



# After Breast Cancer

Charity #849225040 RR0001

## Annual Pink Diamond Fundraising Luncheon Gala

Sunday, September 27, 2015 from 12pm to 5pm

Riviera Parque Dining, Banquet - 2800 Hwy #7 W., Vaughan, ON, L4K

Dear,

The After Breast Cancer gala committee are reaching out to corporate partners requesting your support for our organization's annual fundraising initiative. Your contribution to our event will enable us to continue to support the important programs offered by our charity, and expand upon our efforts to support a woman's quality of life in the aftermath of this devastating disease. The important work of After Breast Cancer, and the need for our survivorship program is growing, as more women are winning their battle with breast cancer.

**After Breast Cancer** is proud to announce our **Annual Pink Diamond Fundraising Luncheon Gala**. This is our premier fundraising event. The money raised allows us to provide financially challenged breast cancer survivors with Bras, Breast Prostheses and Education to move forward with dignity and improved quality of life.

The majority of breast cancer organizations focus on Research, and the Cure for breast cancer. After Breast Cancer focuses on the women who have survived, women who don't have insurance, women who cannot have their basic needs met after a mastectomy or lumpectomy surgery. As survival rates improve, additional resources that support a woman's **Quality of Life** ("QOL") after breast cancer are required to assist women with the various issues that arise during and after treatment.

*Our goal this year is to raise \$150,000.00 which will go a long way to help a minimum of 250 women*

**After Breast Cancer is dedicated to accomplishing the following:**

- ♥ *Providing Bras, Camisoles and Breast Prostheses to women with no insurance and limited financial resources; at **NO COST** to them, after breast removal surgery.*
- ♥ *Identifying underserved areas in breast cancer survivorship that are currently lacking in resources. Provide evidence-based information to facilitate informed decision making on issues related to breast cancer survivorship.*
- ♥ *Provide resources that contribute to a woman's QOL after breast cancer.*

**Thank you in advance for your support... Together We Will Make A Difference!**

*ONE Woman / ONE Survivor at a Time*

Yours gratefully,



*AfterBreastCancer.ca*



1292 St Clair Avenue West, Toronto, Ontario M6E 1C1

416 . 560 . 3835



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You are INVITED to be part of an event  
that will help change the lives of strong, beautiful women  
like these...



## **AFTER BREAST CANCER** **Annual Pink Diamond** **Fundraising Luncheon Gala**

Sunday, September 27, 2015

12pm to 5pm

Riviera Parque Dining, Banquet 2800 Hwy #7 W. Vaughan, ON, L4K

## **SPONSORSHIP PACKAGE**



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## Making A Difference ... ONE Women/ ONE Survivor At A Time

After Breast Cancer is a Canadian wide registered charity that was founded in 2012 by Alicia Vianga, a certified bra and breast prosthesis fitting specialist.

When Alicia was asked to review the official Bra and Breast Prosthesis Guide for a major Toronto hospital, she identified a serious gap in the health care system. There was no program that provided breast prostheses or bras for cancer survivors in Toronto who had no insurance, or were financially challenged.

Alicia knew it was time to start making a difference, and from that, After Breast Cancer was born. It's been well documented that women undergoing breast cancer treatment face many "out of pocket" expenses that quickly add up. After Breast Cancer was set up to ensure that women have access to basic needs as well as bras and breast prostheses if they can't afford them.

*"If the After Breast Cancer Program didn't exist, I would be still stuffing my old bras with anything I could find and hoping that it matched close enough for others not to notice. Thank you for everything you do to help women like me!"*



**-Elizabeth Johnson,  
Breast Cancer Survivor  
and ABC Ambassador**

### Our Mission

- To provide resources that contribute to a woman's Quality of breast cancer.
- To provide women with limited financial resources with bras, camisoles and breast prostheses after breast removal surgery (mastectomy or lumpectomy).
- To identify underserved 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.



[AfterBreastCancer.ca](http://AfterBreastCancer.ca)





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## EVENT SPONSORSHIP

### Pink Diamond Fundraising Luncheon Gala



*2013 & 2014 Decoration & Florist Sponsor - Ital Florist Ltd*

Our Pink Diamond Fundraising Luncheon Gala is set for **September 27, 2015** to help raise money in support of women who have survived breast cancer. This annual event is one of the city's most stylish evenings, 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 or 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:**



1. **CORPORATE SPONSOR**
2. **AUDIO AND VISUAL**
3. **FLOWERS (centerpieces and decoration)**
4. **BANQUET SPONSOR**
5. **MEDIA SPONSOR**
6. **PRINT SPONSOR**
7. **DONATE PACKAGES**

These women are beautiful and they are being celebrated, who could say no to that . . . not me."

