

# you Night

Empowering Events

**Proposal Contact:**

Stephanie Rivers

[teamyounight@gmail.com](mailto:teamyounight@gmail.com)

**Proposal Date:**

January 12, 2017



# A cancer diagnosis is not the end, but a new beginning

According to the National Cancer Institute, nearly 40 percent of all Americans will be diagnosed with cancer at some point during their lifetimes. The good news is that more and more of us are surviving for longer and longer. The bad news is that cancer - and its medical treatment - often leaves survivors facing harsh new realities in their lives. And sadly, healthcare has not kept pace with the psychological, social and emotional needs of survivors.

The number of people living beyond a cancer diagnosis is expected to reach 19 million by 2024. The need for survivor care has never been greater. The time to act is now.

Since 2013, You Night has helped survivors adapt to - and embrace - their life after cancer. You Night is a year-round program that addresses the emotional and mental effects that women experience after a cancer diagnosis. Over 150 cancer survivors in St. Tammany and New Orleans are now a part of the YouNight sisterhood.

With your help, YouNight will make 2017 the year that we roll out our programs across the country, helping thousands of women cancer survivors. We want you to be a part of our mission.

## Moving forward through sisterhood

You Night creates fun and empowering group experiences for women who are looking for a sisterhood of support. You Night teaches cancer survivors how to overcome the physical and psychological challenges of cancer treatment through teamwork, coaching, and skills training... all while they build strong interpersonal bonds with other survivors. You Night rebuilds self-esteem, appreciation for their own bodies and a joy for living, through structured experiences and sisterhood.

## Our signature program

The signature You Night program is available in select cities, including St. Tammany Parish and New Orleans. You Night's structured six-month curricula of coaching and healing culminates in a graduation ceremony that is a celebration of life - a fashion show spot-lighting the survivors, attended by their friends, families and, importantly, their caregivers. The entire experience is gifted to the participants.

You Night transcends the traditional support group model in many ways: by introducing a scheduled program of skills education; by setting timed goals for health improvement; by cultivating a sorority of survivors; by integrating care givers, professional coaches and family; and by moving the entire experience out of the healthcare system.



A sisterhood of support designed around year-round empowering programs



A Unique, Therapeutic Group Experience

You Night's very public demonstration of our participants' renewed confidence provides a healing moment not just for the survivors, but also for those who have helped them through the disease: the many physicians and healthcare workers who have treated them, and the circle of friends and family who continue to support them.

Our program was recently featured in a nationwide Capital One Commercial, seen by over 2 million people. WATCH:



*"You Night was an extremely positive experience for me. After a year of holding my head high to be the "tough survivor", it gave me a chance to emotionally let it all out with people who truly understood and had "been there, done that". I was encouraged to let go of "the stone that weighs me down" ... and to cast it out has really refreshed my focus. God gave me a second chance to finally realize that being focused on my hair was so misplaced as I am just lucky to be here and HAVE hair. I also have come to the conclusion that I have hidden behind all that hair for years, and there really was a pretty person under there and still is. I am wearing makeup and walking tall even for work. I wake up every morning and thank God for my blessings and You Night is at the top of the list. I wasn't in a sorority during college since I worked full time, but I am now experiencing having "sisters". My experience was game changing and I would recommend it to anyone going through or has gone through cancer."*

*Emily Barre' -- You Night New Orleans Class of 2016*

# Your Support Will:

- Provide Scholarships to our You Night participants for the complete 6-month program
- Grow the outreach to both patients and their care-givers
- Off-set participant costs for our annual weekend retreat, open to all adult female cancer survivors
- Roll-out informational, empowering experiences that reach a nationwide audience

## Legacy Partner Testimonials



### **TITLE SPONSOR: Center for Restorative Breast Surgery**

*"You Night does for my patients what I can't do for them ; I can encourage them, operate on them, but I can't be the one that helps the community recognize them for what they are. They are the inspiration, they are the real leaders; they are what I want to be and what I want my kids to be.*

