

# This Old Bag

TO BENEFIT  
BREAST  
CANCER  
EMERGENCY  
FUND

## The Power of the Purse

The 14th Annual Fundraiser for low-income women battling breast cancer in San Francisco and Silicon Valley

THURSDAY, OCTOBER 18th, 2018 | CLIFT HOTEL



## 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 18, 2018)

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 Karen Edwards at 415.932.6020 X 102 or email karen.l.edwards@bcef.org

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