

# Sponsor Packet 2018

You Night helps women embrace life beyond cancer.



PHOTO BY TRACIE MORRIS SCHAEFER

*You Night*  
Empowering Events

*Empower One. Impact Many.*

SPONSORSHIP CONTACT:

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**There are over 15 million cancer survivors in the United States. In Louisiana, it is estimated that this year alone – over 24,000 new cases will be diagnosed.**

In growing numbers, women in our communities are struggling with the aftermath of cancer. This includes everything from depression, lack of concentration and low energy, to psychological issues such as fear of recurrence or lack of self esteem due to the harsh physical changes from surgeries.

Most physicians simply do not have enough time during routine office visits to deal with the psychosocial care that women require. You Night's mission is to create alternatives to traditional support groups by providing year-round empowering experiences for women who desire a sisterhood of support.

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

You Night teaches cancer survivors how to overcome the physical and psychological challenges of cancer treatment through teamwork, coaching, and skills training. Our signature program is our "runway training program", where, for five months, participants work together to eventually show off their skills and teamwork in front of friends, family members and health care providers. Throughout their journey in the program, participants are taught many powerful skills that cultivate a positive attitude of support. By asking survivors to step outside their comfort zones by becoming "runway super stars", they discover an inner strength and inner beauty that many of them did not know they had.. After the program is over, the ladies remain in the program as "alumnae" and continue in activities that support each other's on-going needs, while they use their newfound strength to pay it forward to new participants. To date, You Night has helped 208 survivors adapt to - and embrace - their life after cancer in St. Tammany and New Orleans.

### **You Night is a year-round program**

You Night holds year-round activities that keep our participants engaged with one another. We hold two runway training programs (New Orleans and St. Tammany), an annual weekend retreat and ongoing get-togethers that are both educational and inspiring for the entire sisterhood.



**These activities provide year-round opportunities for our sponsors to engage with our participants.**



New Orleans Class of 2017 celebrated in July in front of 650 guests at the Contemporary Arts Center.

## Testimonial from a guest

First and foremost, I wanted to say that You Night- St. Tammany was an absolute joy to attend. I was there to support Joy Scott. I'm almost certain by the end of her first walk, my throat was bleeding from the insane amount of screaming I did in such a short amount of time. This night brought back such raw emotion for me. In 2009, my mother was diagnosed with Stage IV metastatic breast cancer, a diagnosis that only occurs around 5% of the time. A few months later, she ended her fight with breast cancer, three days after my high school graduation. My mom could not yell or scream when my name was called while she sat on the side, but I remember locking eyes with her as I walked back to my seat and knowing that I needed to cherish that time with her. In December, I graduate from Southeastern with my Bachelors in Accounting, and I know she will once again be on the side, watching me walk across the stage. I just won't be able to lock eyes with her this time.

Seeing the difference You Night has made in these women's lives has truly lit a spark in me that I can't seem to put out. All in all, what I am trying to say is, that I need to get involved with this organization somehow, someday. This is not an "I want," this is an "I need to." This organization changed the life of so many women in what took months, it changed mine in a matter of minutes as a spectator. With that being said, how can I help? If you only need assistance with stuffing envelopes, I will do it.

Once again, thank you so much for what you have done for these ladies. I wish I would have known about You Night much sooner because I would have loved to get involved much quicker.



*you  
Night*

Empowering Events

## Testimonial from a participant

***I was skeptical. I thought, "How is dressing up in fancy clothes, and practicing walking and making silly videos going to help ME?"***

*I was so miserable that I couldn't see a possible way to feel better. I hated myself and everyone around me. A member of You Night called me one day and asked me to just show up and trust her. The last thing I wanted to do was be around a bunch of people I didn't know.*

*It took me several meetings and practices to start to trust. A few people attempted to break down my ice queen wall and for that I am thankful. Little by little I could feel myself forming bonds with the other ladies. These are friends I would have never met if I wouldn't have had cancer. These ladies helped me see the positive of our situations. I will forever more have a lasting bond with them.*

*Lately, I have been told by several friends and co-workers that they can see a change in me. They can see a sparkle that hasn't been there in a while. I have to attribute that to my You Night sisters.*

*I was wrong about not needing this organization. I needed to be around people that just "got it." Watching everyone be sassy and confident has done wonders for my aching soul. So thank you, You Night, for calling me just one more time. I needed this more than I knew.*

