



mirror BALL 2015

PARTNERSHIP OPPORTUNITIES
NOVEMBER 21, 2015
LIBERTY GRAND | TORONTO



our mandate

We are a 'feel good' industry – colourful, sexy and fun. We use beauty to make women look good and feel better every day, so no one knows more about how women feel about themselves than we do. We count over 95% of Canadian women as customers in their lifetime. And we cannot, and will not, abandon those same women when they are fighting for their lives against cancer.

Therefore, the mandate of BEAUTY GIVES BACK is clear, real and relevant: We dedicate ourselves to treating the emotional fallout from cancer. Using the sum total of our knowledge, experience, expertise and resources, we do what women trust and rely on us to do – to make them feel human again in the face of the ravages of cancer and its treatment. In doing so, we help restore their confidence, and the confidence of those around them, to continue fighting with conviction and living with dignity.

our cause

87% of cancer survivors report at least one psychosocial issue as 'moderate' or 'severe'

A survey of provincial cancer agencies found that less than 3% of cancer centre direct operating dollars were allocated to psychosocial care

In a survey of more than 600 oncologists, over 90% attached the highest value to the attitudes of hope and optimism

A woman living with cancer understands all too clearly that she also lives with the profound emotional effects of both the disease and its treatment. In fact, this trauma is cited most often by patients as the most difficult consequence of the disease.

The Cancer Blues is the name we have given to the emotional fallout from cancer and its treatment, a consequence of the disease that can affect a woman's ability to fight and endure through the difficult ordeal of cancer.

Studies show that while there are steady advances in the way the medical system understands and treats the disease, the emotional aspects of cancer are often ignored and rarely addressed. We are working to change that, because cancer doesn't just attack your body, it also robs you of your sense of self; the fight is as much a mental one as it is physical.

Today, where one in three women are estimated to be diagnosed with cancer in their lifetime, we are stepping up our effort to make sure that every woman diagnosed with cancer can be supported through the Cancer Blues. **Our goal** is that by 2020, every woman in Canada diagnosed with cancer understands that the Cancer Blues may be a part of her cancer journey and that she deserves to receive support for it in the same way as she receives treatment for the disease she is fighting.

“Best day I’ve had since being diagnosed with cancer...
I forgot I was sick!”

– Look Good Feel Better alumni

“The program
really pushed me up
at a time when I was not
feeling good and was a bit
low. Thank you very much!”

– Look Good Feel Better alumni

“I have IDC bordering on stage 3. I have tried to share my story and cannot put it into words yet. It is really helping me to read all of your stories and know that I am not alone...I just wanted to say **thank you for this outlet.** I am sure I will be visiting on a regular basis!!”.

– FacingCancer.ca member

“... Just needed to vent a bit with others that know.
Thanks for listening.”

– FacingCancer.ca member

our impact

For more than 20 years, Beauty Gives Back has supported tens of thousands of women through the Cancer Blues with Look Good Feel Better, an empowering cosmetic and hair alternatives workshop to help women look and feel more like themselves again. Over 165,000 women have benefitted from the workshop experience, while hundreds of thousands more have found support through our website, social channels, toll free information line and annual magazine. FacingCancer.ca is our online community where women with cancer and those who love and support them can gather to talk about the many things they experience on their cancer journey, such as changes to their bodies, the challenges of meeting family responsibilities, financial concerns, or for many, fear of recurrence after treatment has finished. Very simply, it’s a place to discuss ‘everything else’ they’re going through with cancer. To date, FacingCancer.ca has served over 80,000 women.

Through our free cancer support programs, Beauty Gives Back is helping Canadian women, and those who care for them, face cancer feeling supported, confident and optimistic. To learn more, visit beautygivesback.ca.





the cancer blues

For a woman diagnosed with cancer, fear and uncertainty become constant companions. But the ravages of cancer treatment bring more unexpected visitors—the pity of friends, the anxiety of loved ones, and the shock of passersby—all painted clearly on passing faces and experienced every moment of every day.