- **Christine Bentley, Canadian Journalist and After Breast Cancer Board Member**



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## **PINK DIAMOND “PRESENTING” SPONSOR - \$9000.00**

### **Brand Awareness and Exposure**

- Logo Placement Following “Presented By” In Event Title, In All Event Collateral And Electronic Marketing Materials Including:
- E-Blasts To After Breast Cancer And Event Leadership Team Databases (approximate 10,000) Event Advertising
- Event program
- Social media (Facebook, Twitter, etc.)
- Company name and logo to appear on After Breast Cancer website for a period of one year following the event
- All other market materials related to the event
- Targeted sampling opportunity in event gift bags and/or branded on-site activation area
- Verbal recognition at the event as Presenting Sponsor
- One page message in event program
- Logo placement on event on-site signage (main sponsors sign and activation sign)
- Dedicated activation area provided exclusively for your brand (activations to be mutually agreed upon by both parties)
- Invitation to serve on steering committee

### **Entertainment**

- The Presenting Sponsor will receive TWO tables at the gala luncheon (16 tickets) – a great opportunity for entertaining/cultivating your clients, staff and centres of influence

### **Publicity**

- Company name as Presenting Sponsor on all media materials, press releases and mass emails to media
- Social media (Facebook, Twitter, etc.)
- Word of Mouth publicity



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## **CRYSTAL SPONSOR - \$5000.00**

### **Brand Awareness and Exposure**

- Logo placement in event collateral and electronic marketing materials including:
- E-blasts to After Breast Cancer and event leadership team databases (approximate 10,000)
- After Breast Cancer website
- Event advertising
- Full page colour ad in event program
- Social media (Facebook, Twitter, etc.)
- 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

### **Entertainment**

- Crystal Sponsors will receive 12 tickets to the gala luncheon – a great opportunity for entertaining/cultivating your clients, staff and centres of influence

### **Publicity**

- Company name on all media materials, press releases and mass emails to media
- Social media (Facebook, Twitter, etc.)
- Word of Mouth publicity

## **GOLD SPONSOR - \$3500.00**

### **Brand Awareness and Exposure**

- Logo placement in event collateral and electronic marketing materials including:
- E-blasts to After Breast Cancer and event leadership team databases (approximate 10,000)
- After Breast Cancer website
- Event advertising
- Half page colour ad in event program
- 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

### **Entertainment**

- Gold Sponsors will receive 8 tickets to the gala luncheon – a great opportunity for entertaining/cultivating your clients, staff and centres of influence

### **Publicity**

- Company name on all media materials, press releases and mass emails to media
- Social media (Facebook, Twitter, etc.)
- Word of Mouth publicity



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## **SILVER SPONSOR - \$2000.00**

### **Brand Awareness and Exposure**

- Listed in electronic marketing materials including:
- E-blasts to After Breast Cancer and event leadership team databases (approximate 10,000)
- Mention on After Breast Cancer website
- Quarter page ad in event program
- Social media (Facebook, Twitter, etc.)
- Verbal recognition at the event
- Logo placement on event on-site signage
- Invitation to serve on steering committee

### **Entertainment**

- Silver Sponsors will receive 6 tickets to the gala luncheon – a great opportunity for entertaining/cultivating your clients, staff and centres of influence

### **Publicity**

- Social media (Facebook, Twitter, etc.)
- Word of Mouth publicity

## **BRONZE SPONSOR - \$1500.00**

### **Brand Awareness and Exposure**

- Listed in electronic marketing materials including:
- E-blasts to After Breast Cancer and event leadership team databases (approximate 10,000)
- Mention on After Breast Cancer website
- Listed in event program
- Social media (Facebook, Twitter, etc.)
- Verbal recognition at the event
- Logo placement on event on-site signage
- Invitation to serve on steering committee

### **Entertainment**

- Bronze Sponsors will receive 4 tickets to the gala luncheon – a great opportunity for entertaining/cultivating your clients, staff and centres of influence

### **Publicity**

- Social media (Facebook, Twitter, etc.)
- Word of Mouth publicity



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## PRESS COVERAGE

*"This is an amazing program to help women find themselves again, so they can go on to have an amazing life, because life is worth living!"*

- Cynthia Mulligan, TV Presenter and Breast Cancer "Graduate"

**CTV News, CityTV News, Newstalk 1010, AM 640, CHIN TV, CHIN Radio**

**Global News Toronto: - Susan Hay's Making a Difference - After Breast Cancer**

- <http://globalnews.ca/news/444302/after-breast-cancer/>

**Toronto Is Awesome: -Long Live TO – Issue Fourteen: After Breast Cancer**

- <http://www.torontoisawesome.com/lifestyle/long-live-to-issue-fourteen-after-breast-cancer/>