**Angela Palmisano, Hodgkins Lymphoma  
St Tammany Class of 2017**



# Sponsorship case study from a \$5,000 Empowerment Partner



**Pontchartrain Cancer Center**  
**Dr, David Oubre, Oncologist**  
**Kathy Oubre, COO**

Locations: Hammond and Covington

Sponsorship Levels:

- \$5,000 Empowerment Partner 2016
- \$5,000 Empowerment Partner 2017

Activation City: St. Tammany

## TESTIMONIAL:

"Empowering life beyond cancer" is not merely a statement with You Night. It is a mantra which shines through in every aspect of the program. Whether it is at the powerful and soul-bearing Candle Pass, the healing Summer Retreat or empowering Runway Event – You Night guides these wonderful women through the physical and psychological challenges of cancer treatment and beyond.

As a Legacy Partner since 2015, You Night's program provides year-round opportunities for Pontchartrain Cancer Center to partner with a community of physicians and healthcare providers to offer support and empowerment to female cancer patients and their family and friends.

Pontchartrain Cancer Center has derived many tangible benefits from our sponsorship of You Night. Not only does the program help share the work we do in the cancer community, but the program allows us to deepen our relationships with our patients past the 4 walls of our medical practice and allows us to celebrate in the renewal of hope and life.

As a board member, I am impressed by the manner in which You Night, and Lisa McKenzie (founder) are constantly looking for additional ways to make an impact in the lives of women who have had cancer.



**You Night Advisory Board**

*you night*

A leadership team committed to helping women embrace life beyond cancer.

**Empower One. Impact Many.**

**Board of Advisors**

**YOU NIGHT ROCK THE RUNWAY US TOUR 2016**

**CENTER FOR RESTORATIVE BREAST SURGERY**  
**CENTER FOR WOMEN'S HEALTH**  
**FLORIDA MARINE TRANSPORTERS**

Richard Celentano M.D. FACS  
 M. Celeste Lagarde M.D. FACS  
 Pontchartrain Cancer Center  
 Rich Mauti Cancer Fund  
 St Tammany Parish Hospital  
 Associated Branch Pilots  
 Bergeron Motors  
 Aflac  
 Rehab Dynamics  
 Associated Terminals /  
 Turn Services  
 Adams & Reese LLP  
 Air Salon & Blow Dry Bar  
 Alice McNeely Real Estate

Northshore Derm  
 Paretto Family of  
 CJ Ladner State  
 Michele Cooper  
 Blue Water Marine  
 Dynamic Physical Therapy  
 Emmas Shoes  
 Freeman  
 H2O Salon Nails  
 Kendra Scott  
 Lake 94.7  
 Moxie Comp  
 Snow Financial  
 Langridge Financial

**You Night helps women embrace life beyond cancer**

**T shirt promo**



# Sponsorship case study from a \$5,000 Empowerment Partner cont'd



**Premium Signage at Event**

**You Night Empowering Events** added a new photo to the album: Thank you Press!

November 9 at 5:33pm

Featured in the **The Daily Star** (Hammond, La.) -- You Night role models @Linda Chutz, Angela Smith Palmisano and Leah Wilkinson -- all from Hammond, and recent participants in the St Tammany 2017 experience! Pontchartrain Cancer Center

**822** People Reached

**62** Reactions, Comments & Shares

41 Like	22 On Post	19 On Shares
15 Love	6 On Post	9 On Shares
6 Comments	5 On Post	1 On Shares
1 Shares	1 On Post	0 On Shares

**72** Post Clicks

28 Photo Views	0 Link Clicks	44 Other Clicks
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**NEGATIVE FEEDBACK**

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**Newspaper Coverage and Social Media Posts**



