

# FASHION

for life

*Let's Make Cancer History*



Canadian Cancer Society  
Société canadienne du cancer

# Let's Make Cancer History

at Waterloo Region's largest and most prestigious spring fashion show.

**Wednesday, April 6, 2011  
St. George Banquet Hall, Waterloo**

All proceeds will go to the  
Canadian Cancer Society Waterloo Region Unit

**FASHI  N**  
Let's Make Cancer History



## Contact Information

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# Mission and Value Statement

## Mission Statement

The Canadian Cancer Society is a national, community-based organization of volunteers, whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer.

## How We Achieve Our Mission

The Canadian Cancer Society achieves its mission through research, education, patient services and advocacy for healthy public policy. These efforts are supported by volunteers, staff and funds raised in communities across Canada.



## What We're Working Towards

In 2011, two out of five people you know will be diagnosed with some type of cancer. Now is the time to lend a hand, together we can work towards a world where no Canadian fears cancer.





## Where do funds go?

### What The Canadian Cancer Society Does:

Money raised by the Waterloo Region unit helps fund Canadian Cancer Society services available to any Region of Waterloo resident and also funds some of the best and most promising research in Canada which potentially benefits cancer patients everywhere.





# Lead Event Sponsor

## \$25,000

### Benefits to your Company:

- ✿ Exclusivity – Only one corporation committed to be Lead Sponsor
- ✿ Free on-site promotion opportunity (sponsor will be solely responsible for set up and staffing of a display booth and distribution of any gifts for guests)
- ✿ Logo and name on all signage and website
- ✿ Logo and name on all print material (including event program)
- ✿ Logo and name on all on-air advertising
- ✿ Right to use “Lead Event Sponsor of the 2011 Fashion for Life Spring Fashion Show” in any of your corporate communications
- ✿ Verbal recognition throughout the day of the event
- ✿ Recognition by name and logo in audio visual presentation on event day
- ✿ Eight complimentary VIP tickets to day or evening event
- ✿ Special promotional requests will be considered
- ✿ Logo and name will appear in the Waterloo Region Record sponsor thank-you ad





# Gold Event Sponsor

## \$10,000

### Benefits to your Company:

- ✿ Free on-site promotion opportunity (sponsor will be solely responsible for set up and staffing of a display booth and distribution of any gifts for guests)
- ✿ Right to use "Gold Event Sponsor of the 2011 Fashion for Life Spring Fashion Show" in any of your corporate communications
- ✿ Logo and name on all signage
- ✿ Logo and name on all print material (including event program)
- ✿ Recognition by name and logo in audio visual presentation on event day
- ✿ Eight complimentary VIP tickets to day or evening event
- ✿ Verbal recognition throughout the day of the event
- ✿ Logo and name will appear in the Waterloo Region Record sponsor thank-you ad





# Diamond Event Sponsor

## \$5,000

### Benefits to your Company:

- ✿ Free on-site promotion opportunity (sponsor will be solely responsible for set up and staffing of a display booth and distribution of any gifts for guests)
- ✿ Right to use "Diamond Event Sponsor of the 2011 Fashion for Life Spring Fashion Show" in any of your corporate communications
- ✿ Logo and name on all signage
- ✿ Logo and name on all print material (including event program)
- ✿ Major door prize sponsors – opportunity to present on-stage
- ✿ Recognition by name and logo in audio visual presentation on event day
- ✿ Four complimentary VIP tickets to day or evening event
- ✿ Logo and name will appear in the Waterloo Region Record sponsor thank-you ad





# Silver Event Sponsor

## \$1,000

### Benefits to your Company:

- ✿ Right to use "Silver Event Sponsor of the 2011 Fashion for Life Spring Fashion Show" in any of your corporate communications
- ✿ Logo and name on all on-site signage
- ✿ Recognition by name in event program
- ✿ Recognition by name in audio visual presentation on event day
- ✿ Two complimentary VIP tickets to day or evening event
- ✿ Logo and name will appear in the Waterloo Region Record sponsor thank-you ad





# Pearl Event Sponsor

## \$500

### Benefits to your Company:

- ✿ Right to use "Pearl Event Sponsor of the 2011 Fashion for Life Spring Fashion Show" in any of your corporate communications
- ✿ Exclusivity of logo and name on corporate table (seating for eight)
- ✿ Recognition by name in event program



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# Door Prize Sponsor

## \$100

### Benefits to your Company:

- ✿ Recognition by name in event program
- ✿ Recognition by name at on-site signage at prize table display
- ✿ Please note that we request a minimum of \$100 donation per show



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