

# NYC&G

New York Cottages and Gardens

## pinkaid

compassion until there's a cure

**4th Annual Luncheon, Auction, and Celebration of Life Fashion Show**  
October 18, 2017 | Mitchells of Huntington

**Theme: Zen Spaces - Celebrate Your Happy Place**

**Mission:** Pink Aid's mission is to help underserved local women survive breast cancer treatment with support and dignity, to provide screening to women in financial need and to empower breast cancer survivors to heal by helping and inspiring others.

**Funds raised support:** Financial assistance with rent and utilities, breast cancer screening, recovery bras, wellness programs and more. Over \$600,000 in grants awarded to 18 organizations in just three years. *Pink Purse* program will launch this summer with \$70,000 in funds to help underserved women undergoing breast cancer treatment with emergency assistance for household expenses.

### EXPOSURE:

Event advertising in NYC&G with 208,000 readers  
**Inclusion in NYC&G newsletters, e-blasts and social media**  
Event publicity in Mitchells M Lifestyle Magazine with a readership of over 40,000  
**Event promotion to over 3,100 of Long Island's most influential women**  
Recognition in Pink Ink, Pink Aid's biannual newsletter sent to more than 3,100 readers  
**Recognition on pinkaid.org, in robust social media program and all pre/post event publicity**  
Program and signage at sold out annual event with 300+ attendees

### PINK SPONSORSHIPS:

**\$2,500 - NEW!** Premier opportunity for a designer/manufacturer to partner with the Mitchells fashion team to create a vignette in a Mitchells window in addition to donating an item.

- ♥ 3-4 weeks of display time in the window at Mitchells (about 2 weeks prior and 1-2 weeks following) \*
- ♥ Promotion on Mitchells social media and all pre/post event publicity
- ♥ Donation of an item
- ♥ 1 reserved seat at event
- ♥ Full-page ad in event program
- ♥ Editorial coverage in the Holiday issue of NYC&G and on cottagesgardens.com

### \$1,000

- ♥ Donation of an item
- ♥ 1 reserved seat at event
- ♥ Half-page ad in event program
- ♥ Editorial coverage in the Holiday issue of NYC&G and on cottagesgardens.com

### \$500

- ♥ Donation of an item
- ♥ 1 reserved seat at event
- ♥ Quarter-page ad in event program

### THEME FOR ITEMS:

As Designers we are well acquainted with how powerful transforming a space can be. It can calm, soothe, restore and invigorate. Pink Aid has decided that this year's theme will be "Zen Spaces". What better way to inspire women struggling with breast cancer than to show them how the relationship with our environment at home impacts us physically and emotionally. Let's tap into our five vital senses; **taste, sight, touch, scent** and **sound** to create donations that promote well being and put us in our happy place.

### IMPORTANT DATES:

#### July 14

- ♥ Invitation and program

#### July 20

- ♥ Save the date email

#### August 16

- ♥ Ad for NYC&G

#### September 20

- ♥ Program listing

#### September 27

- ♥ Inclusion in online auction

#### September 27, between 11-5 pm

- ♥ Drop-off date at Mitchells of Huntington

## FOR MORE INFORMATION CONTACT:

Lisa Heissan | Account Manager | 203.956.9918 | lheissan@candg.com or  
Stephanie Yalamas | Marketing & Events Sr Associate | 203.957.3154 | syalamas@candg.com

\*Sponsors interested in this level should contact Andrew Mitchell-Namdar (andrewm@pinkaid.org) for specific information prior to commitment