



THE 2ND ANNUAL SURVIVOR'S FASHION SHOW

Benefiting Cancer Research



Thursday, June 25, 2015 | 5pm – 10pm | Taglyan Complex | 1201 N. Vine St., Hollywood CA 90038
WWW.THESURVIVORSFASHIONSHOW.COM

Cancer Survivors and Caregivers will walk the runway as their stories unfold.



The Survivor's Fashion Show.....



... is about **FAMILY!** Cancer affects millions of families all around the world and The Survivor's Fashion Show is our way of creating an environment where 'previvors', survivors, and victims of cancer will be honored and celebrated.

... is about **FRIENDS.** In addition to family, and sometimes, in replacement of family, we have our friends to count on in times of trouble. Bring your friends and celebrate with them, especially if they have been there to help care for you.



...is about **FASHION!** Since we are in Hollywood, what better way to gather everyone than in the name of fashion? We will pamper and beautify cancer survivors and caregivers for the main event.

... is about **FUN!!!** We definitely put the "FUN" in fundraising. We work all year round to prepare for this event and all the money raised will be donated to the American Cancer Society Relay for Life to help find the cure for cancer so that one day, we will no longer fear it.



WHY SUPPORT THIS EVENT?

The purpose of this show is to spread **hope** and **inspire** others who **fight** a personal battle with cancer or other diseases. Meanwhile, we will be patronizing sponsors including corporations, small businesses, fashion designers, hair and make-up artists who support this cause.

Cancer can isolate its victims and a supportive community is what is needed to push them an inch closer to victory. This event will feature cancer survivors of all ages on the runway. We will narrate the story of their battle and victory for all to hear. The audience will cheer them on and there won't be any hard hearts in the audience. Heck, there may not even be a dry eye! This battle comes in all forms, sizes and ages and all of their **stories** will be told!

This is no ordinary fashion show! This occasion is one of the most heartfelt and moving event to occur annually in Hollywood, CA.



Sweeney Mae is the visionary for The Survivor's Fashion Show. Her dad lost his battle to lung cancer in 2008 and ever since then, Sweeney Mae has always dreamed of producing an event in honor of her father. "Lung cancer took a toll on my dad's life. Only 13% of his lungs was functional and it still saddens me to remember how hard it was for him to take a deep breath of fresh air."



When LaTonya was 24-years-old, she received the news from her mother that her Aunt Louise was diagnosed with liver cancer. "Aunt Louise was a second mother to me" Within two months, she lost the battle. It was bitter sweet because though no one wants to see anyone suffer, it all happened so suddenly. "I do this for her and for the love of family." Our family was close knit, celebrating the holidays together. It was never the same after.

SPONSORSHIP PACKAGES:

MONARCH BUTTERFLY PACKAGE “Presenting Sponsor”: \$10,000 (1 Available)

- Prime logo placement on 30 sec. TV commercial on VH1, Bravo, Lifetime, TBS, and ABC to 1.5m viewers
- 3 minute presentation time on stage
- 1 page colored ad in the program (choice of: Inside Cover, Back Cover or Centerfold)
- Logo and website link featured on automatic rsvp response email
- Primary logo placement on red carpet step & repeat backdrop & 2014 Relay for Life Carson Shirts
- Plaque presentation on stage c/o Relay for Life & at the 2014 Relay for Life, Carson, CA
- 10 VIP tickets (1 table) to the fashion show event
- Verbally and visually recognized at the event
- Name & logo in all printed and Marketing Collateral, website, social media and ads
- Social Media Premier promotion: bi-weekly “shout outs” on Facebook, Instagram, and Twitter linking back to your facebook and/or website until October 2015
- Dedicated Press Release featuring the sponsorship commitment pre and post event
- Guaranteed feature on the post event video
- Logo featured on swag bags
- Option to place brochures/flyers in each chair at the event

QUEEN BUTTERFLY PACKAGE “Platinum Sponsor”: \$5,000 (2 Available)

- Secondary logo placement on 30 sec. TV commercial on VH1, Bravo, Lifetime, TBS, and ABC to 1.5m viewers
- 1 page colored ad in the program
- 1 minute presentation time on stage
- Logo and website link featured on automatic RSVP response email
- Secondary logo placement on red carpet banner and 2014 Relay for Life Carson, CA Shirts
- Plaque presentation on stage and at the 2014 Relay for Life Carson, CA
- Logo on cover of the program and flyer, website, and social media
- Dedicated press release featuring the sponsorship commitment pre and post event
- Social Media secondary promotion: weekly “shout outs” on Facebook, Instagram, and Twitter linking back to your facebook and/or website until October 2015
- 4 VIP tickets to the fashion show event
- Verbally recognized at the event

