

*This Old Bag*  
**the POWER of the PURSE**  
*The 18th Annual Fundraiser for low-income women battling breast cancer in San Francisco and Silicon Valley*  
FRIDAY, OCTOBER 20th, 2017 | CLIFT HOTEL

TO BENEFIT  
BREAST  
CANCER  
EMERGENCY  
FUND



## Corporate Sponsor Opportunities

### Presenting Sponsor \$25,000

**Featured as Presenting Sponsor with Logo on all Event Promotion**  
BCEF website with link to Sponsor website (one year), Event print & digital Invitations, On-Stage audio/visual displays, Event Sponsor Poster Board and Signage at Silent Auction tables and food/drink stations

**Full Page Color Ad on inside cover of Event Program (Logo on Cover)**

**Social Media (content co-produced with Presenting Sponsor):**  
Facebook, Twitter, Eblasts Pre/Post event (circ. approx. 5,000), Pre/Post Event Press Releases

**25 Tickets to The Power of the Purse (October 20, 2017)**  
Reserved seating for 8 Guests for Live Auction

**Opportunity for Senior Executive to speak & launch Live Auction from stage at The Power of the Purse**

**Branding Opportunity on any custom event collateral**

### Diamond Sponsor \$15,000

**Prominent Logo Recognition on all Event Promotion**  
BCEF website with link to Sponsor website (one year), Event print & digital Invitations, On-Stage audio/visual displays, Event Sponsor Poster Board

**Full Page Color Ad inside Event Program**

**Social Media**  
Facebook, Twitter, Eblasts Pre/Post event (circ. approx. 5,000), Pre/Post Event Press Releases

**15 Tickets to The Power of the Purse**  
Reserved seating for 6 Guests for Live Auction

**Special recognition by event MC**

### Ruby Sponsor \$10,000

**Prominent Logo Recognition on all Event Promotion**  
BCEF website (one year), Event Print & Digital Invitations, On-Stage audio/visual displays, Event Sponsor Poster Board

**Half Page Color Ad inside Event Program**

**Social Media:**  
Facebook, Twitter, Eblast (circ. approx. 5,000), Pre/Post Event Press Releases

**10 Tickets to The Power of the Purse**  
Reserved seating for 4 Guests for Live Auction

### Emerald Sponsor \$5,000

**Name Recognition on all Event Promotion**  
BCEF website (one year), Event Print Invitations, On-Stage audio/visual displays, Event Sponsor Poster Board

**One Quarter Page Color Ad inside Event program**

**Social Media**  
Facebook, Twitter, Eblast (circ. approx. 5,000), Pre/Post Event Press Releases

**8 Tickets to The Power of the Purse**  
Reserved seating for 3 Guests for Live Auction

### Sapphire Sponsor \$2,500

**Name Recognition on all Event Promotion**  
BCEF website (one year), Event Print Invitations, Gala On-Stage audio/visual displays, Event Sponsor Poster board

**One Quarter Page Color Ad inside Event Program**

**Social Media**  
Facebook, Twitter, Eblast (circ. approx. 5,000), Pre/Post Event Press Releases

**6 Tickets to The Power of the Purse**  
Reserved seating for 2 Guests for Live Auction

### Customized Sponsorship Package

**This is a flexible opportunity to create a specialized package to fit your company's goals.**

If you have another idea for a specialized sponsorship that hasn't been listed, we would like to hear it. Please contact Maria Sousa at 415.932.6020 X 102 or email maria.sousa@bcef.org

