

**Tigerlily Foundation**  
**4<sup>th</sup> Annual *EmPOWER* Ball**  
**McLean Hilton, McLean, Virginia**  
**October 20, 2012, 6:00PM – 10:00PM**

## **Sponsorship Package**



**Tigerlily Foundation (Tigerlily)** was founded by a young survivor of breast cancer, Maimah Karmo, who like many younger women, had no idea that young women could get breast cancer. Tigerlily is one of the only nation-wide organizations providing full-lifecycle assistance to young women – before, during and after breast cancer – to include education, financial assistance, meals, groceries, buddies, buddy bags and more. What differentiates us from other foundations are three qualities: 1) we are focused on young women – 15–40; 2) we are 100% service-oriented; and 3) we focus on lifestyle and prevention, empowering young women to be their own best advocates.

Tigerlily's 4<sup>th</sup> Annual **EmPOWER Ball** will bring together *business leaders, philanthropists, young women, survivors of breast cancers*, with educators, health practitioners, media and community activists. Attendees will help us to honor men and women making a difference with young women with breast cancer, while enjoying cocktails, appetizers, a three course meal and silent auction. As a sponsor, this is an opportunity to support Tigerlily's mission, while increasing your visibility amongst business owners. In addition, your support will allow us to continue to educate young women about their breast health and support them through treatment and beyond.

### **Benefits of Sponsorships:**

- ▶ Sponsoring Tigerlily's Annual Ball is a **cost effective** way for you to gain **exposure**, as we support young women with breast cancer, the second leading cause of cancer death in women in the United States.
- ▶ Sponsoring Tigerlily's Annual Ball **enhances** your **recognition** within the breast cancer, health and multicultural communities, **strengthens** client relationships and helps **generate new business**.
- ▶ By **becoming a sponsor** you become a part of a powerful **health initiative** by: 1) educating and empowering breast cancer patients and survivors; 2) setting an example of integrity and leadership; 3) bringing awareness to breast health issues and effecting change; and 4) encouraging community and corporate advocacy.
- ▶ You receive exposure to more than 150,000 people through radio, television and print media; reach more than 20,000 people through our social media and newsletter database, and continued exposure year-round to national media through website visibility. You will also reach more than 500 attendees at the EmPOWER Ball.

**The End of Night Toast Sponsor (\$1500):** As End of Night Toast Sponsor, you receive the following benefits:

- Recognition of company on stage at end of night toast
- Logo placement on Tigerlily Foundation website's Sponsorship page
- Logo placement on event website's Sponsorship page
- Logo placement on back cover of event program
- Name recognition in event program
- Company name and logo featured in event recognition video

**The Valet Sponsor (\$1500):** As a Valet Sponsor, you will receive the following benefits:

- Promotional item provided in all cars at departure
- Logo placement on Tigerlily Foundation website's Sponsorship page
- Logo placement on event website's Sponsorship page
- Logo placement on back cover of event program
- Name recognition in event program
- Company name and logo featured in event recognition video

**The Auction Sponsor (\$2000):** As Auction Sponsor, you will receive the following benefits:

- Company logo displayed on signage in silent auction area
- Promotional item provided in auction checkout bags
- Logo placement on Tigerlily Foundation website's Sponsorship page
- Logo placement on event website's Sponsorship page
- Logo placement on back cover of event program
- Name recognition in event program
- Company name and logo featured in event recognition video

**The Swag Bag Sponsor (\$3000):** As a Swag Bag Sponsor, you will receive the following benefits:

- Logo placement on all event swag bags
- Logo placement on Tigerlily Foundation website's Sponsorship page
- Logo placement on event website's Sponsorship page
- Name recognition in event press releases
- Recognition in monthly newsletter
- Name recognition on event program
- This includes tickets for 2 people
- Entrance to V.I.P. Room (pampering, meet V.I.Ps, media)

**The Bronze Sponsor (\$3500):** As a Bronze Sponsor, you will receive the following benefits:

- Logo placement on Tigerlily Foundation website's Sponsorship page
- Logo placement on event website's Sponsorship page
- Name recognition in event press releases
- Recognition in monthly newsletter
- Name recognition on event program
- This includes tickets for 1 10-person table, plus a ticket for 2 breast cancer survivors to attend event
- Entrance to V.I.P. Room (pampering, meet V.I.Ps, media)

**The Silver Sponsor (\$5,000):** As a Silver Sponsor, you will receive these benefits:

- Logo placement on Tigerlily Foundation website's Sponsorship page
- Logo placement on event website's Sponsorship page
- Name recognition in event press releases
- Recognition in monthly newsletter
- Name recognition on event program
- This includes tickets for 1 10-person table, plus tickets for 3 breast cancer survivors to attend event
- Entrance to V.I.P. Room (pampering, meet V.I.Ps, media)

**The Gold Sponsor (\$10,000):** As a Gold Sponsor, you will receive these benefits:

- Logo placement on event invitation
- Logo placement on Tigerlily Foundation's website's Sponsorship page
- Logo placement on event website's Sponsorship page
- Name recognition in event press releases
- Recognition in monthly newsletter
- Name recognition on event program
- Name/logo mention on all mailers
- Honorable acknowledgement at event
- Logo placement with banners and logo circulation on all materials
- Name mention at all Tigerlily Foundation events
- Includes tickets for 2 10-person tables, plus tickets for 3 breast cancer survivors to attend event
- Entrance to V.I.P. Room (pampering, meet V.I.Ps, media)

**The Platinum Sponsor (\$15,000):** A Platinum Sponsor, you will receive these benefits:

- Logo placement on event invitation
- Logo placement on our website's Sponsorship page
- Logo placement on event website's Sponsorship page
- Name recognition in event press releases
- Recognition in monthly newsletter
- Name recognition on event program
- Name/logo mention on all mailers
- Honorable acknowledgement at event
- Logo placement with banners and logo circulation
- Professionally produced event pictures and video
- Name mention at all Tigerlily Foundation events
- Includes tickets for 3 10-person tables, plus tickets for 3 breast cancer survivors to attend event
- Specially designed swag bags for event
- Logo on promotional giveaway to all attendees
- Entrance to V.I.P. Room (pampering, meet V.I.Ps, media)

**The Presenting Sponsor (\$30,000):** As a Presenting Sponsor, you receive these benefits:

- Logo placement on event invitation
- Logo placement on our website's Sponsorship page
- Logo placement on event website's Sponsorship page
- Name recognition in event press releases
- Name recognition on event program
- Feature in our monthly newsletter for a year
- Name/logo mention on all mailers for a year
- Honorable acknowledgement at event
- Logo placement with banners and logo circulation
- Professionally produced event pictures and video
- Name mention at all Tigerlily Foundation events
- Includes tickets for 4 10-person tables, plus tickets for 3 breast cancer survivors to attend event
- Specially designed swag bags for event
- Speaking role in program
- Logo on promotional giveaway to all attendees
- Entrance to V.I.P. Room (pampering, meet V.I.Ps, media)

## REGISTRATION

Purchase tickets at [www.tigerlilyfoundation.org](http://www.tigerlilyfoundation.org). Sponsorship amounts other than those noted are welcome. If you have questions, contact us at [empower2012@tigerlilyfoundation.org](mailto:empower2012@tigerlilyfoundation.org) or at Tigerlily Foundation, 11654 Plaza America Drive #725, Reston, VA 20190, United States of America.