**Patient Referral and Emotional Return on Investment**

Posts	Reach	Clicks/Actions	Published	Promotion
You Night Board Member Kathy Wittiff...	216	21	Dec 3, 2017 at 12:09am	Boost Post
Thank you EDGE of the Lake with Pontchartrain	340	36	Nov 27, 2017 at 12:37pm	Boost Post
Featured in the The Daily Star (Hammond...	822	81	Nov 9, 2017 at 5:32pm	Boost Post
Congratulations to Dr. Oubre! And many...	581	46	Nov 9, 2017 at 4:48pm	Boost Post
Pontchartrain Cancer Center thank you for	1.3K	267	Nov 3, 2017 at 7:20pm	Boost Post
"I TRUST YOU GOD" That is the mantra of...	1.9K	208	Sep 17, 2017 at 9:23am	Boost Post
Huge thank you to the @Pontchartrain Canc...	1.7K	254	Sep 15, 2017 at 2:37pm	Boost Post
***PLEASE RE-POST AND SHARE AGAIN!...	4.5K	228	Sep 12, 2017 at 9:29pm	Boost Post
***PLEASE RE-POST AND SHARE AGAIN!...	19.5K	1K	Sep 1, 2017 at 5:08pm	View Promotion
Come join us as we discuss "Conquering..."	291	7	Aug 29, 2017 at 6:22am	Boost Post
Kathy Wittiff Oubre Legacy Sponsor...	2.3K	262	Aug 2, 2017 at 7:16pm	Boost Post
Please read if you would like to have a...				Boost Post

**Social Media Posts and Tags**

**Video Details**

**Total Video Performance**

Minutes Viewed	5,167
Video Views	9,017
10-Second Views	4,482
Video Average Watch Time	0:12
Audience and Engagement	

**You Night Empowering Events: You Night St. Tammany Class of 2017**

\*\*\*PLEASE RE-POST AND SHARE AGAIN! We had to correct it and upload a new version!\*\*\* You Night St. Tammany is October 26th at the Castine Center! These ladies represent the strong and beautiful women

2:59 · Uploaded on 09/01/2017 · Owned · Appears in

**Social Media Video Tags**

**This video is used in 2 posts**

Posts	Posted Date	Reach	Video Views	10-Sec Views	Uniq. Viewers	Post Engagement	Video Avg. Watch Time
You Night Empowering Events	09/12/2017 10:29pm	4.4K	1.7K	868	1.4K	103	0:12 / 2:59
You Night St. Tammany Class of 2...				19%	19%		

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Post With Video



**You Night's participants raise money for other community causes!  
Our models become role models!**



After their empowering training, You Night sisters have a strong desire to pay it forward to other survivors, and to support other cancer community fund raising efforts. Listed below are some examples of how our You Night models can benefit other cancer fund raisers and causes.



THE NEW ORLEANS ADVOCATE

BATON ROUGE NEW ORLEANS ACADIANA

N.O. HOME NEWS SPORTS ENTERTAINMENT/LIFE TRICENTENNIAL OPINION SUBSCRIBE OBITUARIES CLASSIFIEDS JOBS HOMES WHEELS GAMES 66°

### Dragon Boat Festival Fired-up cancer survivors are part of the benefit races

BY ANDREW CANULETTE | Special to The Farmer MAY 10, 2017 - 7:15 AM (0)

Dragon Boat Race participants, from left, Beth Farina, Rhonda Ebel, Marie Alaina Campo and Stephanie Broussard stand along the river in Madisonville on May 1.

Buy Now



**'Fashion on Fulton for a Cure' redefines 'support' for breast cancer awareness Thursday (Oct. 16)**



The "Fashion on Fulton for a Cure" fashion show, hosted by Harrah's Casino New Orleans on Thursday (Oct. 16), has come up with a new way of showing "support" for breast cancer awareness. As part of a fashion show held at the Fulton Street Gazebo in Fulton Alley, "Project Runway" winner [Anthony Ryan Auld](#) will present some of his latest designs, followed by the introduction of the newest members of the New Orleans branch of the "You Night" cancer support group.

**WHAT'S HAPPENING?**

[Tonight's music calendar](#)

[On Stage this week](#)

[This weekend's Festivals](#)

[Food, Drink and Dining events](#)

[Community calendar](#)

## How are donations being used?

100 percent of donations go directly toward year-round programs benefiting survivors who live in the St. Tammany Parish and New Orleans. All donations stay local, and because of the unique five month curriculum that we offer, sponsors get to see the outcome of their donations immediately. You Night currently is able to gift the You Night experience to 50 ladies from New Orleans and St. Tammany each year. The cost per participant is \$5,000 for the five months that they are in training with us. Included in the \$5,000 is our proprietary empowerment runway training, professional video and photo shoots, empowerment training and life coaching. Models leave the program with a new sense of passion and purpose, which then transcends to their communities, families and health facilities.