We are Beauty Gives Back, a charitable initiative of the Canadian beauty industry. We use the tools of our trade to help women look good and feel better every day, so no one knows more about how women feel about themselves than we do. This year marks the 24th annual fundraising gala, and during that time, we have supported over 165,000 women through the Cancer Blues with Look Good Feel Better, our cosmetic and hair alternatives workshop. Thousands more women and those who love and care for them continue to find the support they need at FacingCancer.ca, our online community. Through our free cancer support programs, Beauty Gives Back is helping Canadian women, and those who care for them, face cancer feeling supported, confident and optimistic.

As a supporter of Mirror Ball 2015, you are part of an incredible movement our industry is leading to help women through the Cancer Blues. The funds we raise through Mirror Ball will ensure our Look Good Feel Better and FacingCancer.ca programs continue to be available to the women who need them, and will also make it possible for us to develop much needed and vital new avenues of support for our mothers, sisters, daughters and friends facing both the visible and invisible challenges of cancer.

Warm regards,

Dee Diaz
Vice President and
Chief Operating Officer
Beauty Gives Back

Sherry Abbott
Executive Director
Beauty Gives Back



BEAUTY GIVES BACK

chairs' message

“...an event that is as passionate, exciting
and glamorous as our industry.”

JOIN US.

When you support Mirror Ball, you join a colourful collective of people who are committed to helping women beat the Cancer Blues. Founded by members of the Canadian beauty industry, Beauty Gives Back has been working for more than 20 years to do what women trust and rely on us to do: to make them feel human again in the face of the ravages of cancer and its treatment so they can continue fighting with conviction and living with dignity. Now we invite you to join us.

Mirror Ball is the time when we gather with our friends from inside and outside the beauty industry to celebrate our shared commitment to the cause and to reignite our passion to help women through the emotional fallout from cancer. It's no surprise, then, that we are planning an event that is as passionate, exciting and glamorous as the beauty industry.

On Saturday, November 21 we will welcome our valued friends, supporters and sponsors to Mirror Ball 2015. As the largest annual signature fundraiser in support of the Foundation, this black tie gala supports vital free programs that help Canadian women face the social and emotional challenges of cancer.

Our partnership opportunities are designed to provide you with the perfect fit to demonstrate your personal or corporate commitment to this cause. Whether it's through sponsorship, a donation to our live or silent auction or the purchase of tickets or tables, your generous contribution will help support our existing programs and also help us expand the services our Foundation offers.

As Chairs for this important event we couldn't be more proud to be dedicating our time to such an important cause. Mirror Ball 2015 will celebrate all the Foundation has done to help Canadian women with cancer since the inception of this incredible event and it will also remind us that there's so much more we can do. We sincerely hope we can count on your support.

With our sincere thanks,

Peter Evans
ICON Digital Productions Inc.
Chair, Mirror Ball 2015

Anne Tillman-Graham
Quadrant Cosmetics Corp.
Vice-Chair, Mirror Ball 2015

ways to get involved

MIRROR BALL TICKETS

- * \$800 Individual Ticket*
- * \$8,000 Table of 10*
- * \$10,000 Corporate Patron Table**

* All Tickets include access to the after party

** Benefits include preferred table placement and corporate table signage

MIRROR BALL AFTER DARK TICKETS

- * \$150 Individual ticket
 - * \$1,250 Package of 10 tickets
 - * \$1,000 Package of 10 tickets added to a sponsorship and/or table purchase
-

MIRROR BALL PATRON: \$5,000

- * 2 Gala Tickets*
- * Name recognition in Evening Program
- * Eligibility for a charitable tax receipt

* All Tickets include access to the after party

FRIENDS OF THE FOUNDATION – CASH DONATIONS: \$1,000+

- * Name recognition in Evening Program
 - * Eligibility for a charitable tax receipt
-

Live Auction in-kind donations: \$5,000+

- Item feature and logo recognition in Evening Program and Mirror Ball website
 - Recognition from the auctioneer during the Live Auction
 - Logo recognition on screen at the event
-

Silent Auction in-kind donations: \$100 - \$4,999

- Corporate line listing with product and/or service description in Silent Auction Book and on automated bidding system
-

Advertising in the silent auction book

- Full colour, full page and half page ad spaces are available.
- Centre of Book - Double page spread: \$3,500
- Outside Back Cover: \$3,000
- Inside Front Cover: \$2,500
- Inside Back Cover: \$2,500
- Full-page: \$2,000

SPONSORSHIPS

Each sponsor level will include logo recognition on the following:

- * Mirror-Ball.ca website
- * All e-communications pre and post event
- * Event press material
- * Event signage and multi-media presentation
- * Evening Program
- * Full-page colour Thank You Ad to appear in a leading publication following the event

Sponsorship will be combined with your total 2015 contribution and included in the 2015 CCTFA Corporate Report Card.