*Of all the causes I give to You Night is a special one; it is very personal thing because I know the people and I know the patients. You Night hits home for me because I know most of the women in there, my colleagues and I take care of them. These people are like family to me, it feels like a family reunion." -Scott Sullivan, M.D., FACS*



### **PRESENTING SPONSOR: Center for Women's Health, Southern Institute for Women's Sexual Health**

*"I brought my whole staff and my partners and I was really not prepared for the magnitude of the event.*

*When I watched these women and saw so many of my patients walk on the stage it was amazing. One thought that I had as I sat there watching was "beautiful inside and out". - Katherine Williams, M.D. , Center for Women's Health, Southern Institute for Women's Sexual Health*

# Sponsor Packages - Please select your interest level

<p><b>TITLE SPONSOR -- "AT EVENT" BENEFITS</b></p> <ul style="list-style-type: none"> <li>• 16 Luxury VIP Experience Tickets (plus 8 general admission tickets to give to staff or special guests)</li> <li>• 8 VIP Reserved Parking Passes</li> <li>• PREMIUM Exposure on all printed items and signage at the You Night Runway Show and Celebration</li> <li>• On-Stage Speaking Part at Runway Celebration (2-3 minute greeting, non-commercial) Back Stage Access</li> <li>• Inside Front Cover of Runway Program plus Welcome Letter, Page 1</li> <li>• Name in Lights on walls surrounding the stage (shows up in photos and videos)</li> <li>• Name prominently displayed on the photo booth display (shows up in all guest photos)</li> <li>• Additional fun promotional giveaway (varies per theme)</li> </ul> <p><b>TITLE SPONSOR YEAR-ROUND BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Premium Placement in Annual Magazine that will be distributed at key physician and sponsor offices (INSIDE FRONT COVER, PLUS 2 PAGE EDITORIAL) -- Artwork must be submitted by May 1st. Distribution will take place in August. This will be an annual publication to be placed in your waiting room and will feature stories and testimonials from You Night participants as well as editorial stories about our partner supporters.</li> <li>• Brochures to distribute to potential participants with sponsor names on back On-going tags and social media promotions</li> <li>• On-going educational or inspirational speaking opportunities in front of the You Night Participants and Alums</li> <li>• Premium Exposure at the Annual Patron Party</li> </ul>	<p><b>\$25,000</b></p>
<p><b>PRESENTING SPONSOR - "AT EVENT BENEFITS"</b></p> <ul style="list-style-type: none"> <li>• 12 Luxury VIP Experience Tickets (plus 6 general admission tickets to give to staff or special guests)</li> <li>• 6 VIP Reserved Parking Passes</li> <li>• PREMIUM Exposure on all printed items and signage at the You Night Runway Show and Celebration</li> <li>• On-Stage Speaking Part at Runway Celebration (2-3 minute greeting, non-commercial) Back Stage Access</li> <li>• Full Page Ad plus Welcome Letter on Pages 2 and 3</li> <li>• Name in Lights on walls surrounding the stage (shows up in photos and videos)</li> <li>• Name prominently displayed on the photo booth display (shows up in all guest photos)</li> <li>• Additional fun promotional giveaway (varies per theme)</li> </ul> <p><b>PRESENTING SPONSOR YEAR-ROUND BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Premium Placement in Annual Magazine that will be distributed at key physician and sponsor offices (BACK COVER, PLUS 2 PAGE EDITORIAL) Artwork must be submitted by May 1st.</li> <li>• Distribution will take place in August. This will be an annual publication to be placed in your waiting room and will feature stories and testimonials from You Night participants as well as editorial stories about our partner supporters.</li> <li>• Brochures to distribute to potential participants with sponsor names on back</li> <li>• On-going tags and social media promotions</li> <li>• On-going educational or inspirational speaking opportunities in front of the You Night Participants and Alums</li> <li>• Premium Exposure at the Annual Patron Party</li> <li>• Premium Exposure in a variety of videos that we post on You Tube</li> </ul>	<p><b>\$10,000</b></p>