Sponsors are given a choice to donate to either our "We Lift You Up" fund (a 501c3 fund) or to You Night Events, LLC. In either case, donations go directly to the program. We offer both options because some of our sponsors require donations to go to a 501c3 fund (such as foundations and grants); others prefer to get marketing benefits and tickets, and want to write 100 percent of the donation off as a marketing expense.

Our fundraising goal per class is \$125,000. In return, our sponsors receive a comprehensive list of marketing opportunities and VIP tickets to our Runway Show and Celebration (the graduation ceremony for the class).

A 501C3 FUND TO HELP WOMEN EMBRACE  
LIFE BEYOND CANCER

*We Lift You Up!*

The "We Lift You Up" fund is managed by the Infinity Initiative EIN TAX ID #27-2874887

*you  
Night*  
Empowering Events

# A variety of marketing perks, plus lifelong membership as a partner are available to our \$3,000 - \$25,000 partners!



## Priority Consideration of your referred participants

- \$25,000 Hospital Sponsor: 4 participants
- \$25,000 Title Sponsor: 4 participants
- \$10,000 Presenting Sponsor: 3 participants
- \$7,500 Runway Stage Sponsor, 2 passes
- \$7,500 VIP Lounge Sponsor, 2 passes
- \$5,000 Empowerment Partner, 1 participant
- \$3,000 Loyalty Partner, 1 participant



## # of VIP EXPERIENCE GUEST PASSES PER SPONSOR PACKAGE

- Hospital Sponsor: 16 guest passes
- Title Sponsor: 16 guest passes
- Presenting Sponsor: 12 guest passes
- Runway Stage Sponsor, 10 guest passes
- VIP Lounge Sponsor, 10 guest passes
- Empowerment Partner, 8 guest passes
- Loyalty Partner, 4 guest passes



## # of VIP PARKING PASSES PER SPONSOR PACKAGE

- Hospital Sponsor: 8 parking passes
- Title Sponsor: 8 parking passes
- Presenting Sponsor: 6 parking passes
- Runway Stage Sponsor, 5 parking passes
- VIP Lounge Sponsor, 5 parking passes
- Empowerment Partner, 4 parking passes
- Loyalty Partner, 2 parking passes



## PREFERRED SEATING AT EVENT

Legacy Partners receive special runway seating which includes cocktail table service.



## PREMIUM EVENT SIGNAGE

Beautiful name signage for our Legacy Partners will be located at your table at the event.



## ON STAGE SPEAKING

Upper level Legacy Partner packages include on stage speaking opportunities at our events.

("Upper level" is considered \$7,500+)



## PREFERENTIAL MEDIA COVERAGE

Wherever possible, we provide the press with the names (and photos) of our upper level sponsors for inclusion in newspaper, magazine and television coverage.



## EVENT ACTIVATION ITEMS

The You Night team will be happy to craft an on-site marketing activation for your organization.

Examples include:

Champagne greeting

Tote bag

Lanyards

Popcorn Table...and more!



## BE OUR GUEST!

You Night holds its annual retreat each summer and our Legacy Partners are given preferential treatment for speaking opportunities. Be sure to contact our team if you have a subject matter you want to share with our campers!



## Ad in Runway Program

Hospital / Title Sponsor / Presenting Sponsor: Full Page Ad & Welcome Letter

Runway Stage and VIP Lounge Sponsor Full Page Ad  
Empowerment Partner 1/2 Page Ad  
Loyalty Partner 1/4 Page Ad



## Inclusion in Marketing Material

Examples include:

