



MIRROR BALL

2018

PRESENTED BY

SHOPPERS 

PUTTING WOMEN'S HEALTH FIRST

**LOVE.
YOU.**

IN SUPPORT OF LOOK GOOD FEEL BETTER®

SPONSORSHIP OPPORTUNITIES

FRIDAY, NOVEMBER 9, 2018
THE WESTIN HARBOUR CASTLE
MIRROR-BALL.CA

MESSAGE FROM THE CHAIRS

PERHAPS THE MOST CHALLENGING THING ABOUT A CANCER DIAGNOSIS IS NOT THE DISEASE ITSELF, BUT THE LOSS OF IDENTITY THAT COMES WITH IT.

“ MY HAT'S OFF TO ALL THOSE WONDERFUL AND CARING SPONSORS WHO SUPPORT SUCH A WORTHY CAUSE. THANK YOU FOR SUCH A HEARTWARMING EXPERIENCE IN OUR TIME OF TURMOIL AND UNCERTAINTY. THE WORLD COULD CERTAINLY DO WITH MORE OF YOU. ”

MARGARET,
LOOK GOOD FEEL BETTER PARTICIPANT

The beauty, media, retail and fashion industries have helped support more than 200,000 women like Margaret since 1992.

Today, cancer rates are rising – more than 103,000 Canadian women are expected to be diagnosed this year alone. LGFB wants to be there for those mothers, daughters, sisters, and wives – but it can't be done alone.

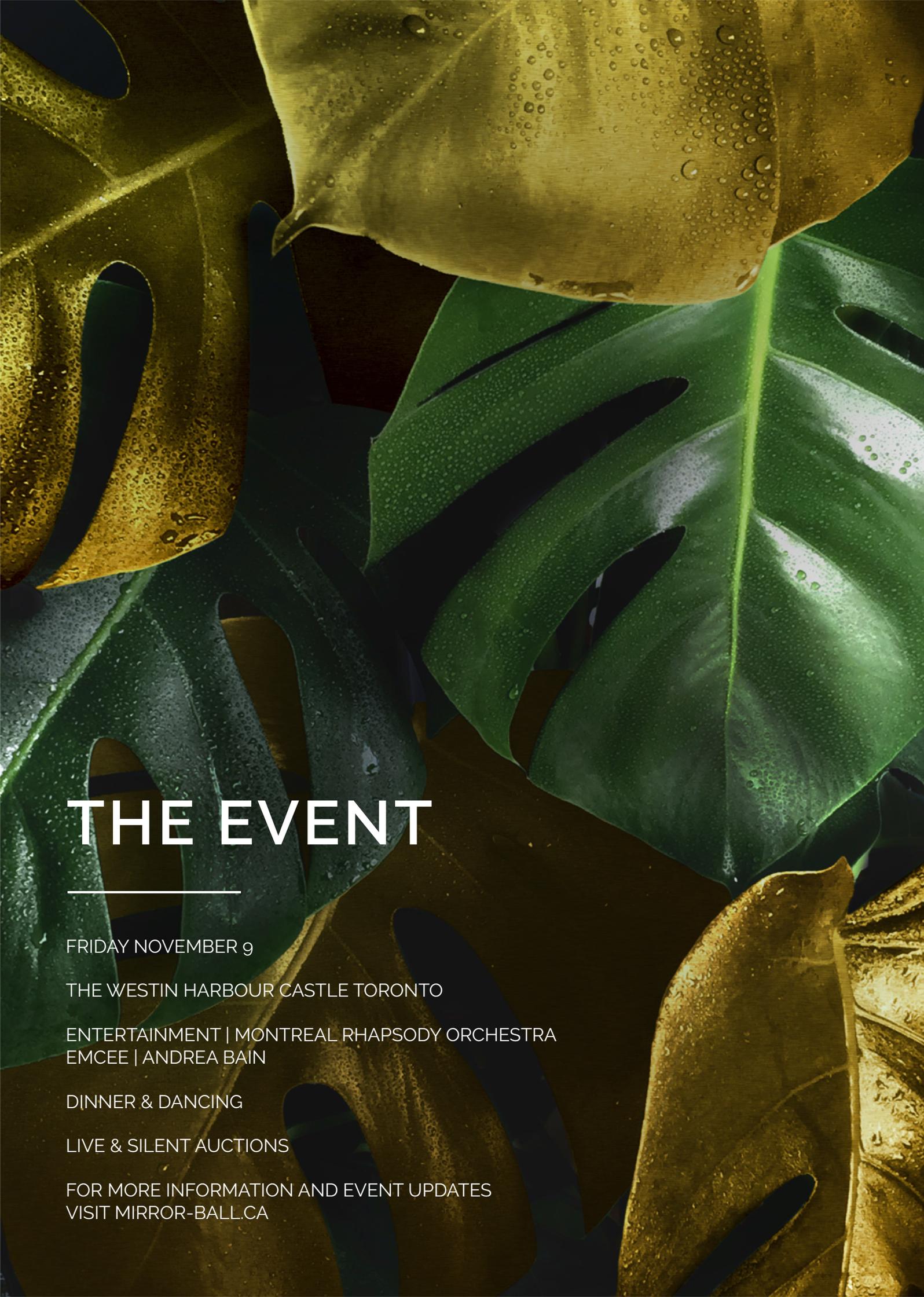
The 27th annual Mirror Ball, which brings together nearly 700 Toronto-based executives to raise critical funds for the cause, is Friday, November 9, at The Westin Harbour Castle. We're inviting you to be part of this incredible night in support of all women, facing all cancers. Due to popular demand, this spectacular evening, will have world class entertainment from the Montreal Rhapsody Orchestra.