## Sponsor Packages - (cont'd)

<p><b>RUNWAY LOUNGE SPONSOR - "AT EVENT BENEFITS"</b></p> <ul style="list-style-type: none"> <li>• (The Runway Lounge includes all of the VIP seats/tables surrounding the runway stage -- approximately 240 guests).</li> <li>• EVENT-SPECIFIC BENEFITS</li> <li>• 8 Luxury VIP Experience Tickets (plus 4 general admission tickets to give to staff or special guests)</li> <li>• 4 VIP Reserved Parking Passes</li> <li>• PREMIUM Exposure on all printed items and signage at the You Night Runway Show and Celebration</li> <li>• Back Stage Access</li> <li>• Full Page Ad plus Welcome Letter</li> <li>• Name in Lights on walls surrounding the stage (shows up in photos and videos)</li> <li>• Name prominently displayed on the photo booth display (shows up in all guest photos)</li> <li>• Additional fun promotional giveaway (varies per theme)</li> </ul> <p><b>RUNWAY LOUNGE SPONSOR YEAR-ROUND BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Premium Placement in Annual Magazine that will be distributed at key physician and sponsor offices FULL PAGE AD, PLUS 1 PAGE EDITORIAL Artwork must be submitted by May 1st. Distribution will take place in August. This will be an annual publication to be placed in your waiting room and will feature stories and testimonials from You Night participants as well as editorial stories about our partner supporters.</li> <li>• Brochures to distribute to potential participants with sponsor names on back</li> <li>• On-going tags and social media promotions</li> <li>• On-going educational or inspirational speaking opportunities in front of the You Night Participants and Alums</li> </ul>	<p><b>\$7,500</b></p>
<p><b>VIP EXPERIENCE LOUNGE SPONSOR - "AT EVENT BENEFITS"</b></p> <ul style="list-style-type: none"> <li>• (The VIP Experience Lounge is the private bar/food lounge for all VIP Experience Guests)</li> <li>• EVENT-SPECIFIC BENEFITS</li> <li>• 8 Luxury VIP Experience Tickets (plus 4 general admission tickets to give to staff or special guests)</li> <li>• 4 VIP Reserved Parking Passes</li> <li>• PREMIUM Exposure on all printed items and signage at the You Night Runway Show and Celebration</li> <li>• Full Page Ad in Runway Program</li> <li>• Premium Signage throughout the VIP EXPERIENCE LOUNGE (for example, "ACME VIP EXPERIENCE Lounge" -- your logo)</li> <li>• Additional fun promotional giveaway (varies per theme)</li> </ul> <p><b>VIP EXPERIENCE LOUNGE YEAR-ROUND BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Premium Placement in Annual Magazine that will be distributed at key physician and sponsor offices FULL PAGE AD, PLUS 1 PAGE EDITORIAL Artwork must be submitted by May 1st. Distribution will take place in August. This will be an annual publication to be placed in your waiting room and will feature stories and testimonials from You Night participants as well as editorial stories about our partner supporters.</li> <li>• Brochures to distribute to potential participants with sponsor names on back On-going tags and social media promotions</li> <li>• On-going educational or inspirational speaking opportunities in front of the You Night Participants and Alums</li> <li>• Premium Exposure at the Annual Patron Party</li> <li>• Premium Exposure in a variety of videos that we post on You Tube</li> </ul>	<p><b>\$7,500</b></p>