Runway program

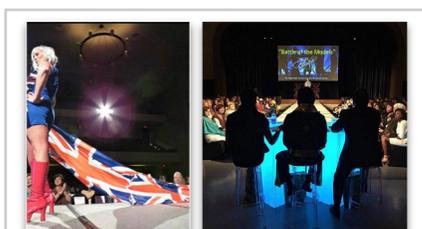
Window posters

Post Cards

Retreat Hand Outs

Show Agendas

...and more



## TWO TICKETS TO BATTLE OF THE MODELS APRIL 21st

Patron Party for NOLA & St Tammany 2018

Introduction of new participants

Announcement of the 2018 theme

Alums go heel to heel with professional models

## A variety of marketing perks, plus lifelong membership as a partner!

### HOSPITAL PARTNER

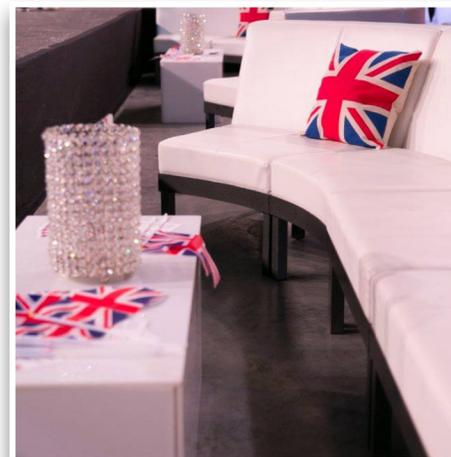
**\$25,000**

- SEAT ON NEW ORLEANS BOARD OF ADVISORS
- GUARANTEED PARTICIPATION OF 4 PARTICIPANTS IN PROGRAM (if referred by March 1st)
- 16 VIP EXPERIENCE TICKETS, WITH FRONT ROW LUXURY COUCH SEATING
- 8 VIP PARKING PASSES
- Premium name placement on You Night marketing material
- On Stage Speaking / Guest Welcome (3 - 5 minutes) at Event
- Your organization's name in lights at event (two locations)
- Name on photo booth (will show up in all guest photo booth photos)
- Recognition in all You Night publicity
- Full Page Ad in Runway Program (Premium ad placement)
- Full Page Welcome Letter in Runway Program
- Two tickets to "Battle of the Models" Saturday, April 21st (Patron Party and Launch Party for the 2018 season. The models from the St Tammany and New Orleans class of 2018 will be introduced).
- Speaking opportunity at our summer retreat at the Solomon Episcopal Center, June 22 - 24th
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

### TITLE SPONSOR

**\$25,000**

- SEAT ON NEW ORLEANS BOARD OF ADVISORS
- GUARANTEED PARTICIPATION OF 4 PARTICIPANTS IN PROGRAM (if referred by March 1st)
- 16 VIP EXPERIENCE TICKETS, WITH FRONT ROW LUXURY COUCH SEATING
- 8 VIP PARKING PASSES
- Premium name placement on You Night marketing material
- On Stage Speaking / Guest Welcome (3 - 5 minutes) at Event
- Your organization's name in lights at event (two locations)
- Name on photo booth (will show up in all guest photo booth photos)
- Recognition in all You Night publicity
- Full Page Ad in Runway Program (premium ad placement)
- Full Page Welcome Letter in Runway Program
- Two tickets to "Battle of the Models" Saturday, April 21st (Patron Party and Launch Party for the 2018 season. The models from the St Tammany and New Orleans class of 2018 will be introduced).
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- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website



## A variety of marketing perks, plus lifelong membership as a partner!

### PRESENTING SPONSOR

**\$10,000**

- SEAT ON NEW ORLEANS BOARD OF ADVISORS
- GUARANTEED PARTICIPATION OF 3 PARTICIPANTS IN PROGRAM (if referred by March 1st)
- 12 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION LUXURY COUCH SEATING
- 6 VIP PARKING PASSES
- On Stage Speaking / Guest Welcome (3 - 5 minutes) at Event
- Your organization's name in lights at event
- Recognition in all You Night publicity
- Full Page Ad in Runway Program
- Full Page Welcome Letter in Runway Program
- Two tickets to "Battle of the Models" Saturday, April 21st (Patron Party and Launch Party for the 2018 season. The models from the St Tammany and New Orleans class of 2018 will be introduced).
- Speaking opportunity at our summer retreat at the Solomon Episcopal Center, June 22 - 24th
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

### VIP EXPERIENCE LOUNGE SPONSOR

**\$7,500**

- GUARANTEED PARTICIPATION OF 2 PARTICIPANTS IN PROGRAM (if referred by March 1st)
- 10 VIP EXPERIENCE TICKETS, WITH LUXURY COUCH SEATING
- 5 VIP PARKING PASSES
- Your organization's name in lights at the VIP EXPERIENCE LOUNGE
- Exhibit Table at the VIP EXPERIENCE LOUNGE
- Recognition in all You Night publicity
- Full Page Ad in Runway Program
- Two tickets to "Battle of the Models" Saturday, April 21st (Patron Party and Launch Party for the 2018 season. The models from the St Tammany and New Orleans class of 2018 will be introduced).
- Speaking opportunity at our summer retreat at the Solomon Episcopal Center, June 22 - 24th
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website