It's not only an opportunity to create a highly visible alignment with Canada's influential beauty industry and an inspiring cancer charity, but it's also an opportunity to make a greater, more positive impact on women. Your support will help women with cancer look good, feel better, and get closer to the person they were before they began fighting this debilitating disease.

Do something beautiful for women and teens with cancer by joining us at Mirror Ball 2018.

Cathy Masson,
VP of Category Management, Beauty
Shoppers Drug Mart
Chair, Mirror Ball 2018

Louanne McGrory, Louanne McGrory
President
Shiseido (Canada) Inc.
Vice Chair, Mirror Ball 2018



THE EVENT

FRIDAY NOVEMBER 9

THE WESTIN HARBOUR CASTLE TORONTO

ENTERTAINMENT | MONTREAL RHAPSODY ORCHESTRA
EMCEE | ANDREA BAIN

DINNER & DANCING

LIVE & SILENT AUCTIONS

FOR MORE INFORMATION AND EVENT UPDATES
VISIT MIRROR-BALL.CA

THE CAUSE

103,000

Canadian Women
were expected to be
diagnosed with cancer in
2017.

1/2

Canadian Women
are expected to develop
cancer in their lifetime.

1,500

LGFB workshops
are delivered each year.

10,000

Canadian Women
are impacted through a
LGFB worksh

CANCER RATES ARE RISING IN WOMEN AND IT'S A DISEASE THAT AFFECTS EVERYONE, NOT ONLY THE WOMAN, BUT ALSO HER FAMILY, FRIENDS AND CO-WORKERS. YOU CAN HELP US MAKE A DIFFERENCE.

“ I WAS SCARED
ABOUT HOW CHEMO
TREATMENTS WERE
GOING TO AFFECT MY
APPEARANCE ...
LOOK GOOD FEEL BETTER
GAVE ME CONFIDENCE
AND PEACE OF MIND THAT
THERE ARE THINGS
I CAN DO TO HELP ME
FEEL LIKE ME. ”

SARA,
LOOK GOOD FEEL BETTER PARTICIPANT

At Look Good Feel Better, we know that true health care treats the whole person - not just the physical, but the emotional and psychological aspects too. Research and medical treatments are priorities but there is a growing gap in care for the psychosocial needs of patients facing a cancer diagnosis and treatment - emotional fallout from cancer is often overlooked.

Perhaps the most challenging thing about a cancer diagnosis is not the disease itself, but the loss of identity that comes with it. A woman is no longer the mother, sister, wife or colleague, she is “the cancer patient.” The disease robs her of her sense of self both as a human being and, more specifically, a woman.

Look Good Feel Better offers a workshop that gives Canadian women the tools and techniques to feel beautiful and vital

In so doing, we help restore a sense of self and renew a feeling of womanhood, however these women choose to define it.