Recognition Includes:

- Logo recognition on Look Good Feel Better website
- Award presentation at the 2016 Tribute Event

To discuss sponsorship or opportunities tailored to suit your needs, please contact Sherry Abbott, Executive Director, Beauty Gives Back
416-452-0363 | sherry@beautygivesback.ca

MARQUEE BALL OPPORTUNITIES

BENEFITS	Presenting Sponsor \$100,000	Platinum Sponsor \$75,000	Gold Sponsor \$50,000	Silver Sponsor \$25,000	Bronze Sponsor \$15,000
Exclusive Opportunity:	Product showcase, message from the podium and logo placement				
VIP Table of 10 Includes access to <ul style="list-style-type: none"> Exclusive Sponsors' Reception After Party 	3 Tables (Best in house)	2 Tables (Best in house)	1 Table		
Tickets to a VIP Table Includes access to <ul style="list-style-type: none"> Exclusive Sponsors' Reception After Party 				4 tickets	2 tickets
Complimentary Rooms at a downtown hotel	3 Rooms	2 Rooms	1 Room		
Valet parking passes	15	10	5	2	1
Evening Program Ad	Double Page	Full Page	Full Page	Half-page	Half-page
Social Media Sponsor mentions pre and post event	8	6	4	2	1

SPECIAL OPPORTUNITIES

BENEFITS	Technology \$25,000	Cocktail Reception \$25,000	Red Carpet & Sponsor Reception \$15,000	Entertainment \$10,000
Exclusive Opportunity: Includes designated signage	Logo placement	Logo placement	Logo placement	
Mirror Ball tickets Includes access to <ul style="list-style-type: none"> Exclusive Sponsors' Reception After Party 	4 Tickets	4 Tickets	2 Tickets	2 Tickets
Valet parking passes	2	2	1	
Evening Program Ad	Half-page	Half-page	Half-page	

AFTER PARTY OPPORTUNITIES

BENEFITS	Presenting \$25,000	Entertainment \$10,000	Club \$5,000
Exclusive Opportunity: Includes designated signage	Product Showcase		
Mirror Ball After Dark Tickets Includes designated signage	30 Tickets	20 Tickets	10 Tickets
Mirror Ball tickets Includes access to <ul style="list-style-type: none"> Exclusive Sponsors' Reception 	4 Tickets		
Evening Program Ad	Half-page		

BEAUTY GIVES BACK

CONTACT

SPONSORSHIP OPPORTUNITIES

We are enthusiastic to work with you to customize a package that is aligned with your company's values and objectives and best meets your needs. To discuss sponsorship or a customized approach to sponsorship, please contact:

SHERRY ABBOTT

Executive Director, Beauty Gives Back
416-452-0363
sherry@beautygivesback.ca

TICKETS, TABLES, AUCTION & GENERAL EVENT INFORMATION

SHARBANI KHAN

Administrative & Development Coordinator, Beauty Gives Back
905-890-5161 x 221
sharbani@beautygivesback.ca

MIRROR BALL 2015, CHAIR

PETER EVANS

Icon Digital Productions Inc.
416-315-9942
peter.evans@icondigital.com

MIRROR BALL 2015, VICE-CHAIR

ANNE TILLMAN-GRAHAM

Quadrant Cosmetics Corp.
416-921-2913 x 223
annegraham@quadrantcosmetics.com

MIRROR BALL 2015, SILENT AUCTION CHAIR

MANDY BILLINGS

Shoppers Drug Mart
416-493-1220 ext. 3363
mbillings@shoppersdrugmart.ca

MIRROR BALL AFTER DARK CHAIR

KEKE MGBEMENA

MAC Cosmetics
905-513-2520
MirrorBallAfterParty@beautygivesback.ca

#MirrorBall2015



beautygivesbackcda



@beautygivesbackcda



beautygivesback.ca



@BGBCanada



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