## A variety of marketing perks, plus lifelong membership as a partner!

### RUNWAY STAGE SPONSOR

**\$7,500**

- GUARANTEED PARTICIPATION OF 2 PARTICIPANTS IN PROGRAM (if referred by March 1st)
- 10 VIP EXPERIENCE TICKETS, WITH LUXURY COUCH SEATING
- 5 VIP PARKING PASSES
- Your organization's name on table tent signs at every VIP table located at the runway stage
- Thank you "post card" on every guest seat with your logo/ad
- Recognition in all You Night publicity
- Full Page Ad in Runway Program
- Two tickets to "Battle of the Models" Saturday, April 21st (Patron Party and Launch Party for the 2018 season. The models from the St Tammany and New Orleans class of 2018 will be introduced).
- Speaking opportunity at our summer retreat at the Solomon Episcopal Center, June 22 - 24th
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

### EMPOWERMENT PARTNER

**\$5,000**

- GUARANTEED PARTICIPATION OF 1 PARTICIPANT IN PROGRAM (if referred by March 1st)
- 8 VIP EXPERIENCE TICKETS, WITH LUXURY COUCH SEATING
- 4 VIP PARKING PASSES
- YOUR CHOICE OF AN ON-SITE MARKETING ACTIVATION: (see list attached for examples)
- Recognition in all You Night publicity
- 1/2 Page Ad in Runway Program
- Two tickets to "Battle of the Models" Saturday, April 21st (Patron Party and Launch Party for the 2018 season. The models from the St Tammany and New Orleans class of 2018 will be introduced).
- Speaking opportunity at our summer retreat at the Solomon Episcopal Center, June 22 - 24th
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website



# A variety of marketing perks, plus lifelong membership as a partner!

## LOYALTY PARTNER

**\$3,000**

- GUARANTEED PARTICIPATION OF 1 PARTICIPANT IN PROGRAM (if referred by March 1st)
- 4 VIP EXPERIENCE TICKETS, WITH FRONT ROW LUXURY COUCH SEATING
- 2 VIP PARKING PASSES
- YOUR CHOICE OF AN ON-SITE MARKETING ACTIVATION: (see list attached for examples)
- Recognition in all You Night publicity
- 1/4 Page Ad in Runway Program
- Two tickets to "Battle of the Models" Saturday, April 21st (Patron Party and Launch Party for the 2018 season. The models from the St Tammany and New Orleans class of 2018 will be introduced).
- Speaking opportunity at our summer retreat at the Solomon Episcopal Center, June 22 - 24th
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

### Our team can help craft on-site marketing strategies! Please inquire!

*These are a few ideas! We'd love to hear yours! (Champagne greeting table, popcorn with your logo, car prominently displayed at event, tote bags, lanyards, tissue (with logo))*



## VIP EXPERIENCE TICKETS AVAILABLE (NON-MARKETING PACKAGES)

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

**\$2,500**

The Pub Table seats 8 persons and will be located in the VIP Runway Lounge area, with premium runway stage visibility. Pub Table package includes 4 VIP Reserved Parking Places, name on VIP Lounge table sign and name in Runway Program.

### VIP EXPERIENCE INDIVIDUAL TICKETS -

**\$275**

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.



## YOUR SPONSORSHIP HELPS FUND THE FOLLOWING YEAR-ROUND ACTIVITIES:

You help us sustain and grow this necessary program -- completely unique for survivors  
We have daily outreach and support to cancer survivors via a private Facebook support group  
Training facility in Old Covington, open to any patron who would like to use the facility to host a seminar  
Two You Night Runway Programs annually, with all the training  
Professional head shots and videos for the participants  
Annual Summer Retreat  
Annual Patron Party  
NEW! Battle of the Models - a program created for the Alums  
NEW! You Knight men's care-giver support group and focus group



### **March 1st New Participant Sign Up Deadline**

Deadline for 2018 applicants to apply on-line for the St. Tammany and New Orleans Classes of 2018

### **April 21st Patron Party and 2018 Season Launch Party, Battle of the Models, Introduction of 2018 Class**

Join us as our alums go "heel to heel" against industry professional models as both teams compete for the crystal stiletto trophy. Come to this super fun evening as we introduce the 2018 class members for NOLA and St. Tammany. We'll also be announcing our 2018 theme, and celebrating with our Patrons.