As we continue our efforts, more programs that support women in the supportive care framework are needed, which requires funding: this is where you come in.

For more information please visit lgfb.ca.

TICKETS, TABLES AND AUCTION

OTHER WAYS YOU CAN GET INVOLVED.

MIRROR BALL TABLE

\$10,000 One (1) Table of Ten (10)

To reserve and purchase your table please contact Kristy Switzer at kswitzer@lgfb.ca.

MIRROR BALL TICKET

\$1,000 per ticket

Purchase tickets [here](#).

AUCTION DONATIONS

LIVE AUCTION (IN-KIND) DONATIONS - \$5,000+

- Item feature and logo recognition in Evening Program and Mirror Ball website
- Logo recognition on screen at the event

SILENT AUCTION (IN-KIND) DONATIONS - \$200 – \$4,999

- Company name listed on the Mirror Ball Website
- Company name listed in the Mirror Ball program
- Donated package listed on electronic bidding system with photo

Simply fill out the Auction Donation Form [here](#).



SPONSORSHIP OPPORTUNITIES

TO DISCUSS SPONSORSHIP OR OPPORTUNITIES TAILORED TO SUIT YOUR
NEEDS, PLEASE CONTACT KRISTY SWITZER AT KSWITZER@LGFB.CA

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$100,000

MIRROR BALL'S LEADING SPONSOR OFFERS AN EXCLUSIVE OPPORTUNITY TO EXPERIENCE ALL THE PRESTIGIOUS EVENT HAS TO OFFER. THE PRESENTING SPONSOR NOT ONLY RECEIVES THE HIGHEST LEVEL OF PROMOTIONAL EXPOSURE, BUT ALSO RECOGNITION - WHILE ATTACHING ITS NAME TO ONE OF TORONTO'S TOP BENEFIT GALAS.

HOSPITALITY:

- 3 tables for 30 guests with best-in-house seating.
- Premium wine service for your sponsor tables.

MARKETING:

- Mirror Ball logo lock-up with company logo.
- Double page spread, full colour ad (provided by Sponsor) in the evening program
- Company logo featured in all promotional and event press materials, including electronic communications, invitations, and program.
- Company logo recognition in print and/or electronic advertising.
- Company logo on event signage and multi-media presentation.
- Company logo recognition in post-event thank you ad in print media (if applicable).
- Company logo on all Gala e-blasts.
- Social media recognition.

ONSITE RECOGNITION:

- Exclusive brand experience in the Cocktail Reception.
- Exclusive opportunity to share a message from the podium.
- Branded Marquee Gift Card Activation.
- Company logo prominently displayed on multimedia screens.

SPONSORSHIP OPPORTUNITIES

HERITAGE SPONSOR - \$80,000

LOOK GOOD FEEL BETTER HAS A PROUD 26-YEAR LEGACY IN CANADA, HAVING SERVED MORE THAN 200,000 CANADIAN WOMEN SINCE ITS INCEPTION. MIRROR BALL'S HERITAGE SPONSOR IS AN EXCITING OPPORTUNITY TO HONOUR THIS LEGACY AND ITS HERITAGE.

BECOME A HERITAGE SPONSOR WITH ONE OF THESE EXCLUSIVE PROPERTIES:
BRANDED MARQUEE ACTIVATION OR LOOK GOOD FEEL BETTER AMBASSADOR SPONSOR.

HOSPITALITY:

- 2 tables for 20 guests with best-in-house seating.
- Premium wine service for your sponsor tables.

MARKETING:

- One page, full colour ad (provided by Sponsor) in the evening program
- Company logo featured in all promotional and event press materials, including electronic communications, invitations and program.
- Company logo recognition in print and/or electronic advertising.
- Company logo on event signage and multi-media presentation.
- Company logo recognition in post-event thankyou ad in print media (if applicable).
- Company logo on all Gala e-blasts.
- Social media recognition.

ONSITE RECOGNITION:

- Company logo displayed on multimedia screens.

PROPERTIES ARE FIRST COME FIRST SERVE. SELECT FROM ONE OF THE FOLLOWING PROPERTIES:

BRANDED MARQUEE ACTIVATION:

- Give Mirror Ball guests an opportunity to engage with your brand through an exclusive interactive showcase.

