

# 2019 BRAS FOR CAUSE COMMUNITY MOVEMENT

Beginning mid-September through November 8, 2019



## BRAS FOR CAUSE

### CREATE A RIPPLE EFFECT OF GIVING THAT HELPS OUR NEIGHBORS WITH CANCER

Oregon Cancer Foundation's Bras for Cause is a community movement that takes place leading up to and during October – Breast Cancer Awareness month. Radio, television, print and online media partners, in addition to community partners, promote Build-A-Bra events where participants decorate bras with themes of empowerment, encouragement and support for survivors. Build-A-Bra entries compete by fundraising to benefit Oregon Cancer Foundation. Bras for Cause culminates in a community celebration, Girls Night Out, on November 8, 2019.

**PRESENTING  
SPONSOR  
\$10,000**

Presenting sponsor benefits include naming rights to Oregon Cancer Foundation Bras for Cause Presented by [your company name] and first right of refusal in 2020. Presenting sponsor name will be included in the event logo and on every visual communication. A national presenting sponsor benefits include all-inclusive recognition during the Bras for Cause season, beginning in mid-September and culminating at the Girls Night Out Celebration on November 8, 2019. Presenting sponsor logo recognition will be prominent on community Build-A-Bra event promotion materials, on signage and media at Build-A-Bra events, and on social media. Presenting sponsor recognition at the Girls Night Out Celebration event will include on-site signage; sponsor acknowledgment from the stage with a special occasion to speak; 6' dedicated display table, including skirt and tablecloth; big-screen Presenting sponsor appreciation graphics expressed publicly as media opportunities allow.

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### PLATINUM SPONSOR

**\$5,000**

Title sponsor benefits include comprehensive recognition during the Bras for Cause season beginning in mid-September and culminating at the Girls Night Out Celebration on November 8, 2019. Title sponsor logo recognition will be prominent on community Build-A-Bra event promotion materials, on signage and mentions at Build-A-Bra events, and on social media. Title sponsor recognition at the Girls Night Out Celebration event will include all on-site signage; sponsor acknowledgment from the stage; 6' dedicated display table, including skirt and tablecloth; big-screen Title sponsor appreciation; gratitude expressed publicly as media opportunities allow.

### GOLD SPONSOR

**\$2,500**

Gold sponsor benefits include wide recognition during the Bras for Cause season beginning in mid-September and culminating at the Girls Night Out Celebration on November 8, 2019. Gold sponsor logo recognition will appear on community Build-A-Bra event promotion materials, on signage at Build-A-Bra events, and on social media. Gold sponsor recognition at the Girls Night Out Celebration event will include all on-site signage; 6' dedicated display table, including skirt and tablecloth; big-screen Gold sponsor appreciation.

### SILVER SPONSOR

**\$1,250**

Silver sponsor benefits include recognition during the Bras for Cause season beginning in mid-September and culminating at the Girls Night Out Celebration on November 8, 2019. Silver sponsor logo recognition will appear on community Build-A-Bra event promotion materials, on signage at Build-A-Bra events, and on social media. Silver sponsor recognition at the Girls Night Out Celebration event will include all on-site signage.

### BRONZE SPONSOR

**\$750**

Bronze sponsor benefits include name recognition during the Bras for Cause season beginning in mid-September and culminating at the Girls Night Out Celebration on November 8, 2019. Bronze sponsor name recognition will appear on community Build-A-Bra promotion materials, on signage at Build-A-Bra events, and on social media. Bronze sponsor name recognition at the Girls Night Out Celebration event will include all on-site signage.

Please contact Amy Johnston, Executive Director Oregon Cancer Foundation, for more information.

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