**June 22 - 24th SUMMER RETREAT** Open to any adult female cancer survivors, this weekend is an incredible get-away, featuring inspiring and informative speakers, lots of fun, and girl time galore! More info soon!

**July 26th You Night New Orleans  
Contemporary Arts Center**

**October 25th You Night St Tammany  
Castine Center, Mandeville**

For more info: [www.younightevents.com](http://www.younightevents.com) 877-591-5936 x5

# Join our Family of Lifetime Legacy Partners & Donors

## COMMUNITY LIFETIME LEGACY PARTNERS

(With thanks for the generous financial contributions that help us sustain and grow our program)

Center for Restorative Breast Surgery  
Center for Women's Health  
Southern Institute for Women's Sexual Health  
Crescent River Port Pilots' Foundation  
Pontchartrain Cancer Center  
Celeste Lagarde, M.D.  
Richard Celantano, M.D.  
Associated Branch Pilots  
Diagnostic Imaging Services  
Lakeside Women's Specialty Center  
Sculpting Center of New Orleans  
Bergeron Motors  
Northshore Plastic Surgery  
Langridge Family  
Florida Marine Transporters  
Aflac  
The Center for Aesthetics & Reconstruction  
Dynamic Physical Therapy  
Rich Mauti Cancer Fund  
Art & Stephani Lentini  
Associated Terminals /  
Turn Services  
Northshore Oncology and Associates  
Paretti Family of Dealerships  
C.J. Ladner & State Farm Insurance

Crescent Towing  
Cooper T. Smith Mooring  
Michele Cooper, M. D.  
Evamor  
Bluewater Marine  
Belle Chasse Marine  
Adams & Reese LLP  
Rehab Dynamics  
Radiology & Interventional Associates of Metairie  
The Radiologist at EJGH  
Alice McNeely Real Estate  
Byrd Larberg  
First NBC Bank  
H2O Salon & Spa Metairie  
H2O Salon Northshore  
Air Salon & Blow Dry Bar  
Barrios Kingsdorf & Casteix  
The Mix  
Casey Richie  
PJ's Coffee of New Orleans  
Fat Tuesday  
Iberia Bank  
Lafarge  
Doug Brooks  
Joe LeBlanc, DDS  
Healthcare Proprietors Agency  
Columbia Street Mercantile  
Because I Am Me Enterprises  
Karen T. Sanborn  
Haynie Family Foundation  
Inside Northside  
Inside New Orleans  
WGNO  
FOX

NOLA.com  
Times Picayune  
Gambel Communications  
Mlx & Shine Marketing & PR  
Shane & Holley Guidry Foundation  
IV Capital, Sidney D. Torres, IV  
Kendra Scott  
Emma's Shoes & Accessories  
Chemo Beanies  
Adolfo's Restaurant & Apple Barrel Bar  
Port Ship Service  
Haynie Family Foundation  
Ponchartrain Healthcare Center  
Ship Tech Services  
Mrs. Patricia Bopp  
Claudia Billeaud  
Genpath  
Dr. Chad Domangue  
Brown & Mary  
Broadmoor  
Rusty Janssen, III  
Breazeale, Sachse & Wilson, L.L.P.  
Joy Scott  
Eden Gorney

## GIFTING DONORS

Kendra Scott  
Jean Therapy  
Kismet Cosmetics

**For sponsorship questions, please contact Kristyn Kemp at 877-591-5936 x5 or write to [kristyn@younightevents.com](mailto:kristyn@younightevents.com)**



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kristyn@younightevents.com

## 2018 PARTNER SPONSORSHIP AGREEMENT

CONTACT			
FIRST NAME		LAST NAME	
COMPANY		PHONE	
EMAIL			

WHICH CITY (CITIES) ARE YOU INTERESTED IN SUPPORTING AND RECEIVING MARKETING ACTIVATION IN?