LOOK GOOD FEEL BETTER AMBASSADOR SPONSOR:

Look Good Feel Better Ambassadors – individuals who have been impacted by cancer and have been through our signature workshop will be recognized during the evening and share their story of hope. As the sponsor of our Ambassadors, you will have the opportunity to be recognized/ mentioned when showcasing the 2018 Ambassadors such as in video or during the ambassador presentation; CEO introduction of Ambassadors and video statement; and sponsorship of their Ambassador attendance recognized in program and screens.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$75,000

BECOME AN EXCLUSIVE PLATINUM SPONSOR AT MIRROR BALL 2018 WITH THIS EXCLUSIVE PROPERTY:
CHAMPAGNE BAR.

HOSPITALITY:

- 2 tables for 20 guests with best-in-house seating.
- Premium wine service for your sponsor tables.

MARKETING:

- One page, full colour ad (provided by Sponsor) in the evening program.
- Company logo featured in all promotional and event press materials, including electronic communications, invitations and program.
- Company logo recognition in print and/or electronic advertising.
- Company logo on event signage and multi-media presentation.
- Company logo recognition in post-event thankyou ad in print media (if applicable).
- Company logo on all Gala e-blasts.
- Social media recognition.

ONSITE RECOGNITION:

- Company logo displayed on multimedia screens.

CHAMPAGNE BAR SPONSOR:

The Champagne Bar delights guests with a memorable experience at a company branded bar with the opportunity to showcase your brand execution all while enjoying a glass of their favourite bubbly.

SPONSORSHIP OPPORTUNITIES

GOLD - \$50,000

BECOME A GOLD SPONSOR OF MIRROR BALL 2018 WITH ONE OF THESE EXCLUSIVE PROPERTIES:
ENTERTAINMENT OR TECHNOLOGY SPONSOR.

HOSPITALITY:

- 2 tables for 20 guests with best-in-house seating.
- Premium wine service for yoursponsor tables.

MARKETING:

- One page, full colour ad (provided by Sponsor) in the evening program.
- Company logo featured in all promotional and event press materials, including electronic communications, invitations, and program.
- Company logo recognition in print and/or electronic advertising.
- Company logo on event signage and multimedia presentation.
- Company logo recognition in post-event thankyou ad in print media (if applicable).
- Company logo on all Gala e-blasts.
- Social media recognition.

ONSITE RECOGNITION:

- Company logo displayed on multimedia screens.

ONLY TWO GOLD SPONSORSHIPS AVAILABLE AND PROPERTIES ARE FIRST COME FIRST SERVE. SELECT FROM ONE OF THE FOLLOWING PROPERTIES:

ENTERTAINMENT SPONSOR:

Back by popular demand. Montreal Rhapsody Orchestra is bound to be an event highlight again at Mirror Ball 2018:

- Company to be formally recognized on stage as the Entertainment Sponsor.
- Prominent logo recognition on the entertainment page of the Gala program and website.
- Company acknowledged in Gala e-blast promoting entertainment.

AUCTION SPONSOR:

Known as one of the largest gala auctions in the city, the Mirror Ball Silent Auction holds luxurious and exciting items that are available for pre-event bidding online and merchandised beautifully onsite for guest bidding.

- Company logo displayed on electronic bidding system tablets.
- Company logo displayed on the large on-screen display in the ballroom.
- Company logo featured on silent auction section of the Gala program and website.
- Company acknowledged in Gala e-blast promoting the auction.
- Company logo displayed on the merchandised auction area and shelving units.

SPONSORSHIP OPPORTUNITIES

SILVER - \$25,000

BECOME A SILVER SPONSOR AT MIRROR BALL 2018 WITH ONE OF THESE EXCLUSIVE PROPERTIES:

CENTREPIECE, COCKTAIL RECEPTION SPONSOR OR PRINT AND DIGITAL SCREEN SPONSOR.

HOSPITALITY

- 1 table for 10 guests with best-in-house seating.
- Access to the Sponsors' Reception.
- Premium wine service for your sponsor tables.