## Sponsor Packages - (cont'd)

<p><b>EMPOWERMENT PARTNER - "AT EVENT BENEFITS"</b></p> <ul style="list-style-type: none"><li>• 6 Luxury VIP Experience Tickets (plus 2 general admission tickets to give to staff or special guests)</li><li>• 3 VIP Reserved Parking Passes</li><li>• PREMIUM Exposure on all printed items and signage at the You Night Runway Show and Celebration</li><li>• Creative Exposure at Event (e.g. "Champagne Sponsor", Car Sponsor, etc.) Full Page Ad in Runway Program</li></ul> <p><b>EMPOWERMENT PARTNER YEAR-ROUND BENEFITS</b></p> <ul style="list-style-type: none"><li>• Premium Placement in Annual Magazine that will be distributed at key physician and sponsor offices FULL PAGE AD OR 1 PAGE EDITORIAL Artwork must be submitted by May 1st. Distribution will take place in August. This will be an annual publication to be placed in your waiting room and will feature stories and testimonials from You Night participants as well as editorial stories about our partner supporters.</li><li>• Brochures to distribute to potential participants with sponsor names on back</li><li>• On-going tags and social media promotions</li><li>• On-going educational or inspirational speaking opportunities in front of the You Night Participants and Alums</li><li>• Premium Exposure at the Annual Patron Party</li><li>• Premium Exposure in a variety of videos that we post on You TubePremium Exposure at the Annual Patron Party</li><li>• Premium Exposure in a variety of videos that we post on You TubePremium Exposure in a variety of videos that we post on You Tube</li></ul>	<p><b>\$5,000</b></p>
<p><b>LOYALTY PARTNER - "AT EVENT BENEFITS"</b></p> <ul style="list-style-type: none"><li>• EVENT-SPECIFIC BENEFITS</li><li>• 4 Luxury VIP Experience Tickets</li><li>• 2 VIP Reserved Parking Passes</li><li>• PREMIUM Exposure on all printed items and signage at the You Night Runway Show and Celebration</li><li>• 1/2 Page Ad in Runway Program</li></ul> <p><b>LOYALTY PARTNER YEAR-ROUND BENEFITS</b></p> <ul style="list-style-type: none"><li>• Premium Placement in Annual Magazine that will be distributed at key physician and sponsor offices 1/2 PAGE AD Artwork must be submitted by May 1st. Distribution will take place in August. This will be an annual publication to be placed in your waiting room and will feature stories and testimonials from You Night participants as well as editorial stories about our partner supporters.</li><li>• Brochures to distribute to potential participants with sponsor names on back</li><li>• On-going tags and social media promotions</li><li>• On-going educational or inspirational speaking opportunities in front of the You Night Participants and Alums</li><li>• Premium Exposure at the Annual Patron Party</li><li>• Premium Exposure in a variety of videos that we post on You Tube</li></ul>	<p><b>\$3,000</b></p>

## Sponsor Packages - (cont'd)

### **FRIENDSHIP PARTNER "AT EVENT BENEFITS"**

**\$1,500**

- EVENT SPECIFIC BENEFIT
- 2 VIP Experience Tickets
- 1 VIP Reserved Parking Passes
- PREMIUM Exposure on all printed items and signage at the You Night Runway Show and Celebration
- 1/4 Page Ad in Runway Program

### **FRIENDSHIP PARTNER YEAR-ROUND BENEFITS**

- Brochures to distribute to potential participants with sponsor names on back
- On-going tags and social media promotions
- On-going educational or inspirational speaking opportunities in front of the You Night Participants and Alums
- Premium Exposure at the Annual Patron Party
- Premium Exposure in a variety of videos that we post on You Tube

### **VIP EXPERIENCE TICKETS - PUB TABLE FOR 8**

**\$2,000**

The Pub Table will be located in the VIP Runway Lounge area, with premium runway stage visibility. VIP Experience tickets include 1 VIP Reserved Parking Place (per every \$500 donation), name on VIP Lounge table and name in Runway Program.

