



**Join us at the DoubleTree Hotel on Sunday, October 3, 2021  
for the Sixth Annual Pink Passion for Fashion Show. We  
are excited to unveil this year's theme for the event:  
The Roaring 20's!**

**Did you know that each year more than 300 Berks County women and men are diagnosed with breast cancer?** Many of these people will find hope, comfort, and a community of fellow Survivors at Breast Cancer Support Services of Berks (BCSS). Since 1994, BCSS has offered a hand of friendship to those affected by a diagnosis of breast cancer. BCSS' support groups, Comfort Bags filled with hope and information, programs, workshops presented by medical professionals, and much more have served over 10,000 women, men and their families in our community.

**On Sunday, October 3, 2021 BCSS is hosting the Sixth Annual Pink Passion for Fashion Fundraiser at the DoubleTree Hotel in Reading.** The fashions, provided by various local clothing stores, will be modeled by breast cancer survivors and nominated shining stars in the cancer community. Focusing on the "new normal" after a breast cancer diagnosis, these survivors showcase courage and spirit and we are inspired each year as we honor these incredible individuals. This year's event will emceed by Brittany Sweeney of PBS 39. New this year, the fundraiser will feature a Wheelbarrow of Cheer Raffle as well as a live Fund-In-Need Auction. Guests will also have the opportunity to bid on various trips, baskets, products and services in our Silent Auction with all items donated by generous individuals and organizations like yours!

Today, we are writing to respectfully request that you consider supporting the Pink Passion for Fashion Show as a sponsor. Since 2014, the fashion show has generated excitement and media attention, raised funds for BCSS programming, and provided breast cancer survivors the opportunity to strut their stuff on the runway. We anticipate 300 local community members in attendance and hope that you will join us for this very special event and be recognized as a Breast Cancer Supporter in Berks County! The enclosed Sponsorship and In-Kind donation form details the levels of sponsorship and recognition for serving as a Breast Cancer Supporter.

On behalf of the survivors that we serve thank you for considering our request. We hope that BCSS and hundreds of local Breast Cancer Survivors can count on you to help us make a difference in even more lives in 2021!

**Thank You for Your Consideration!**

# Sponsorship Levels

## **The Cat's Meow (SOLD OUT)**

**\$ 15,000**

Company Logo on All Event Communications (print, radio, social media, email, etc.)  
Ten (10) Tickets to Pink Passion for Fashion  
VIP Seating at the Event  
Pop-Up Shop at Event  
Full Page Color Ad in Program (front cover)  
Company Recognized from by Emcee during Event  
Opportunity for Models & VIPs to Feature your Product  
Opportunity to Sponsor two (2) BCSS Programs in 2022 (Pink Power Night, Lunch & Learn, etc.)  
Company Logo included on BCSSBerks.org Website for one (1) year  
Company Logo include on all BCSS e-blasts for one (1) year

## **The Great Gatsby (1 Available)**

**\$ 5,000**

Company Logo on All Event Communications (print, radio, social media, email, etc.)  
Ten (10) Tickets to Pink Passion for Fashion  
VIP Seating at the Event  
Exhibitor Table at Event  
Full Page Color Ad in Program (back cover)  
Company Recognized from by Emcee during Event  
Opportunity to Sponsor two (2) BCSS Programs in 2022 (Pink Power Night, Lunch & Learn, etc.)  
Company Logo included on BCSSBerks.org Website for one (1) year  
Company Logo include on all BCSS e-blasts for one (1) year

## **The Flapper (3 Available)**

**\$ 2,500**

Company Logo on All Event Communications (print, radio, social media, email, etc.)  
Ten (10) Tickets to Pink Passion for Fashion  
Exhibitor Table at Event  
Half Page Color Ad in Program  
Opportunity to Sponsor one (1) BCSS Program in 2022 (Pink Power Night, Lunch & Learn, etc.)  
Company Logo included on BCSSBerks.org Website for one (1) year  
Company Logo include on all BCSS e-blasts for one (1) year

