



AVIA Hotel– Friday, October 29, 2010

7pm – 10pm

You don't have to travel to Mardi Gras anymore to experience a truly eventful masquerade because on October 29, 2010, The Breast Cancer Charities of America will host the first annual **Unmasking Breast Cancer Masquerade Gala**. The gala will have a masquerade theme to tie-in their mission of helping to unmask new, non-invasive treatments for breast cancer. Funds raised during the evening will go towards BCCA's primary program services including the Help Now Fund (paying the rent and utilities of women going through breast cancer), the University Educational Program and towards funding non-invasive breast cancer research.

The event will be held at the brand new AVIA Hotel in The Woodlands, Texas, also home of the BCCA's global headquarters, and is black-tie-optional. In true breast-cancer-awareness fashion, the event will be a pink carpet gala featuring a silent auction with items including: trips, decadent jewelry, and various dining experiences throughout the Houston area. The night will also feature a signature pink cocktail for patrons to truly get in the mood of the movement.

Houston's award winning group, Yelba, will be the event's live musical entertainment and patrons will also be able to participate in interactions with a live artists and photo booths to create an unforgettable evening and the premier event to celebrate Halloween for adults in the greater Houston area. Join us as together we help find a cure to breast cancer.



Sponsorship Opportunities

Please note, all sponsorships must be finalized by October 20, 2010 to be included on signage & in the program

\$10,000 Pink Diamond Masquerade Presenting Sponsor (2 packages available)

- Exclusively listed as a "Host" on all gala materials
- Premium logo placement on all promotional materials and signage
- Premium logo placement at main entrance and stage of Masquerade Gala
- Premium logo in prominent position in special e-mail blasts, press releases and gala website
- Premium logo placement on front cover of event program
- Acknowledgement of sponsorship from the podium at the event
- Press Release issued following signed agreement as presenting sponsor
- Direct internet hotlink from event website
- Company logo printed on gala tickets
- Reserves ten tickets for gala

\$5,000 Hot Pink Masquerade Sponsor (2 packages available)

- Logo on promotional materials (event program, tickets and event website)
- Company logo on event cocktail napkins and placement at each cocktail station
- Logo in special-email blasts to community members and the business country
- Acknowledgement of sponsorship from the podium at the event
- Direct internet hotlink from event website
- Reserves 8 tickets for the gala

\$2,500 BePink Masquerade Sponsor (unlimited packages available)

- Logo on promotional materials (event program, tickets and event website)
- Logo in special-email blasts to community members and the business country
- Acknowledgement of sponsorship from the podium at the event
- Logo on stage/dance floor signage
- Mention in press releases
- Direct internet hotlink from event website
- Reserves four tickets for the gala

\$1,750 GoPink Masquerade Sponsor (unlimited packages available)

- Listing as a sponsor in donor page of event program
- Acknowledgement of sponsorship from the podium at the event
- Mention in press releases
- Direct Internet hotlink from event website
- Four tickets to the gala

\$1,250 Pink Table Top Sponsor (10 packages available)

- Listing as a sponsor in Donor Page of event program
- Mention in press releases
- Two invitations to the event
- Glass signage promoting your business at one of 10 table tops
- Option to work with design team to customize the look of your table top incorporating the Unmasking theme

\$600 Adopt a Pink Star Project (Unlimited packages available)

- Adopt a Texas Pink Star to support our local outreach to the community. Your sponsorship will help grassroots events to get the necessary items for an array of educational programs, lunch-and-learns, legislative events, free screenings and various awareness activities statewide!
- Two tickets to the gala
- Individual or company listing in event program and on the Texas Pink Star Wall of Fame

Tickets

Individual Tickets=\$150 each