### **VIP EXPERIENCE INDIVIDUAL TICKETS -**

**\$250**

Individual VIP Experience Tickets 1 premium seating in VIP Experience Runway Lounge, include 1 VIP Reserved Parking Place, name on VIP Lounge table and name in Runway Program. NUMBER OF TICKETS

<b>"AT EVENT" BENEFITS</b>	<b>TITLE SPONSOR \$25,000</b>	<b>PRESENTING SPONSOR \$10,000</b>	<b>RUNWAY LOUNGE SPONSOR \$7,500</b>	<b>VIP EXPERIENCE LOUNGE SPONSOR \$7,500</b>	<b>EMPOWERMENT PARTNER \$5,000</b>	<b>LOYALTY PARTNER \$3,000</b>	<b>FRIENDSHIP PARTNER \$1,500</b>	<b>VIP EXPERIENCE PUB TABLE \$2,000</b>	<b>TWO VIP EXPERIENCE TICKETS \$500</b>
# of VIP tickets	VIP Couch Seating 16	VIP Couch Seating 12	VIP Couch Seating 8	VIP Couch Seating 8	VIP Pub Table 8	VIP Pub Table 4	VIP Pub Table 2	VIP Pub Table 8	VIP Pub Table 2
# of General Admin Tix	8	6	4	4	2				
# of VIP Reserved Parking Passes	8	6	4	4	3	2		4	1
Gobo Signage "Logo in lights"	✓	✓	✓	✓	Name on Table Sign	Name on Table Sign	Name on Table Sign	Name on Table Sign	Name on Table Sign
Speaking Part in Show	✓	✓							
Back Stage Pass	✓	✓	✓	✓					
Runway Program	Inside Front Cover Full Page Ad	Page 2 Full Page Ad	Inside Front Cover Full Page Ad	Inside Front Cover Full Page Ad	Inside Front Cover Full Page Ad	1/2 Page Ad in Program	1/4 Page Ad in Program		
Runway Program	Page 1 Full Page welcome letter	Page 3 Full Page welcome letter	Name Listing in Runway Program	Name Listing in Runway Program	Name Listing in Runway Program	Name Listing in Runway Program	Name Listing in Runway Program	Name Listing in Runway Program	Name Listing in Runway Program
Name prominent on photo booth	✓	✓							
<b>"YEAR ROUND" BENEFITS</b>									
ANNUAL MAGAZINE	Inside Front Cover + 2 Page editorial	Full pg Ad + 2 Page editorial	Full page ad + 1 page editorial	Full page ad + 1 page editorial	Full page ad or editorial in mag	1/2 Page Ad in Annual Magazine	1/4 Page Ad in Annual Magazine		
Brochures for your patients	✓	✓	✓	✓	✓	✓	✓		
Retreat, Video & Speaking Opps	✓	✓	✓	✓	✓				
Premium Exposure at Patron Party	✓	✓	✓	✓	✓	✓	✓		
SEO Tags on Videos	✓	✓	✓	✓					
Video Listing and Social Media Post	✓	✓	✓	✓	✓	✓	✓		
Name prominent on website	✓	✓	✓	✓	✓	✓	✓		

To be included in the annual magazine, sponsors need to submit artwork by May 1st, no exceptions. Other marketing opportunities exist...contact our team to discuss a creative way to meet your goal.

# PARTNER SPONSORSHIP AGREEMENT

CONTACT INFO			
FIRST NAME		LAST NAME	
COMPANY		PHONE	
EMAIL			

PLACE A CHECK MARK NEXT TO THE SPONSOR LEVEL YOU ARE INTERESTED IN:	HOW MANY CITIES ARE YOU SUPPORTING? (qty)	EXTENDED VALUE
TITLE SPONSOR \$25,000	x	= \$
PRESENTING SPONSOR \$10,000	x	= \$
RUNWAY LOUNGE SPONSOR \$7,500	x	= \$
VIP LOUNGE SPONSOR \$7,500	x	= \$
EMPOWERMENT PARTNER \$5,000	x	= \$
LOYALTY PARTNER \$3,000	x	= \$
FRIENDSHIP PARTNER \$1,250	x	= \$
VIP EXPERIENCE TICKETS, TABLE \$2,000	x	= \$
VIP EXPERIENCE TICKET, \$250 each	x	= \$
	<b>SUB TOTAL</b>	= \$
Which city (cities) are you supporting:		
___ St. Tammany    ___ New Orleans		
If you are supporting both cities, deduct 5% off of your sub-total	<b>(LESS 5%) if you are supporting both cities</b>	- \$
	<b>TOTAL PAYMENT DUE</b>	

