$350.00	
PROGRAM ADVERTISING - Inside Half Page Ads should be submitted as Illustrator or Photoshop documents with images and live fonts included or as a high resolution PDF	\$220.00	

NAME: \_\_\_\_\_

CORPORATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## PAYMENT METHOD:

Please make cheque or money order  
payable to **after BREAST CANCER**.

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## GIFT-IN-KIND DONATION CONFIRMATION FORM

**TITLE:** \_\_\_\_\_ **NAME:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

**NAME TO APPEAR ON AUCTION LOT:** \_\_\_\_\_

**DO YOU REQUIRE A TAX RECEIPT? YES** ☐ **NO** ☐

**BRIEF DESCRIPTION OF ITEM(S) BEING DONATED:** \_\_\_\_\_

\_\_\_\_\_

\*\*\*This description will be included in the auction guide and in the auction lot. Please be sure to include any specific details including expiry dates or special restrictions\*\*\*

**THE FAIR MARKET VALUE FOR THE ITEM IS: \$** \_\_\_\_\_ (Not including HST)

\*Arrangements can be made for donations to be picked up from your home or business\*.

### DEADLINE:

Please submit this form and your donated item to After Breast Cancer, 1292 St. Clair Avenue West Toronto, ON M6E 1C1 no later than **Friday, September 16, 2016.**

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*“All women deserve to feel attractive and confident...and to thrive.”*

– Alicia Vianga, Founder of **after** BREAST CANCER.



#### CONNECT WITH US

-  @ABC\_program\_
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-  After Breast Cancer
-  After Breast Cancer
-  AfterBreastCancer.ca

#### THANK YOU, FROM OUR BOARD OF DIRECTORS

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**Seema Singh:** Marketing Director  
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**Dr. Marla Ash:** Vice Chair and Medical Advisor  
**Christine Bentley:** Media Ambassador



**MAKING A DIFFERENCE...  
ONE WOMAN ONE SURVIVOR AT A TIME.**

#### FOR MORE INFORMATION, PLEASE CONTACT:

**Alicia Vianga,** *Founder and President*

**T:** 647 342 9217 or 416 560 3835

**E:** alicia@afterbreastcancer.ca