

FASHION SHOW & GALA



23rd Annual Surviving With Style Fashion Show & Gala

benefiting Cancer Pathways

Saturday, October 3rd, 2020
The Westin Seattle, Grand Ballroom

Cocktail Reception & Guest Check-In | 5PM
Doors Open | 6PM

Emcee: Michelle Millman, KIRO 7
Auctioneer: Matt Lorch, Q13

Fashion Show
Live Auction



EVENT HISTORY

Since opening our doors in 2001, Cancer Pathways (formerly Gilda's Club Seattle) has touched over 264,000 lives through kids' summer camps, high school education, teen writing contests, workplace programs, and family programs, including support groups, lectures, classes, and art therapy.

In recent years, the Surviving With Style Fashion Show evolved from a luncheon to an evening Gala. The Fashion Show is a unique celebration of cancer survivorship. Every model is a cancer survivor. As they walk the runway, we hear their remarkable stories. Each one is different, as our models come from all walks of life, diagnoses, and stages of treatment. In 2019, our survivors' ages ranged from four years old to 72 years old.

This year, we will host our 23rd Annual Surviving With Style Fashion Show & Gala, and we invite you to join us in our celebration of cancer survivorship.

GALA SPONSOR BENEFITS

PRESENTING SPONSOR - \$25,000 - *Exclusively named as Event Presenter*

- Two tables, seating 20 of your guests
- Premier table placement in front row
- Onstage recognition by celebrity emcees
- Full-page, color ad on back cover of program
- Featured on Step-and-Repeat backdrop
- Extended Marketing Suite (see below)

PASSION SPONSOR - \$15,000

- Two tables, seating 20 of your guests
- Onstage recognition by celebrity emcees
- Full-page, black/white ad in event program
- Featured on Step-and-Repeat backdrop
- Extended Marketing Suite (see below)

SPARKLE SPONSOR - \$10,000

- One table, seating 10 of your guests
- Onstage recognition by celebrity emcees
- Full-page, black/white ad in event program
- Extended Marketing Suite (see below)

GREEN ROOM SPONSOR - \$7,500

NEW!

- Speaking Opportunity at the Cocktail Hour
- Company banner displayed in Green Room
- One table, seating 10 of your guests
- Acknowledged onstage and onscreen
- Featured on our website and social media

VIP RECEPTION SPONSOR - \$7,500

NEW!

- Speaking Opportunity at VIP Reception
- Company banner displayed at VIP Reception
- One table, seating 10 of your guests
- Acknowledged onstage and onscreen
- Featured on our website and social media

PURCHASING A TABLE - \$2,500

Table Captains - *for individuals*

- One table, seating 10 of your guests
- Recognized in commemorative event program
- Table Captain(s) listed onscreen during event

Table Sponsorship - *for companies*

- One table, seating 10 of your guests
- Recognized in commemorative event program
- Company name listed onscreen during event

FRIENDSHIP SPONSOR - \$5,000

- One table, seating 10 of your guests
- Acknowledged onstage and onscreen
- Half-page, black/white ad in event program
- Featured on our website and social media

MODEL FAMILY SPONSOR - \$2,500

NEW!

- One table, seating 10 model family members
- Recognized onscreen and in event program
- Onstage recognition by celebrity emcees

EXTENDED MARKETING SUITE - *Your company name/logo will be featured on:*

- › Cancer Pathways' website and social media
- › All SWS online marketing/promotions
- › All SWS promotional emails/e-blasts
- › All print marketing materials*
- › Commemorative event program
- › Onscreen event presentation

Also
available
'a la carte'
for \$2,500.

NEW!

**Artwork/logos must be received by print material deadline of August 7th, 2020.*

Custom sponsorships are available. To arrange, contact Lisa at 206-709-1400 or via email at lisa@cancerpathways.org.

WHAT'S NEW

WHY BECOME A SWS SPONSOR?

There are few among us who have not been touched by cancer, whether it was the diagnosis of a friend, family member, or oneself. Partnering with Cancer Pathways shows your employees and customers that your company believes no one should face cancer alone.

In schools, workplaces, diverse community settings, and the communities where you do business, our programs are designed to meet people where they are at in their experience with cancer. Your support shows you are willing to do the same.

