

The Delaware Breast Cancer Coalition  
presents

# *Northern Lights of Life* at Longwood

*An Evening of Living and Giving*  
Saturday, October 13, 2012

**Sponsorship Opportunities**



The Delaware Breast Cancer Coalition proudly presents the **14th Annual Northern Lights of Life: An Evening of Living and Giving** on Saturday, October 13, 2012 in the beautiful setting of Longwood Gardens in Kennett Square, Pennsylvania.

Set among the glorious foliage of the Conservatory, the Northern Lights of Life brings together communities in support of breast cancer survivors and the important work of the Delaware Breast Cancer Coalition. Your sponsorship contributes to making this event one-of-a-kind and ensures that more of the funds we raise go directly to support our mission.

As a donor or sponsor, your generosity will be listed in our program book and on signage at the event. Approximately 500 guests at the event include a diverse group of individuals and companies from Delaware, the Brandywine Valley of Pennsylvania, northern Maryland and southern New Jersey.

We hope we can count on your continued stewardship of this premier event and we look forward to seeing you and your friends for a wonderful evening of spirited bidding, high fashion, and celebration.

Thank you for your support of this event and your commitment to the fight against breast cancer in our community!



## Corporate & Individual Sponsorship

Sponsorship has its privileges...in our case it's helping out in a big way AND getting some special attention.

We offer five levels of sponsorship with commensurate benefits.

### Platinum - \$10,000

- Reserved table seating\* for sixteen (16)
- Complimentary full-page color ad
- Prominent recognition on the website
- Prominent recognition in the program book

***Confirm your Platinum sponsorship by July 15, 2012 and receive placement on the invitation sent to over 1,000 select guests.***

### Gold - \$5,000

- Reserved table seating\* for eight (8)
- Complimentary full-page black & white ad
- Recognition on the website
- Recognition in the program book

### Silver - \$2,500

- Reserved auditorium seating\* for six (6)
- Complimentary half-page black & white ad
- Recognition on the website
- Recognition in the program book

### Bronze - \$1,000

- Auditorium seating\* for four (4)
- Complimentary quarter-page black & white ad
- Recognition on the website
- Recognition in the program book

### Pewter - \$500

- Auditorium seating\* for two (2)
- Complimentary black & white business card ad
- Recognition on the website
- Recognition in the program book

**Individual reservations are available at \$175 per person.**

All sponsors will be recognized in the DBCC newsletter and website, including electronic communications.

\*Seating is available throughout the Conservatory while the gourmet food stations are open. Reserved tables and auditorium seating are for the program portions on the event including the live auction and fashion show.

**DEADLINE: September 23, 2012**

## Live & Silent Auction Donations

Your donations to the live and silent auctions can help generate thousands in additional dollars for DBCC's programs of support and education. We feature a range of moderately priced items to once-in-a-lifetime experiences from dining out, sports memorabilia, and entertainment, to home furnishings, personal services and international trips.

The live and silent auctions are a great way to highlight your goods and services while giving to a great cause.

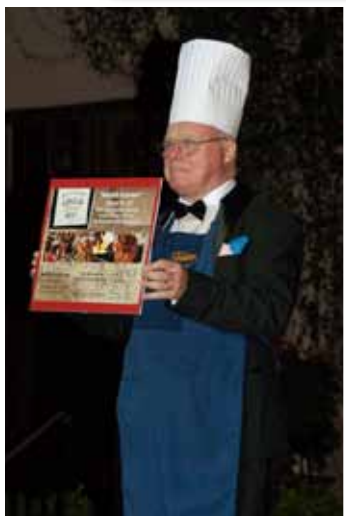
### *Sampling of previous items:*

- Stay at a Beach House
- Golf Packages
- Travel and Cruises
- Original Artwork
- Sporting Event Tickets
- Home and Garden Decor
- Electronics & "Gadgets"
- Sports Memorabilia
- Spa and Salon Services
- Personal Chef Services
- Dining and Shopping Certificates
- Jewelry, Watches, Accessories

Auction donors are listed in the program book and on the event website.

Live auction items are featured in a teaser email, highlighted throughout the evening, and in a special display area giving your donation even more exposure.

**DEADLINE: September 23, 2012**



## Program Booklet Advertising

More than just an agenda for the evening, the Northern Lights of Life Program Book highlights inspirational stories of our survivors and the dedicated partners who help us throughout the year. The program book becomes a memory book for all attendees, advertisers and sponsors and is shared with others long after the event is over.

Full Color Page: \$500

Full B/W Page: \$200

1/2 Page Horizontal: \$150

1/4 Page Vertical: \$75

Business Card: \$50

Memorial/Celebration Message (up to 20 words): \$25

Ad Sizes	WIDTH	HEIGHT
Full Page	7.5"	10"
½ Page Horizontal	7.5"	4.75"
¼ Page Vertical	3.5"	4.75"
Business Card	3.5"	2"

Please submit electronic ads (PDF, JPEG, AI, PNG) to [sadams@debreastcancer.org](mailto:sadams@debreastcancer.org).

**DEADLINE: September 23, 2012**







The Delaware Breast Cancer Coalition is a state-wide non-profit organization whose mission is to empower our community by raising awareness of breast health issues through outreach, education and support services, in order to facilitate the early detection and treatment of breast cancer.

## DBCC PROGRAMS

The programs of the Delaware Breast Cancer Coalition are designed to educate the community, provide outreach to under-served communities, connect survivors and honor those living with breast cancer.

### Peer Mentoring and Clinical Trials Education



DBCC's Peer Mentoring Program offers one-on-one support and education by trained breast cancer survivors to newly diagnosed patients and individuals facing a recurrence, as well as their families and caregivers.



Clinical Trials Initiative pairs trained peer mentors who have participated in clinical trials with those being offered a trial to answer questions, combat myths and fears, and assist in informed decision making.

### Survivorship Programs



Beginning Your Journey programs, offered in collaboration with area hospitals, provide information in a small group setting to those newly diagnosed with breast cancer. Participants have questions answered, learn about available support programs and resources and meet other survivors.



Nurture Your Self, currently offered at the Helen F. Graham Cancer Center, provides small group information sessions for women living with advanced breast cancer.



Nurture with Nature provides a series to allow women to come together and experience nature by hiking, kayaking, biking, horseback riding, astronomy, or simply walking through a forest or along a beach.



Survivor Socials give survivors a chance to meet regularly to socialize, learn a craft, volunteer, or get educated about a health topic.

### Mobile Mammography Van



The mobile mammography van provides on-site digital mammography screening at community centers, senior centers, health care facilities and employers throughout the state. Women who are uninsured or underinsured may be eligible for free or reduced cost mammograms through Screening for Life (Division of Public Health) and DBCC.

### Annual Breast Cancer Update



The Breast Cancer Update is a free, one-day educational forum open to the public as one of Delaware's trusted sources of up-to-date breast cancer information. The event features discussions by panels of breast cancer experts. Attendees include breast cancer survivors and their families, physicians, nurses, and allied health professionals.

### Community Breast Health Education Programs

DBCC's outreach programs include:



- Providing breast health educational programs to businesses and community groups
- Participating in health and wellness fairs
- Educating nursing and allied health students about breast health
- Providing Cultural Competency Training to health care providers

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For more information on Northern Lights of Life:  
Phone: 302-778-1102 x20  
E-mail: [sadams@debreastcancer.org](mailto:sadams@debreastcancer.org)  
[www.debreastcancer.org/NLQL](http://www.debreastcancer.org/NLQL)