

be the *L*ifference foundation.
Raising Hope. Targeting Ovarian Cancer.

VIRTUAL RUNWAY FOR HOPE

ONLINE FASHION SHOW BENEFITTING
MARY CROWLEY CANCER RESEARCH

NOVEMBER 18, 2020
12:00 PM – 1:00 PM



**PARTNERSHIP
OPPORTUNITIES**

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Ditch the little black dress and watch from anywhere while you join us at our
VIRTUAL RUNWAY FOR HOPE Online Fashion Show.

NEW SPONSOR BENEFIT!

This year we will have a virtual program that will include a video provided by the sponsor. The video can include a custom greeting or a company/product overview. We anticipate that the virtual program will be seen by more people than would attend a traditional in-person event.

We have partnered with four fashion influencers and paired them with four ovarian cancer survivor models to style them in fashions from Nordstrom, Style Your Senses, and Karina Grimaldi.



@styleyoursenses



@theperennialstyle



@soheatherblog



@miamistylemom

Highlighted by our favorite emcee, Scott Murray, live in studio, guests will hear inspiring stories from our ovarian cancer survivors and learn fashion tips and tricks from our fashion influencers all from the comfort of their own homes.

Ready...Set...Virtual Runway!

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Partnership Opportunities

PRESENTING TEAL SPONSOR - \$25,000

“A WORLD WITHOUT OVARIAN CANCER”

- Exclusive recognition as Presenting Sponsor in local media campaign including television, print, email, and social media
- Top logo placement on Runway for Hope website, promotional materials, and event collateral
- Announcement of Sponsorship during fashion show program
- Company can provide a pre-recorded message that will be played during the program
- Featured sponsor listing on virtual program that includes an embed of a video of your choosing with links to your website and social platforms.

GREEN SPONSOR - \$10,000

“HOPE LIVES HERE”

- Recognition in local media campaign including television, print, email, and social media
- Logo placement on Runway for Hope website, promotional materials, and event collateral
- Announcement of Sponsorship during fashion show program
- Highlighted sponsor listing on virtual program that includes an embed of a video of your choosing with links to your website and social platforms.

PURPLE SPONSOR - \$5,000

“RAISING HOPE. TARGETING OVARIAN CANCER”

- Recognition in local media campaign including television, print, email, and social media
- Logo placement on Runway for Hope website, promotional materials, and event collateral
- Announcement of Sponsorship during fashion show program
- Listing on virtual program that includes an embed of a video of your choosing with links to your website and social platforms.

MAIZE SPONSOR - \$2,500

“MAKING A DIFFERENCE”

- Recognition in local media campaign including television, print, email, and social media
- Logo placement on Runway for Hope website, promotional materials, and event collateral
- Announcement of Sponsorship during fashion show program
- Listing on virtual program with links to your website and social platforms.

MODEL SPONSOR - \$1,000

- Sponsorship of any one of our models
- Logo placement on Runway for Hope website, promotional materials, and event collateral
- Announcement of model sponsorship upon model walking the runway

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Partnership Opportunities

- PRESENTING TEAL SPONSOR** "A WORLD WITHOUT OVARIAN CANCER" - \$25,000
- GREEN SPONSOR** "HOPE LIVES HERE" - \$10,000
- PURPLE SPONSOR** "RAISING HOPE. TARGETING OVARIAN CANCER" - \$5,000
- MAIZE SPONSOR** "MAKING A DIFFERENCE" - \$2,500
- MODEL SPONSOR** - \$1,000

SPONSOR NAME / As you would like to be listed in the promotional material

CONTACT NAME

MAILING ADDRESS

PHONE

EMAIL

METHOD OF PAYMENT

A check is enclosed (*please make checks payable to Be The Difference Foundation*)

Please charge my/our:

American Express VISA MasterCard Discover

Card number: _____ Exp date: _____ Security Code: _____

Name (as it appears on card): _____ Billing Zip Code: _____

Cardholder signature: _____

Please remit to: Jon Mize, Events & Corporate Partnerships Manager, Be the Difference Foundation, P.O. Box 540954, Dallas, Texas, 75354