MARKETING:

- Half-page, full colour ad (provided by Sponsor) in the evening program
- Company logo featured in all promotional and event press materials, including electronic communications, invitations and program.
- Company logo recognition in print and/or electronic advertising.
- Company logo on event signage and multi-media presentation
- Company logo recognition in post-event thank you ad in print media (if applicable).
- Company logo on all Gala e-blasts.
- Social media recognition.

ONSITE RECOGNITION:

- Company logo displayed on multimedia screens.

ONLY THREE SPONSORSHIPS AVAILABLE AND PROPERTIES ARE FIRST COME FIRST SERVE. SELECT FROM ONE OF THE FOLLOWING PROPERTIES:

CENTREPIECE SPONSOR:

Created to match the ambiance of the evening the centerpiece is the focal point of each guest table in the ballroom.

- Company logo or name to be incorporated into each table centerpiece.

COCKTAIL RECEPTION SPONSOR:

Mirror Ball guests attend this special pre-event reception, for a first look at the ballroom, first glimpse at the auction items and first chance to participate in our marquee activations.

- Company logo or name on the photo backdrop used for the Cocktail Reception.
- Company logo or name on the cocktail napkin served during the Sponsors' Reception.

PRINT AND DIGITAL SCREEN SPONSOR:

Each print piece is artistically designed, printed and displayed with the utmost care and quality.

- Company logo or name recognizing your sponsorship on the outside back cover of the evening program.

SPONSORSHIP OPPORTUNITIES

BRONZE - \$15,000

BECOME A BRONZE SPONSOR AT MIRROR BALL 2018 WITH ONE OF THESE EXCLUSIVE PROPERTIES:

COCKTAIL RECEPTION ENTERTAINMENT, VOLUNTEER, REGISTRATION AND MENU.

HOSPITALITY:

- 1 table for 10 guests with best in-house seating.

MARKETING:

- Quarter-page, full colour ad (provided by Sponsor) in the evening program.
- Company logo featured in all promotional and event press materials, including electronic communications, invitations and program.
- Company logo recognition in print and/or electronic advertising.
- Company logo on event signage and multimedia presentation.
- Company logo recognition in post-event thankyou ad in print media (if applicable).
- Company logo on all Gala e-blasts.
- Social media recognition.

ONSITE RECOGNITION:

- Company logo displayed on multimedia screens.

ONLY THREE SPONSORSHIPS ARE AVAILABLE AND PROPERTIES ARE FIRST COME FIRST SERVE. SELECT FROM ONE OF THE FOLLOWING PROPERTIES:

COCKTAIL RECEPTION ENTERTAINMENT SPONSOR:

The Cocktail Reception entertainment sets the tone for the night's events.

- Company logo or name on the Cocktail Reception Entertainment page of the program.
- Company logo or name on the Cocktail Reception Entertainment page of the website.
- Company logo or name displayed beside the Cocktail Reception's Entertainment stage.

VOLUNTEER SPONSOR:

Support over 100 volunteers who donate their day and night to help bring the event to life.

- Company logo or name on 100 volunteer badges.
- Company logo or name to appear on the volunteer and volunteer registration page of the Mirror Ball website.
- Opportunity to provide special gift in each volunteer gift bag.

REGISTRATION SPONSOR:

One of the most important parts of any event is to have a smooth and successful registration.

- Company logo or name at the Registration desk/tables at the event.
- Company name or logo on the Registration form sent to all guests.

MENU SPONSOR:

The delectable Mirror Ball menu never disappoints.

- Company logo or name on the menu cards at each place setting.

CONTACT US

WE ARE ENTHUSIASTIC TO WORK WITH YOU TO CUSTOMIZE A PACKAGE THAT IS ALIGNED WITH YOUR COMPANY'S VALUES AND OBJECTIVES AND BEST MEETS YOUR NEEDS. PLEASE GET IN TOUCH WITH US.

SPONSORSHIP, TICKETS, TABLES AND AUCTION

KRISTY SWITZER
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647-776-5133

GENERAL EVENT INQUIRIES

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647-776-5134

MIRROR BALL 2018, CHAIR

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MIRROR BALL 2018, VICE-CHAIR

LOUANNE MCGRORY
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MIRROR BALL 2018, SILENT AUCTION CHAIR

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