SWALLOWTAIL PACKAGE “Gold Sponsor”: \$2,500 (5 Available)

- ½ page ad in the program
- Tertiary placement on red carpet banner
- Name on Appreciation Certificate presented on stage
- Logo on flyers, website, social media and your name listed on the 2014 Relay for Life Carson, CA Shirts
- Social Media tertiary promotion: monthly “shout outs” on Facebook, Instagram, and Twitter linking back to your Facebook and/or website until September 2015 Preferred tickets to the fashion show event
- Verbally recognized at the event

BIRDWING PACKAGE “Silver Sponsor”: \$1,500 (10 Available)

- ¼ page ad in the program
- 2 preferred seating tickets to the fashion show event
- Name on the Appreciation Certificate presented on stage
- Verbally recognized at the event
- 2 Preferred tickets to the fashion show event
- Logo featured on website and social media



AFFILIATE PACKAGES:

In addition to sponsoring the event, the following are ways you can help support The Survivor's Fashion Show Event for the American Cancer Society Relay For Life:

- I. CORPORATE VIP TABLE: \$1,500**
 - Includes 10 VIP dinners with swag bags
 - A ¼ page appreciation ad on the program guide
 - VIP Red Carpet Arrival from 5:30pm – 6:00pm
 - Mentioned on Stage

- II. CORPORATE PREFERRED SEATING TABLE: \$1,000**
 - Includes 10 preferred seat dinners
 - A ¼ page ad on the program guide
 - VIP Red Carpet Arrival from 5:30pm – 6:00pm
 - Mentioned on stage

- III. ADVERTISE ON THE 16-PAGE COLORED PROGRAM:**
 - Sponsor the full program: \$3,000
 - 1 full page: \$100
 - ½ page: \$50
 - ¼ page: \$30

- IV. MEDIA SPONSOR: PR services valued at \$5,000**
 - Primary logo on the step & repeat
 - 4 VIP tickets
 - ½ page ad on the program

- V. PRODUCT AND/OR SWAG DONATION**
 - Donation valued at \$5,000 or more = 6 VIP Tickets and ½ page ad
 - Donation valued at \$3,500 or more = 4 VIP Tickets and ¼ page ad
 - Donation valued at \$2,500 or more = 2 VIP Tickets
 - Donation valued at \$1,000 = 2 Preferred Seat Tickets
 - Donation valued at \$500 or less = 2 General Admission Tickets
 - Note: all donors will receive special mentions on social media



AUDIENCE PROFILE

The following statistics were gathered from the 2014 Survivor's Fashion Show survey administered during the RSVP process.

319 Total audience including participants

AGE: 7 – 68 years old: 5% 12 years old and under
 10% 13-19 years old
 19% 20-25 years old
 36% 26-35 years old
 20% 36-55 years old
 10% 56 years and above

GENDER: 72% Women

HH AVE INCOME: \$70,000 median income

TOP OCCUPATION: Business Owners, Managers, Executives, Medical Professionals, and Charity Founders.

TOP INDUSTRIES: Entertainment, Technology, Real Estate, Retail, Non-Profits, Advertising, Medical Field, Health & Wellness, and Financial Industry.



THE SURVIVOR'S FASHION SHOW SPONSORSHIP AGREEMENT

Company: _____
 Mailing Address: _____
 Cell Phone: _____

Contact Name: _____
 Email: _____
 Website: _____

Thank you for supporting The Survivor's Fashion Show produced by Events in the City LA, in collaboration with LW Special Events and True X the Brand. Your contribution to our annual celebration will not only aid in finding the cure for cancer but also help spread awareness. Please confirm your sponsorship level by checking the corresponding box and stating the total contribution below.

- | | |
|--|---|
| <input type="checkbox"/> \$10,000 Monarch Butterfly "Presenting Sponsor" | <input type="checkbox"/> \$3,000 Program Sponsor |
| <input type="checkbox"/> \$5,000 Queen Butterfly "Platinum Sponsor" | <input type="checkbox"/> \$100 Full page advertising |
| <input type="checkbox"/> \$2,500 Swallow Tail "Gold Sponsor" | <input type="checkbox"/> \$50 Half page advertising |
| <input type="checkbox"/> \$1,500 Birdwing Tail "Silver Sponsor" | <input type="checkbox"/> \$40 ¼ page advertising |
| <input type="checkbox"/> \$1,500 Corporate VIP Table Sponsor | <input type="checkbox"/> \$5,000 Value for MEDIA SPONSOR |
| <input type="checkbox"/> \$1,000 Corporate Preferred Seat Table | |
| <input type="checkbox"/> SWAG DONATION (Please specify your swag donation: _____) | |