**SNAP North Toronto: - Celebrate Life With After Breast Cancer**

- [http://www.snapnorthtoronto.com/?option=com\\_sngevents&id\[0\]=475727&utm\\_source=email&utm\\_medium=snapd](http://www.snapnorthtoronto.com/?option=com_sngevents&id[0]=475727&utm_source=email&utm_medium=snapd)

**Samaritanmag: - After Breast Cancer Reaches Survivors With Free Post-Mastectomy Apparel"**

- <http://www.samaritanmag.com/1468/after-breast-cancer-reaches-survivors-free-post-mastectomyapparel>

**OMNI TV: - ABC's Celebrate Life event on OMNI TV**

**Fashion Ecstasy: - First Annual Pink Diamond Fundraising Gala for After Breast Cancer**

- <http://fashioneccstasy.com/first-annual-pink-diamond-fundraising-gala-for-after-breast-cancer/>

**Amira de Vera: - The After Breast Cancer Program and Premier Jour Fine Lingerie Celebrates Life**

- <http://amiradevera.com/2012/11/30/the-after-breast-cancer-program-and-premier-jour-finelingerie-celebrates-life/e>



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# SPONSORSHIP REPLY FORM

Please Mail to: After Breast Cancer, 1292 St. Clair Avenue West, Toronto, ON M6E 1C1

Or Send completed form by Email to: [abcprogram1@gmail.com](mailto:abcprogram1@gmail.com)

(Please check your level of partnership)

	Tickets and Packages	Each	Total
	PINK DIAMOND SPONSOR	\$9,000.00	
	CRYSTAL SPONSOR	\$5,000.00	
	GOLD SPONSOR	\$3,500.00	
	SILVER SPONSOR	\$2,000.00	
	BRONZE SPONSOR	\$1,500.00	
	<b>GOLD – Gala Table of 10 people- REGULAR SEAT</b>	<b>\$700.00</b>	
	<b>PINK DIAMOND– Gala table of 10 people -VIP SEAT &amp; VIP GIFT BAG</b>	<b>\$1200.00</b>	
	<b>GOLD- Individual gala seats - REGULAR SEAT</b>	<b>\$ 75.00</b>	
	<b>PINK DIAMOND- Individual gala seats - VIP SEAT &amp; VIP GIFT BAG</b>	<b>\$125.00</b>	
	<b>PROGRAM ADVERTISING – Inside Full Page</b> Ads should be submitted as Illustrator or Photoshop documents with images and live fonts included or as a high resolution PDF	\$350.00	
	<b>PROGRAM ADVERTISING – Inside Half Page</b> Ads should be submitted as Illustrator or Photoshop documents with images and live fonts included or as a high resolution PDF	\$175.00	

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

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

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

TEL: \_\_\_\_\_

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

**PAYMENT METHOD:** Please make cheque or money order payable to *After Breast Cancer*



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## GIFT-IN-KIND DONATION CONFIRMATION FORM

### Contact Information

Title: \_\_\_\_\_ Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Full Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

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 18, 2015.**

**For further inquiries, please contact Alicia Vianga at 416-560-3835.**



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## THANK YOU FOR YOUR SUPPORT!

### Together, we will make a difference . . .

## ONE Woman/ ONE Survivor at a Time



*"It's hard to get back to your normal self after a mastectomy, bras and prostheses can give women a normal sense of being again."*

**- Alicia Vianga, Founder & President**

### OUR BOARD MEMBERS:

**Sam Ciccolini**, *Honorary Chair*

**Gino Cucchi**, *Senior Vice Chair*

**Sylvie Lapointe**, *Honorary Senior Vice Chair*

**Christine Bentley**, *Senior Vice Chair*

**Roberto Montemurro**, *Vice Chair*

**Natasha Charles**, *VP & Survivors Director*

**Catherine McCormack**, *Executive Director*

**Cheryl Thompson**, *Events Chair*

**Dr. Marla Ash**, *Vice Chair and Medical Advisor*

**Nicole Stewart**, *Grants Director*

**Fadumo Diriye**, *Grants & Planned Giving Manager*

**Seema Singh**, *Marketing Director*

**For more information, please contact:**

### After Breast Cancer

1292 St. Clair Avenue West

Toronto, Ontario Canada M6E 1C1

T +1 (416) 560-3835

[abcprogram1@gmail.com](mailto:abcprogram1@gmail.com)

**DONATE:** [www.afterbreastcancer.ca](http://www.afterbreastcancer.ca)

Charitable Registration #849225040 RR0001



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