

The Third Annual River City Charities Pink Tie Gala



**100% of our net proceeds went to benefit
The Richmond Affiliate of the Susan G. Komen for the Cure®**

October 24, 2009

www.pinktiegala.org

- There are approximately 3 million women in the US living with breast cancer.
- Every 3 minutes another woman is diagnosed with the disease, and one in eight women will be diagnosed with breast cancer in their lifetime.
- It is imperative that we have passionate, committed, people willing to stand along side us in support of finding a cure for this devastating disease.
- Last year's event was a huge success with over 300 attendees coming away from the evening with the knowledge that they participated in something very special.
- "The Third Annual Pink Tie Gala" will be bigger and better than ever and will be held on Saturday October 24th 2009 in the James River Ballroom at the Omni Richmond Hotel.



2009 Pink Tie Gala

Saturday, October 24th, 2009

7:30 to 12:00

at the

Omni Richmond

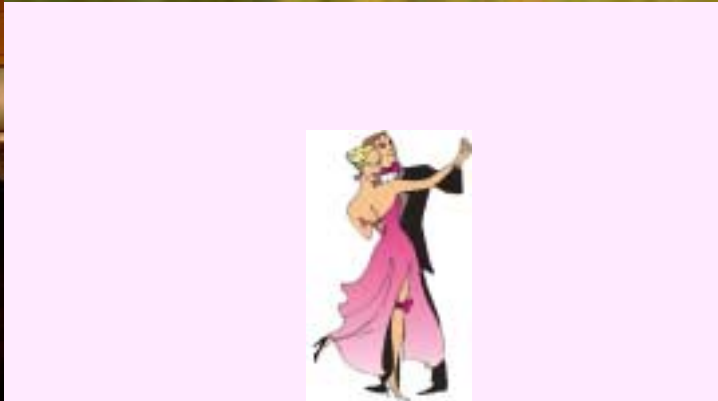
***Dinner, live music by Casper,
participate in Silent Auctions,
enjoy the Celebration of Life
Dance Team, and Dance our way
to a cure***

100% of the net proceeds will
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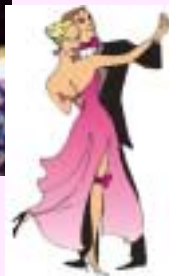


An event to raise funds for research and to promote breast cancer awareness and education in our community.





2008 Pink Tie Gala



2008 Celebration of Life Dancers

All breast cancer survivors who worked for 3 months taking dance lessons, learning a dance routine and then performed for everyone at the Gala.

It was moment few will forget.



The 2009
Celebration of Life Dance Team
will be just as spectacular.
6 New breast cancer survivors will
soon begin their path to the Gala.

2008 Sponsors



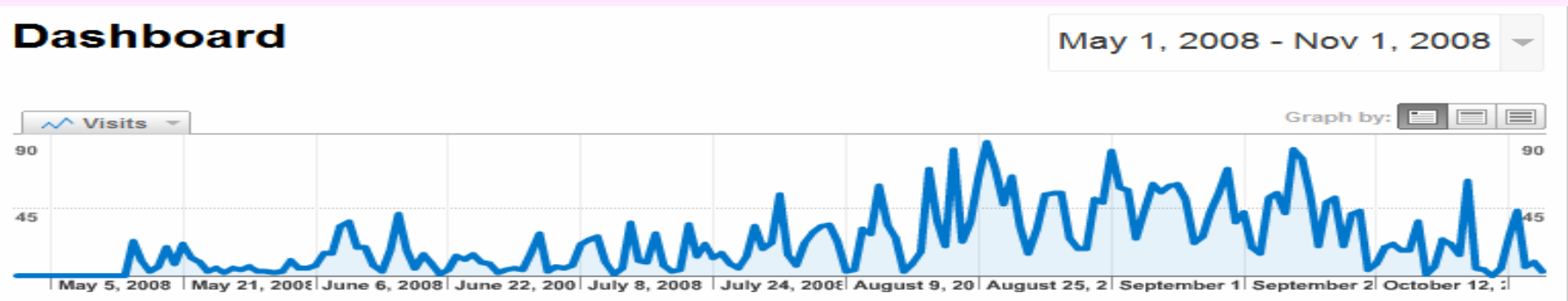
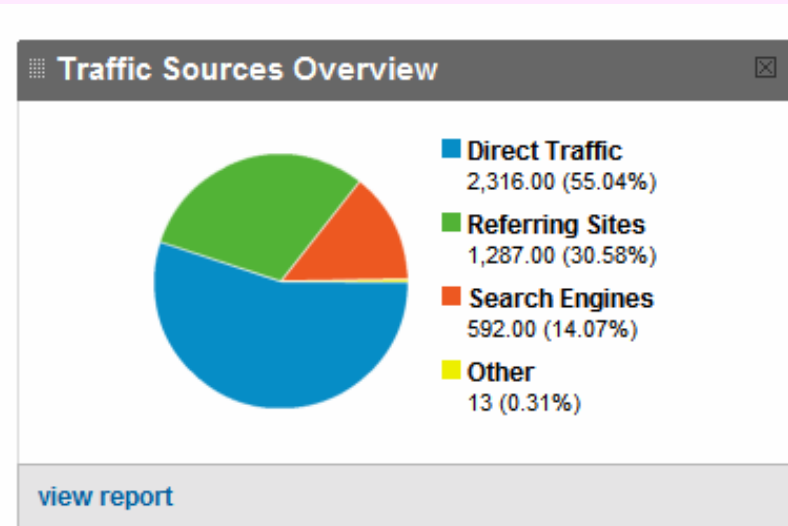
HCA Richmond Health System