The kids say it best. View our Camp Sparkle video: <https://youtu.be/hn2St4Vw4tw>

WHAT'S NEW FOR GALA SPONSORS IN 2020

VIP RECEPTION — Our debut after-party, hosted by the Board of Directors, was such a blast we decided to offer you the chance to take all the credit in 2020. After the show concludes, guests are welcomed to mix and mingle with the stars of the Fashion Show. Each guest is greeted with a glass of champagne and has the opportunity to meet the cancer survivors who shared their incredible stories with us on the runway. Sponsors will have a speaking opportunity at the VIP Reception.

THE GREEN ROOM — This is where magic happens. Annie Fisher and her team from AFH Salon, with over a dozen volunteer hair stylists and makeup artists, spend hours before the show getting all the models ready for their big moment on the runway. These walls see an abundance of support and encouragement from friends, family, and from one survivor to another. We will welcome our sponsor and their guests to join us in the Green Room to celebrate. Sponsors will have a speaking opportunity at the Cocktail Hour.

MODEL FAMILY MEMBERS — Too busy this year? In 2020, you can support our models by reserving a table for family members who could not otherwise afford to attend. Every year, our models bring family and loved ones to experience this event with them and we don't turn anyone away. Sponsoring a model family table creates a special night for families already facing enormous financial barriers and helps Cancer Pathways direct more funds to our free cancer support programs.

OUR PROGRAMS & SERVICES



CAMP SPARKLE is our free, week-long summer day camp for kids touched by cancer. In 2019, we expanded from four camps to five camps in four cities; Seattle, Bellevue, Everett, and Tacoma.



CANCER HAPPENS, our cancer risk reduction and prevention program for teens, has reached more than 84,000 students in 103 high schools since 2005.



CANCER UNWRAPPED, our teen writing contest, where teens submit essays on their experiences with cancer, has received a total of over 4,000 entries. We held our first national contest in 2019 and received over 800 essays, with at least one from every state in the US.

CANCER ILLUMINATED assists business owners, managers, HR professionals, and employees successfully navigate the complex communication issues that arise when cancer enters the workplace.

PATIENT ADVOCACY & COMMUNITY EDUCATION serves diverse communities with cancer risk reduction and community advocacy education.

In addition to these programs, Cancer Pathways offers family support groups, kids' art therapy, bereavement and grief support, lectures, classes, and education.

Learn more at www.CancerPathways.org

SPONSOR REGISTRATION

I support Cancer Pathways. — Register me for following sponsorship(s):

SPONSORSHIP LEVELS

- Presenting Sponsor - \$25,000
- Passion Sponsor - \$15,000
- Sparkle Sponsor - \$10,000
- VIP Reception Sponsor - \$7,500
- Green Room Sponsor - \$7,500
- Friendship Sponsor - \$5,000
- Table Captain (*individuals*) - \$2,500
- Table Sponsor (*companies*) - \$2,500
- Model Family Sponsor - \$2,500

A LA CARTE OPTIONS

- Bid Cards - \$5,000
- Step-and-Repeat - \$5,000
- Signature Cocktail - \$3,500
- Centerpieces - \$2,500
- Table Numbers - \$2,500
- Extended Marketing Suite - \$2,500
- Individual Ticket - \$250 Qty: _____

A la carte sponsorships:
Company name/logo featured on the underwritten item, or named as sponsor of item, where appropriate.

All artwork/logos must be received by the print deadline of August 7th, 2020 to be featured in SWS print collateral. Please provide your company logo in high resolution in .JPG or .PNG file formats, in both grayscale and color versions.

Custom sponsorships are available. To arrange, contact Lisa at 206-709-1400 or via email at lisa@cancerpathways.org.

CONTACT INFORMATION

I am a: Corporation Individual Foundation

Please list recognition, company, or table captain name exactly how you would like it to appear in print materials.

Contact Name: _____ Title: _____

Company Name: _____

Table Captain, if applicable: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

I will pay online at www.cancerpathways.org

My check is enclosed, payable to *Cancer Pathways*

Please charge my credit card: AMEX MasterCard VISA

Name (as it appears on the card): _____

Card Number: _____ Exp: _____ Security Code: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____

SUBMIT COMPLETED FORM:

Attn: Lisa Hubert
Cancer Pathways
1400 Broadway
Seattle, WA 98122
lisa@cancerpathways.org
206-709-1400

Our Mission:

At Cancer Pathways, formerly known as Gilda's Club Seattle, we believe that no one should face cancer alone. For over 18 years, we have been providing unique cancer support programs and services to children, teens, adults, and their families and friends impacted by cancer. Whether it is in schools, workplaces or diverse community settings, our programs are designed to meet people where they are at in their experience with cancer.