



The SHOW

'Forget Paris and Milan this is my favourite fashion show in the world! Today this catwalk will be lit up by real people but by no means ordinary ones. Showing true courage, bravery and beauty, they are all absolute stars and I'm in awe.' **Meera Syal, Breast Cancer Care ambassador**

GOLD DONORS at the Breast Cancer Care Fashion Show 2009

Wednesday 7 October 2009

One catwalk • 24 models • One purpose

The Breast Cancer Care Fashion Show is a unique and truly special event. In 2008, The Show brought together 2,000 guests over two Shows to celebrate the strength and achievements of 21 women and men with two things in common. They have all been diagnosed with breast cancer and were all selected to take their first ever steps on the catwalk at this glittering event in support of Breast Cancer Care.

Working with professional teams on all aspects of the event, The Show moves and inspires guests with its highly polished catwalk show. The glamour of the event doesn't stop there, as many of our celebrity supporters get actively involved in the evening's proceedings. Strictly Come Dancing stars Darren and Lilia have opened The Show with a dazzling salsa; David Walliams has conducted the luxury prize raffle; the likes of Lemar, Katherine Jenkins and Tony Christie have performed sets for us and past hosts Jerry Hall, Natasha Kaplinsky and Lisa Snowden have all added the wow factor to the proceedings.

Celebrity hosted afternoon tea Show

Champagne Reception, Luxury Prize Envelopes, Silent Auction, The Show, Afternoon Tea and entertainment

Celebrity hosted black tie evening Show

Champagne Reception and Luxury Prize Envelopes, Heads and Tails and the Silent and Live Auction, four course dinner The Show, Entertainment

Benefits of support and the Gold Donor package

Access to a uniquely motivated and brand aware audience.

Promotional opportunities, providing a great platform to increase brand awareness.

A great networking opportunity to meet other Breast Cancer Care corporate supporters.

A VIP experience, making a great opportunity to entertain clients and colleagues and to network

- VIP Champagne reception with complimentary Champagne at reserved table
- Catwalk side Gold Donor table at the evening Show
- A full page advert in the afternoon and evening programme
- Logo acknowledgement on the supporters page of both programmes
- A very special premium Gold Donor gift for each of your guests
- Opportunity to display a product in the afternoon goody bag which is given to all guests
- Possibility of celebrity meet and greet

Cost of Gold Donor package; Evening Show £5,000: Afternoon Show £2,000

Please contact Natalie Wing, Special Events Manager at Breast Cancer Care to discuss any of the opportunities detailed. We will be very pleased to meet and provide any more information required to ensure your companies objectives are met through this exciting event.

Natalie Wing, Special Events Manager

020 7960 3503 or natalie.wing@breastcancercare.org.uk

The scope of support that Breast Cancer Care receives is key to the success of the event. From individual supporters to company sponsors, every attendee is showing their commitment to Breast Cancer Care and the breast awareness message: at the same time enabling us to continue providing services across the UK to people affected by breast cancer by contributing to the occasion's vital fundraising.