

CTC&G

Connecticut Cottages and Gardens

pinkaid

compassion until there's a cure

8th Annual Luncheon and Fashion Show
Wednesday, October 3, 2018 | Mitchells of Westport

Theme: Blush

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

Funds raised support: Provide financial assistance with rent, utilities, breast cancer screening, diagnostic testing, wellness programs and recovery garments. Over \$3.6 million in grants awarded to 23 CT organizations in support of women with breast cancer. Over 1,000 breast cancer patients have received direct emergency aid through the Pink Purse Fund.

EXPOSURE:

Event advertising in *CTC&G* with 208,000 readers
Inclusion in *CTC&G* newsletters, e-blasts and social media
Event promotion to over 5,000 of Fairfield County's most influential women
Recognition in *Pink Ink*, Pink Aid's biannual newsletter sent to more than 5,000 readers
Recognition on pinkaid.org, in robust social media program and selected pre/postevent publicity
Program and signage at sold out annual event with 500+ attendees

PINK SPONSORSHIPS:

\$1,000

- ♥ Donation of an item
- ♥ 1 Reserved Seating Pink Friend Ticket (\$375 value)
- ♥ Editorial coverage in the November issue of *CTC&G* and on cottagesgardens.com
- ♥ Quarter-page ad in event program
- ♥ Listed on Pink Aid Save the Date, Invitation and Event Program, *Pink Ink* newsletter and Pink Aid website
- ♥ Pink Aid feature post on Facebook and Twitter

\$500

- ♥ Donation of an item
- ♥ 1 Standing Room Only Pink Pal Ticket (\$195 value)
- ♥ List mention on Save the Date, Day-of-Event Program Designer Page, *Pink Ink* newsletter and Pink Aid website

**All auction item donations valued at a minimum of \$500*

THEME FOR ITEMS:

In keeping with the blush theme, we encourage designers to be inspired by this on-trend color and donate one of the following luxury items in a blush color:

**Chairs | Lamps | Benches | Mirrors
Poufs | Artwork | Throws**

IMPORTANT DATES:

June 25

- ♥ Inclusion on "Save the Date" email and announcement in *CTC&G*

July 9

- ♥ Inclusion on printed and mailed invitation

September 5

- ♥ Inclusion in day of program listing
- September 13** (between 11am – 5pm)
- ♥ Drop-off date at Mitchells in Westport
- September TBD**
- ♥ Inclusion in online auction

**for maximum exposure, must adhere to all "important dates, no exceptions"*

FOR MORE INFORMATION CONTACT:

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