Media Sponsors



Website Traffic



2008 Media Exposure

Monthly newsletter to the clients of All American Insurers, Dance for the Cure participates, Richmond Affiliate of Susan G. Komen, The Hawthorne Group, Sponsors, donors of silent auction items, and prospective sponsors.

- Monthly ads in the Network of Enterprising Women's newsletter.
- July ad in Richmond Magazine by All American Insurers
- August & September 2/3 page ad in Richmond Magazine by All American Insurers
- September ½ page ad in Richmond Magazine
- August & September Banner ad on InRich.com
- August & September Lite98 radio, 88 .15 spots + additional sponsor spots
- September Lite98, 22 15 radio spots
- August & September ½ page ad in V Magazine for Women
- August & September ½ page ad in Midlothian Exchange Newspaper
- August & September ½ page ad in The Powhatan Today Newspaper
- August & September ½ page ad in the Goochland Gazette
- August & September ½ page ad in the Mechanicsville Local
- September Banner ad on Richmond.com website
- September 400 clear channel streaming ads over 6 stations
- September independent article published in The Midlothian Exchange
- October follow up story posted in the Chesterfield Observer & Midlothian Exchange
- 250 11x 17 posters at sponsor locations & other businesses throughout the area



We need your commitment
today in order to bring the Pink
Tie Gala to Richmond in 2009.

Sponsorships available
at any level

Help us make a difference.



Pink Tie Gala Presented by....

Presenting Sponsor \$15,000 (1)

- 20 Tickets to the Pink tie Gala
- 2 reserved tables at the Gala
- Company logo on all printed material to include: tickets, advertisements, event signage, programs, and event posters.
- Company logo, link and video on the official Pink Tie Gala website.
- Listing on sponsor list on each table
- 2 Full page ad in the Pink Tie Gala event program
- Recognition at the event
- Display table honoring the company at entrance to the Ballroom
- Discounted advertising with our media sponsors
- Opportunity to add item / promotional gift to goodie bag



Sponsorship Opportunities

President's Circle Sponsor \$7500

- 10 Tickets to the Pink Tie Gala
- One reserved table at the Gala
- Company logo on printed material to include: advertisements, event signage, programs, and event posters.
- Listing in monthly newsletter
- Listing on sponsor list on each table
- Company logo, link and video on the official Pink Tie Gala website.
- Full page ad in the Pink Tie Gala event program
- Discounted advertising with our media sponsors
- Opportunity to add item / promotional gift to goodie bag

Platinum Level Sponsor \$5000

- 6 Tickets to the Pink Tie Gala
- Company name on programs and event posters.
- Listing in monthly newsletter
- Listing on sponsor list on each table
- Company logo, link and video on the official Pink Tie Gala website.
- Half page ad in the Pink Tie Gala event program
- Discounted advertising with our media sponsors
- Opportunity to add item / promotional gift to goodie bag

Gold Sponsor \$2500

- 4 Tickets to the Pink Tie Gala
- Company name on programs and event posters
- Listing on sponsor list on each table
- Company Logo on the official Pink Tie Gala web site
- Quarter page ad in the Pink Tie Gala event program
- Discounted advertising with our media sponsors
- Opportunity to add item / promotional gift to goodie bag

Silver Sponsor \$1000

- 2 Tickets to the Pink Tie Gala
- Listing on the official Pink Tie Gala web site
- Listing in the Pink Tie Gala Event Program
- Quarter page ad in the Pink Tie Gala event program
- Discounted advertising with our media sponsors
- Listing on sponsor list on each table

Sponsor \$500

- Listing on the official Pink Tie Gala web site
- Listing in the Pink Tie Gala Event Program
- Discounted advertising with our media sponsors



Program Ads

2008 Pink Tie Gala Event Program Ads

- Full Page Ad \$1200 (B&W)
- Half Page Ad \$500 (B&W)
- Quarter Page Ad \$250 (B&W)



Thank you for considering
partnership with the Pink Tie Gala
in your business.

If you have any questions
please feel free to contact
Susan Groves 745-0006

I look forward to your participation
this year in a great fund raising
event for the community.