General. The sponsor hereby agrees to sponsor the event THE SURVIVORS FASHION SHOW described in the SPONSORSHIP PROPOSAL above. The Sponsor agrees to provide to THE SURVIVORS FASHION SHOW the above selected sponsorship package and/or in-kind services. In consideration therefore, THE SURVIVORS FASHION SHOW shall provide Sponsor with the benefits described in the Proposal. THE SURVIVORS FASHION SHOW may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

Payment. 100% of the payment is due within three (3) business days upon the completion of this sponsorship agreement. Payments can be made via paypal, corporate checks, money orders, or cashier's check. THE SURVIVOR'S FASHION SHOW has the right to determine the method of payment on a case by case basis.

Limitation of Sponsorship. Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to THE SURVIVORS FASHION SHOW to be held June 25, 2015. Assuming the Event is continued in 2016, the Sponsor shall have the first right of refusal to continue Sponsor's involvement in the Event on such terms as Sponsor and THE SURVIVORS FASHION SHOW shall agree.

License and Usage. Sponsor hereby grants THE SURVIVORS FASHION SHOW a limited, non-exclusive license to use Sponsor's approved trade names, trademarks, service marks and other proprietary information owned by the Sponsor. THE SURVIVORS FASHION SHOW agrees that the Proprietary Information will be used only in connection with the 2015 Event to provide the benefits set forth in the Proposal.

Sponsor Understandings. Sponsor understands as follows: the dollar values set forth in the Proposal and estimates are based upon general sponsorship information available to THE SURVIVORS FASHION SHOW; the audience multiplier is based upon estimates of THE SURVIVORS FASHION SHOW attendance and actual attendance figures may vary materially. No portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except as provided herein.

Termination. In the event of termination for any reason other than failure to provide contracted fees or services, THE SURVIVORS FASHION SHOW may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by THE SURVIVORS FASHION SHOW. Sponsor shall not terminate this agreement without the approval of THE SURVIVORS FASHION SHOW. In the event that the Event does not take place, in whole or in part, due to any Act of God or force majeure, including, without limitation, weather, fire, flood, strike, labor dispute, or similar cause beyond the control of the parties, then Sponsor shall be entitled to an immediate refund of the Sponsorship Fee [or a pro rata portion thereof if the Event took place only in part].

Amendments. This agreement may be amended only by a written instrument executed by both parties.

Miscellaneous. This agreement is governed by California law and is binding upon all of the parties' successors and assigns.

Indemnification and Waiver of Subrogation. Each party will indemnify, defend, and hold harmless the other, its parent, subsidiary, and affiliated corporations and their respective directors, officers, employees, agents, successors, and assigns, from and against any and all claims, damages, liabilities, losses, government proceedings, and costs and expenses, including reasonable attorney fees and costs of suit, arising out of any alleged or actual breach of this Agreement or the inaccuracy of any warranty or representation made by it or any act or omission by it in the performance of this Agreement or the purposes hereof. Each party will give the other prompt written notice of any claim or suit possibly coming within the purview of any indemnity set forth in this Agreement. Upon the written request of an indemnitee, the indemnitor (Events in the City LA) will assume the defense of any such claim, demand, action, or proceeding. The indemnitee (the sponsor named above) shall also have the right to provide its own defense at its own expense, provided the indemnitee shall not settle any claim without the indemnitor's consent unless it is willing to release the indemnitor from its obligation of indemnity hereunder. Termination of this Agreement shall not affect the continuing obligation of each of the parties under this paragraph. To the extent permitted by law, the "Sponsor" hereby releases Events in the City LA, its elected and appointed officials, collaborative partners, employees and volunteers and others working on behalf of the Events in the City LA from any and all liability or responsibility to the "Sponsor" or anyone claiming through or under the "Sponsor" by way of subrogation or otherwise, for any loss or damage to property caused by fire or any other casualty, even if such fire or other casualty shall have been caused by the fault or negligence of Events in the City LA, its elected or appointed officials, employees or volunteers or others working on behalf of. This provision shall be applicable and in full force and effect only with respect to loss of damage occurring during the time of the Sponsored event and related promotional events, and "Sponsor's" policies of insurance shall contain a clause or endorsement to the effect that such release shall not adversely affect or impair such policies or prejudice the right of the lessee to recover thereunder. The "Sponsor" agrees that its policies will include such a clause or endorsement."

TOTAL AMOUNT AUTHORIZED TO BE PAID TO EVENTS IN THE CITY LA: _____

Authorized by: _____ Signature: _____ Date: _____

Event Rep: _____ Signature: _____ Date: _____