-----NEW ORLEANS, July 26th Contemporary Arts Center

-----ST TAMMANY, October 25th, Castine Center Mandeville

-----Both Venues

SPONSORSHIP LEVEL	HOW MANY CITIES ARE YOU SUPPORTING	EXTENDED VALUE
HOSPITAL SPONSOR \$25,000	X	= \$
TITLE SPONSOR \$25,000	X	= \$
PRESENTING SPONSOR \$10,000	X	= \$
VIP EXPERIENCE LOUNGE \$7,500	X	= \$
RUNWAY STAGE SPONSOR \$7,500	X	= \$
EMPOWERMENT PARTNER \$5,000	X	= \$
LOYALTY PARTNER \$3,000	X	= \$
VIP EXPERIENCE PUB TABLE FOR 8 \$2,500 (NON-MARKETING PACKAGE)	X	= \$
VIP EXPERIENCE INDIVIDUAL TICKETS \$275 EA (NON-MARKETING PACKAGE)	X	= \$
How many payments would you like to make: If two payments, final payment must be made at least 2 weeks prior to your sponsored event Circle: ONE PAYMENT TWO PAYMENTS	TOTAL SPONSORSHIP DONATION	= \$

Select the following:

\_\_\_ Sponsorship is being used for marketing purposes, in which a variety of marketing benefits will be received (based on the sponsorship level), as well as the specified number of tickets to the event. (If this option is selected, checks should be written to "You Night Events, LLC").

\_\_\_ Sponsorship is being used as a charitable contribution to You Night's 501c3, in which no marketing benefits will be received -- only tickets to the event. In this case, a \$35 value per ticket will be deducted from the total amount of your contribution for write-off purposes (If this option is selected, checks should be written to our fund manager, the "Infinity Initiative" with the memo line "We Lift You Up Fund"). Detailed instructions will be included on your invoice. If you have questions about the above, contact TARA HUGUET AT OUR ADMINISTRATIVE OFFICES at 877-591-5936x3 or write to tara@younightevents.com

SIGNATURE \_\_\_\_\_ DATE: \_\_\_\_\_

# Sponsor marketing packages at a glance

"AT EVENT" BENEFITS	TITLE SPONSOR/ OR HOSPITAL SPONSOR \$25,000	PRESENTING SPONSOR \$10,000	RUNWAY STAGE SPONSOR \$7,500	VIP EXPERIENCE LOUNGE SPONSOR \$7,500	EMPOWERMENT PARTNER \$5,000	LOYALTY PARTNER \$3,000
# of VIP tickets	VIP Couch Seating 16	VIP Couch Seating 12	VIP Couch Seating 10	VIP Couch Seating 10	VIP Couch Seating 8	VIP Couch Seating 4
# of VIP Reserved Parking Passes	8	6	5	5	4	2
# of participants you can refer for priority consideration	4	3	2	2	1	1
Speaking part in Show	✓	✓				
LOGO ON GOBO LIGHT	✓	✓	✓	✓		
Recognition in You Night marketing material	✓	✓	✓	✓	✓	✓
Runway Program AD	Premium Placement Full Pg	Premium Placement Full Pg	Full Page Ad	Full Page Ad	Half Page Ad	1/4 Page Ad
Runway Program Welcome Letter	✓	✓				
Name prominent on photo booth	✓	✓				
TWO TICKETS TO LAUNCH PARTY BATTLE OF THE MODELS)	✓	✓	✓	✓	✓	✓
CUSTOM EVENT ACTIVATION (SEE LIST)					✓	✓
Retreat, Video & Speaking Opps	✓	✓	✓	✓	✓	✓
Brochures for your office	✓	✓	✓	✓	✓	✓
SEO Tags on Videos	✓	✓	✓	✓	✓	✓
Video Listing and Social Media Post	✓	✓	✓	✓	✓	✓

## Legacy Partner Sponsor Packages (marketing packages)

# We also offer non-marketing VIP EXPERIENCE TICKETS

VIP EXPERIENCE PUB TABLE \$2,500	VIP EXPERIENCE INDIVIDUAL TICKETS \$275
VIP Pub Table for 8	SEATED AT A SHARED VIP Pub Table or a high top
4	1 (for every 2 tickets)
Name Listing in Runway Program	Name Listing in Runway Program

## VIP Experience Tickets

For sponsorship questions, or to find out how we can customize a marketing experience for you that meets your goals, please contact Kristyn Kemp at 877-591-5936 x5 or write to kristyn@younightevents.com