SELECT YOUR PAYMENT PREFERENCE	
_____ PAY BY CHECK	____ PAY BY CREDIT CARD

SELECT PAYMENT FREQUENCY		
___ ONE TIME PAYMENT (DUE UPON SIGNING)	___ TWO PAYMENTS (50% UPON SIGNING, BALANCE DUE BY JUNE 1ST)	___ THREE PAYMENTS (50% UPON SIGNING, 25% BY APRIL 1ST, REMAINING 25% BY JUNE 1ST)

**If paying by check:** Make check payable to: You Night Events, LLC 234 Lee Lane, Covington, LA 70433      **If paying by credit card:**

CREDIT CARD INFORMATION	
Card Number:	Exp. Date:
Name on Card:	CVC:
<b>Billing Address for Card:</b>	
SIGNATURE	DATE:

The information contained in this **SPONSORSHIP PACKET** constitutes the terms between You Night LLC and (client name): \_\_\_\_\_

All prices agreed upon will be honored by both parties. Continued services after that time will require a new agreement. All payments must be paid in full at least one month prior to the Runway Show and Celebration.

**Authorized Signature:** The undersigned agrees to the terms of this contract on behalf of the organization or business

Signature of Client: \_\_\_\_\_ Date: \_\_\_\_\_

**WITH GRATITUDE TO OUR LEGACY PARTNERS**

**\$40,000 + Sponsors**

Center for Restorative Breast Surgery Crescent  
River Port Pilots Foundation  
Center for Women's Health/Southern Institute for Women's Sexual Health

**\$10,000 + Sponsors**

Lakeside Women's Specialty Center  
M. Celeste Lagarde, MD, FACS & Dr. Richard D. Celentano, MD FACS  
Associated Branch Pilots  
Northshore Plastic Surgery, Benjamin Boudreaux, M.D.  
Bergeron Motors  
Florida Marine Transporters

**\$5,000 + Sponsors**

AFLAC  
Associated Terminals/Turn Services  
Rehab Dynamics & Kelly Villars  
Paretti Family Dealership  
Pontchartrain Cancer Center  
Evamor  
Rich Mauti Cancer Fund  
The Lake 94.7  
Gambel Communications

**\$3,000+ Sponsors**

AirBlow Dry & Bar  
Jennifer Moser  
Alice McNeely Real Estate  
Art & Stephani Lentini  
Shane & Holley Guidry Foundation  
The Center for Aesthetics & Reconstruction  
CJ Ladner State Farm Insurance  
Crescent Towing / Cooper T. Smith Mooring  
IV Capital, Sidney D. Torres, IV  
Sculpting Center New Orleans  
Roy & Deidra Langridge

First NBC Bank  
Northshore Oncology and Associates  
Michele Cooper, M. D.  
Kendra Scott

**\$1,250 + Sponsors**

Chemo Beanies  
H2O Northshore  
Adolfo's Restaurant & Apple Barrel Bar  
Adams & Reese LLP  
Port Ship Service  
Haynie Family Foundation  
Radiology & Interventional Association of Metairie  
The Radiologist at East Jefferson  
Pontchartrain Healthcare Center  
Bluewater Marine  
Pontchartrain Healthcare Center  
Emma's Shoes & Accessories  
Ship Tech Services  
Dynamic Physical Therapy  
H2O Salon & Spa, Metairie  
Snow Financial  
Moxy Marketing

A complete list of the many generous program partners and donors can be found on our website: [www.younightevents.com](http://www.younightevents.com)

**THANK YOU!**

You Night Empowering Events, LLC 234 Lee Lane Covington, LA 70433 877-591-5936 x5  
[www.younightevents.com](http://www.younightevents.com)