



2018 SPONSORSHIP OPPORTUNITIES

Ciao, amico. Facciamo festa! These four words are already beckoning more 300 Delaware Valley aspiring career men and women to come to Vie on October 13 for the annual Susan G. Komen® Philadelphia Pink Tie Ball Young Professionals Party. With promises of all that is wonderful about a night in Venice, this must-attend party will offer our young professionals the finest food and drink, energy that can only come from music that reaches the soul and sweeps the feet onto the dance floor and an unforgettable time surrounded by friends, old and new—and, quite possibly, an unexpected encounter leading to that one *grande amore!* However, the most powerful attraction of this party comes from the knowledge that by participating in the fun, every young professional is helping Komen Philadelphia do more in the year ahead to increase the number of breast cancer survivors in our community.

Developed by Komen Philadelphia and our Young Professional leadership, the party offers young professionals the setting, energy and a few memorable moments of our main Pink Tie Ball gala integrated with special features most attractive to the young professionals community.

- **When:** Saturday, October 13, 2018 from 8:30 p.m. to 12:00 a.m.
- **Where:** Vie, 600 North Broad Street, Philadelphia
- **Who:** 300 young professionals
- **What:** Our community's most driven and accomplished young professionals "take over" the Pink Tie Ball for an extended cocktail-and-dance party
- **Benefits:** The life-saving work of Komen Philadelphia
- **Tickets:** \$85 until 9/11/18, \$100 9/12/18 until 10/12/18; \$120 at Vie on 10/13/18
- **"Integrated Fun:"** the Party will open at 8:30 so young professionals can participate in the best parts of the main event with all Pink Tie Ball guests, including:
 - Featured entertainment in the Vie Ballroom
 - Music and dancing with Tony Grandberry and his Big Fun Orchestra
 - Pink Tie Ball Live Auction
- **Exclusive Young Professionals Party:** featuring
 - Unbelievable food stations, plus passed hors d'oeuvres and desserts
 - Open premium bar until 12:00 a.m.
 - Late-night dancing to Mix 106.1 DJ, Robbie Robb
 - Raffles and silent auction
 - All proceeds support the fight against breast cancer!

Why: With the emergence of increased cases of breast cancer in young women over the past decade, Komen Philadelphia found the young professional community to be "in want" of opportunities to contribute to the fight against the disease in a way that was most meaningful to them. That is, now, this community not only wants to make a difference for the sake of their mothers, aunts and grandmothers – but also for their PEERS. Moreover these young professionals are poised to elevate their career positions through networking and cultivation of "resume-builders" such as philanthropic involvements. The Young Professionals Party of the Pink Tie Ball—supplemented by other Komen Philadelphia events during the year—gives the community a chance to advance their personal breast cancer and career networking missions.

9TH ANNUAL PINK TIE BALL YOUNG PROFESSIONALS PARTY SPONSORSHIP OPPORTUNITIES

Welcome to the **Mecato di Rialto**. In keeping with our Night in Venice theme, this year's Pink Tie Ball Young Professionals party offers sponsors a "Rialto Marketplace" of opportunities to connect you with 300 career-minded achievers, as well as thousands of other corporate, philanthropic and supporters who make up the Komen Philadelphia Pink Tie Ball community! "Shop" our Mecato di Rialto to find the opportunity that is just right for your business, marketing goals and community relations objectives.

NOTE: benefits listed below apply to the Young Professionals Party materials/promotions exclusively and do not entail the main Pink Tie Ball unless specified as such. *Contact Elaine at 215-238-8900 to get started on any of the Sponsorship opportunities below.*

Grande Formaggio: \$10,000

As the "big cheese" you'll be positioned as the Main Event Sponsor and your presence will permeate the Party and promotions.

- Exclusivity in this category
- All promotional materials will list you as Presenting Sponsor of the Party
- Full-screen tribute message, rotation at main Pink Tie Ball & Young Professionals Party
- Logo on: website thank-you page, e-invitations
- Exposure in press materials, social media, and newsletter
- Prominent on-site signage
- 10 Young Professionals Party tickets
- Exposure in post-event website photo gallery & Facebook album
- Mention with event photos sent to Philadelphia society editors

Amata Rosa: \$5,000

As a "beloved rose" sponsor, you will be front and center as the presenter of the Cocktail Lounge and Music—the heart of all things romantic on this special night! You'll be called out for a very specific, very appreciated party element.

- Full-screen tribute message, rotation at main Pink Tie Ball & Young Professionals Party
- Opportunity to create a unique Cocktail Hour theme to promote your company
- Logo on: website thank-you page, e-invitations
- Exposure in press materials and social media pages
- Prominent on-site signage at the bars and next to the band/stage

- 6 Young Professionals Party tickets
- Exposure in post-event website photo gallery & Facebook album
- Mention with event photos sent to Philadelphia society editors

Pesce Molto Buono: \$2,500

As a "very good fish" indeed, your name will be remembered fondly among ALL guests for your support and contributions to the party of the year.

- Mention: website thank-you page and e-invitations
- Prominent on-site signage
- Logo on thank-you screen, rotation at Young Professionals Party
- 2 Young Professionals Party tickets
- Exposure in post-event website photo gallery & Facebook album

Amico Alla Moda: \$1,000

As a "fashionable friend" of the Young Professional Party, you'll be seen in a number of key spots.

- Mention: website thank-you page and e-invitations
- Logo on thank-you screen, rotation at the Young Professionals Party

Compagno: \$500

As a young professionals companion, you will be acknowledged on our website and as part of a thank-you page screen in our event video tribute journal rotation.

Raffle Item Donor: minimum retail value \$250

- Mention: website thank-you page
- On-site signage