



CELEBRATE WITH US & BECOME A PARTNER

Pink Diamond Gala

September 24, 2017

Riviera Parque Dining, Banquet

2800 Hwy 7, Vaughan, ON L4K 1W8

Charity # 849225040 RR0001

*Donna Toulmin
ABC Ambassador

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...

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

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 mastectomy bras, camisoles and breast prostheses at NO COST to them after breast 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.

(647) 342-9217 | afterbreastcancer.ca





Premier Jour

YOUR LOGO



SINCE 2013, WE HAVE FINANCED **300 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 and Hearth Place Cancer Centre to host monthly educational bra and breast prosthesis workshops
- Provide bras and breast prosthesis 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 550+ attendees
- Spreading awareness amongst a population of over 39 million Canadians through AM640, Rogers TV Toronto, Rogers TV and Global TV.

Reached 39M+ 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

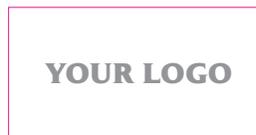
Our Pink Diamond Fundraising Luncheon Gala is set for **SEPTEMBER 24, 2017**~ to help raise money in support of women who have survived breast cancer. This annual event is one of the city's most stylish event, with all proceeds going directly to **after BREAST CANCER**.

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.

Here are some options for your support of our Gala:

- **Corporate Sponsor**
- **Audio and Visual**
- **Media Sponsor**
- **Print Sponsor**
- **Gift-In-Kind Sponsor**
- **Live Auction Items Sponsor**



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YOUR LOGO





YOUR LOGO

PARTNER HIGHLIGHT: HELPING ABC STEP INTO THE RIGHT DIRECTION

THANK YOU!



LiUNA! LOCAL 183 Feel the Power



LiUNA! Local 506



The Cristina Ciccolini Fund



Hearth Place Cancer Support Centre



So That No One Faces Cancer Alone™



EMERY Business Improvement Area



CountryWide HOMES



HOW TO GET INVOLVED IN OUR PINK DIAMOND GALA

September 24, 2017 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.

SPONSORSHIP LEVELS	Presenting \$9,000	Crystal \$5,000	Gold \$3,500	Silver \$2,500	Bronze \$1,500
Tickets to the luncheon gala	16	12	08	06	04
“Presented By” Logo Placement at the gala	✓				
Logo Placement on the after BREAST CANCER Website for a period of 1 year after the event	✓	✓	✓		
Dedicated activation area provided exclusively for your brand	✓				
E-blasts from the after BREAST CANCER 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 after BREAST CANCER at Media Day	✓				
Invitation to serve on Steering Committee	✓	✓	✓	✓	✓
Company name on all media materials, press releases and mass emails	✓	✓			



YOUR LOGO



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.”





YOUR LOGO

SPONSORSHIP REPLY FORM

PINK DIAMOND GALA

September 24, 2017

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

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	\$2,500.00	
BRONZE SPONSOR	\$1,500.00	
PINK DIAMOND - VIP Gala Table of 8 People WHAT'S INCLUDED: (includes \$350.00 tax receipt*) Complimentary bar, hors d'oeuvres reception, VIP gift bag, three course sit down luncheon, red and white wine with luncheon, entertainment and much more!	\$1000.00	
GOLD - Gala Table of 8 People WHAT'S INCLUDED: Complimentary bar, hors d'oeuvres reception, gift bag, three course sit down luncheon, red and white wine with luncheon, entertainment and much more!	\$675.00	
PINK DIAMOND - VIP Single Gala Ticket WHAT'S INCLUDED: (includes \$40 tax receipt*) Complimentary bar, hors d'oeuvres reception, VIP gift bag, three course sit down luncheon, red and white wine with luncheon, entertainment and much more!	\$125.00	
GOLD - Single Gala Ticket WHAT'S INCLUDED: Complimentary bar, hors d'oeuvres reception, gift bag, three course sit down luncheon, red and white wine with luncheon, entertainment and much more!	\$85.00	
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	\$400.00	
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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LiUNA!
LOCAL 183
Feel the Power

YOUR LOGO

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 15, 2017.**



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

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



CONNECT WITH US

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-  After Breast Cancer
-  AfterBreastCancer.ca

THANK YOU, FROM OUR BOARD OF DIRECTORS

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Sylvie La Pointe: Honorary Senior Vice Chair
Christine Bentley: Senior Vice Chair
Natasha Charles: VP & Survivorship Director
Catherine McCormack: Vice Chair
Robin Lobb: Vice Chair
Fadumo Diriye: Grant & Planned Giving Director
Michael Shribman: Vice Chair



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

FOR MORE INFORMATION, PLEASE CONTACT:

Alicia Vianga, *Founder and Executive Director*

T: 647 342 9217 or 416 560 3835

E: alicia@afterbreastcancer.ca