



# THIS OLD BAG 2016

The 12th Annual Fundraiser for low-income women battling breast cancer in San Francisco and Silicon Valley

FRIDAY, OCTOBER 21, 2016 | THE BENTLY RESERVE

## CORPORATE SPONSOR OPPORTUNITIES

### PRESENTING SPONSOR \$25,000

#### Prominent Logo Recognition as Presenting Sponsor on all Event Promotion Media

This Old Bag website, BCEF website, BCEF Annual Report, Private Preview Party Invitation, Preview Signage, Gala Invitation, Gala On-Stage audio/visual displays

#### Full Page Color Ad on inside cover of Gala Program

#### Dedicated Media (Content co-produced with Presenting Sponsor)

Facebook, Twitter, Eblast (circ. approx. 3,500), Pre/Post Event Press Releases

#### Opportunity for Presenting Sponsor Exclusive Preview (August/September, 2016)

Auction sales exclusively at Gala event in October

#### 6 Tickets to Private Preview Party (August/September, 2016)

Reserved for Major Donors & Event Patrons

#### 25 Tickets to This Old Bag: The Power of the Purse (October 21, 2016)

Reserved seating for 8 Guests for Live Auction

#### Opportunity for Senior Executive to Address Private Preview Party (August/September, 2016)

#### Launch Live Auction from stage at This Old Bag: The Power of the Purse (October 21, 2016)

500 guests in attendance

### DIAMOND SPONSOR \$15,000

#### Prominent Logo Recognition on all Event Promotion

This Old Bag website, BCEF website, BCEF Annual Report, Private Preview Party Invitation, Preview Signage, Gala Invitation, Gala On-Stage audio/visual displays

#### Full Page Color Ad inside Gala Program

#### Dedicated Media (Content co-produced with Diamond Sponsor)

Facebook, Twitter, Eblast (circ. approx. 3,500), Pre/Post Event Press Releases

#### 4 Tickets to Private Preview Party (August/September, 2016)

Reserved for Major Donors & Event Patrons

#### 15 Tickets to This Old Bag: The Power of the Purse (October 21, 2016)

Reserved seating for 6 Guests for Live Auction

### RUBY SPONSOR \$10,000

#### Prominent Logo Recognition on all Event Promotion

This Old Bag website, BCEF website, BCEF Annual Report, Private Preview Party Invitation, Preview Signage, Gala Invitation, Gala On-Stage audio/visual displays

#### Half Page Color Ad inside Gala Program

#### Dedicated Media (Content co-produced with Ruby Sponsor)

Facebook, Twitter, Eblast (circ. approx. 3,500), Pre/Post Event Press Releases

#### 4 Tickets to Private Preview Party (August/September, 2016)

Reserved for Major Donors & Event Patrons

#### 10 Tickets to This Old Bag: The Power of the Purse (October 21, 2016)

Reserved seating for 4 Guests for Live Auction

### EMERALD SPONSOR \$5,000

#### Logo Recognition on all Event Promotion

This Old Bag website, BCEF website, BCEF Annual Report, Private Preview Party Invitation, Preview Signage, Gala Invitation, Gala On-Stage audio/visual displays

#### One Quarter Page Color Ad inside Gala program

#### Event Media

Facebook, Twitter, Eblast (circ. approx. 3,500), Pre/Post Event Press Releases

#### 3 Tickets to Private Preview Party (August/September, 2016)

Reserved for Major Donors & Event Patrons

#### 8 Tickets to This Old Bag: The Power of the Purse (October 21, 2016)

Reserved seating for 3 Guests for Live Auction

### SAPPHIRE SPONSOR \$2,500

#### Logo Recognition on all Event Promotion

This Old Bag website, BCEF website, BCEF Annual Report, Private Preview Party Invitation, Preview Signage, Gala Invitation, Gala On-Stage audio/visual displays

#### One Quarter Page Color Ad inside Gala Program

#### Event Media

Facebook, Twitter, Eblast (circ. approx. 3,500), Pre/Post Event Press Releases

#### 2 Tickets to Private Preview Party (August/September, 2016)

Reserved for Major Donors & Event Patrons

#### 6 Tickets to This Old Bag: The Power of the Purse (October 21, 2016)

Reserved seating for 2 Guests for Live Auction