## **The Prohibition (4 Available)**

**\$ 1,500**

Company Logo on All Event Communications (print, radio, social media, email, etc.)  
Six (6) Tickets to Pink Passion for Fashion  
1/4 Page Color Ad in Program  
Opportunity to Sponsor one (1) BCSS Program in 2022 (Pink Power Night, Lunch & Learn, etc.)  
Company Logo included on BCSSBerks.org Website for one (1) year

## **All That Jazz (5 Available)**

**\$ 1,000**

Four (4) Tickets to Pink Passion for Fashion  
Company Recognition in Program  
Opportunity to Sponsor one (1) BCSS Program in 2022 (Pink Power Night, Lunch & Learn, etc.)  
Company Logo included on BCSSBerks.org Website for one (1) year

## Sponsorship Levels Cont.

**Putting on the Ritz (Unlimited Available) \$ 500**

Company Logo on All Event Communications (print, radio, social media, email, etc.)  
Two (2) Tickets to Pink Passion for Fashion  
Company Recognition in Program

**The Hotsy-Totsy (Unlimited Available) \$ 250**

Company Logo on All Event Communications (print, radio, social media, email, etc.)  
One (1) Ticket to Pink Passion for Fashion  
Company Recognition in Program

### Additional Opportunities:

**The Swanky (12 Available) \$ 300**

Exhibitor Table at Event  
One (1) Ticket to Pink Passion for Fashion  
Company Recognition in Program

**The Bee's Knees \$ 75**

Sponsor a survivor/caregiver to attend the event

**The Speakeasy \$ 20**

Sponsorship of (1) bottle for the Wheelbarrow of Cheer/Wine Pull  
(Name of donor noted on bottle tag)

**Silent Movies Various**

In Kind Donation for Silent Auction

**Other sponsor packages may be available upon request.**



## Sponsorship/In Kind Agreement 2021

**Sponsorship Level Chosen** (Please check one):

- |  |  |
|--|--|
| <input type="checkbox"/> The Great Gatsby (\$5000)   | <input type="checkbox"/> The Flapper (\$2500)    |
| <input type="checkbox"/> The Prohibition (\$1500)    | <input type="checkbox"/> All That Jazz (\$1000)  |
| <input type="checkbox"/> Putting on the Ritz (\$500) | <input type="checkbox"/> The Hotsy-Totsy (\$250) |

**Add-Ons:**

- |   |   |
|---|---|
| <input type="checkbox"/> The Swanky (\$300)   | <input type="checkbox"/> The Bee's Knees (\$75) |
| <input type="checkbox"/> The Speakeasy (\$20) |   |

**Silent Movies (In Kind Donation):**

Fair Market Value: based on donor estimation; broken out below:

\$ \_\_\_\_\_ Gift Certificate for \_\_\_\_\_

\$ \_\_\_\_\_ Other Auction Prize \_\_\_\_\_

If pick-up needed, date and time availability: \_\_\_\_\_

\_\_\_\_\_  
Name (as you would like it to appear in the program and annual report)

\_\_\_\_\_  
First and Last Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

- I/we prefer to make this gift anonymously.
- I/we would prefer to make this gift on a credit card. Please call me for the credit card information.
- I/we cannot not attend the Pink Passion for Fashion event but would like to make a gift in the amount of \$\_\_\_\_\_ to BCSS.

Please return this form to: Breast Cancer Support Services of Berks  
529 Reading Avenue, Suite C West Reading PA 19611-1075

***Breast Cancer Support Services of Berks expresses a sincere "Thank You!" to you for your gift.  
Friends like you make our mission to help people affected by breast cancer possible!***

Breast Cancer Support Services is a 501 (c) (3) nonprofit organization-contributions to which are tax deductible to the fullest extent permitted by law. The official registration and financial information of Breast Cancer Support Services may be obtained from the Pennsylvania Department of State by calling toll free within PA. (800) 732-0999 Registration does not imply endorsement.