

BeautyCares

# DreamBall



SEPTEMBER 24, 2020

Gotham Hall • New York

BeautyCares  
*DreamBall*

SEPTEMBER 24, 2020 | GOTHAM HALL

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**2020 HONOREES**

To Be Announced

BeautyCares  
*DreamBall*

SEPTEMBER 24, 2020 | Gotham Hall

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2019 HONORARY CHAIRS



George Calvert  
Amway



Barbara Menarguez  
Chanel, Inc.



David Greenberg  
L'Oréal USA



David Holl  
Mary Kay



R. Alexandra Keith  
Procter & Gamble



Jeff Smith  
Johnson & Johnson



look good **feel better**

## The Look Good Feel Better Mission

### Celebrating 30 Years of Compassion, Hope and Empowerment.

For over 30 years, **Look Good Feel Better**<sup>®</sup> has been dedicated to helping people with cancer cope with the appearance side effects of their treatment. Since 1989, the program has empowered over 1 million women in the United States to reclaim the sense of control, confidence and self-esteem that are so central to wellbeing.



Look Good Feel Better includes lessons on skin and nail care, cosmetics, wigs and turbans, accessories and styling, ultimately helping people with cancer find some normalcy in a life that is by no means normal.

### 2020 BeautyCares DreamBall

The **DreamBall** is an iconic, black-tie gala that is attended by 500+ beauty, fashion and media industry executives and is the largest fundraiser of the year for the beauty industry's **Look Good Feel Better** cancer support program.

The **BeautyCares** theme calls individuals, brands and businesses from across the beauty industry to join together with clinicians, caregivers, families, patients and survivors to demonstrate the energizing and emotional power of care, and the sense of confidence that women find when they are empowered to rediscover their control, beauty and sense of self during cancer treatment.

# SPONSORSHIP

**YOUR CONTRIBUTION COUNTS.** Continue the mission dedicated to changing the way people with cancer approach their disease—providing a sense of normalcy while empowering them with the confidence and courage to endure and conquer.

**A PURPOSE FULFILLED AND DRIVEN BY THE PERSONAL CARE, BEAUTY, AND RELATED INDUSTRIES.**

**NEXT LEVEL NETWORKING.** Join an active, influential community of 500+ supporters within the beauty, fashion and media industries.

**YOUR BRAND FRONT AND CENTER.** Sponsorship levels and customized opportunities deliver value and impact for your company.





# EVENT SPONSORSHIP

## **PLATINUM – \$50,000**

- Acknowledgement as Platinum Patron in program
- Logo and mention during stage program at event
- Table of 12 and premier seating
- 10 tickets to DreamBall After Dark
- Two premier full-screen ads in digital journal
- Logo on Look Good Feel Better website
- Pre- & post- event publicity to PCPC Board/members
- Early commitment social media posts

## **GOLD – \$40,000**

- Acknowledgement as Gold Patron in program
- Logo and mention during stage program at event
- Table of 10 and preferred seating
- 5 tickets to DreamBall After Dark
- Full-screen ad in digital journal
- Logo on Look Good Feel Better website
- Pre- & post- event publicity to PCPC Board/members
- Early commitment social media posts

*\* All Platinum, Gold and Silver Sponsors have the opportunity to provide an item for gift bags.*

# EVENT SPONSORSHIP

## **SILVER – \$30,000**

- Acknowledgement as Silver Patron in program
- Logo and mention during stage program at event
- Table of 10
- 2 tickets to DreamBall After Dark
- Half-screen ad in digital journal
- Logo on Look Good Feel Better website
- Pre- & post- event publicity to PCPC Board/members
- Early commitment social media posts

## **TABLE SPONSOR – \$20,000**

- Listing and mention during stage program at event
- Table of 10
- Logo on Look Good Feel Better website

## **PATRON – \$15,000**

- Acknowledgement as Patron in program
- Listing during stage program at event
- Cash contribution does not include dinner tickets
- Contribution is fully tax deductible
- Logo on Look Good Feel Better website

# SPONSORSHIP LEVELS

	PLATINUM	GOLD	SILVER	TABLE
	\$50,000	\$40,000	\$30,000	\$20,000
ACKNOWLEDGEMENT OF SPONSOR LEVEL IN EVENT PROGRAM	✓	✓	✓	✓
ON-SCREEN LOGO AND MENTION DURING STAGE PROGRAM	✓	✓	✓	Company Listing
PRE AND POST EVENT PUBLICITY TO PCPC MEMBERS AND BOARD OF DIRECTORS	✓	✓	✓	
SOCIAL MEDIA MENTIONS	✓	✓	✓	
TABLE OF 12 AND PREMIER SEATING	✓			
TABLE OF 10		✓ Preferred Seating	✓	✓
DREAMBALL DIGITAL JOURNAL ADS	Two Full Screen Ads	Full Screen Ad	Half Screen Ad	
LOGO ON LOOK GOOD FEEL BETTER WEBSITE	✓	✓	✓	✓
ADDITIONAL TICKETS TO DREAMBALL AFTER DARK	10	5	2	

❖ If sponsor wishes to donate seats to cancer survivors, they will receive additional acknowledgement from the gala host. Survivor guests will be encouraged to share their experience on social media.



# HIGH-PROFILE BRAND OPPORTUNITIES

## TABLE CENTERPIECE SPONSOR – \$15,000 ( Up to 50 tables)

Your brand can be the “centerpiece” at DreamBall!

A unique opportunity to reach the C-suite decision makers in beauty, fragrance, fashion and personal care, and showcase your innovation and creativity up close and personal!

Work with the DreamBall team to develop an inspiring branded centerpiece creation showcasing your designs and creativity! You will be the center of attention and discussion at each table!

Benefits:

- Half-screen ad in Digital Journal
- Acknowledgement as Centerpiece Sponsor in program
- Brand integration at tables
- Recognition from podium at dinner
- Company branding on centerpiece (company responsible for providing this and centerpiece)
- 4 Dinner tickets and 4 After Dark tickets
- Logo on Look Good Feel Better website

*\*Design must be coordinated and approved with DreamBall Dinner Committee*

*\*Donor supplies all materials and flowers*



# HIGH-PROFILE BRAND OPPORTUNITIES

## COCKTAIL HOUR SPONSOR – \$25,000

- Branding on signage at bars during the cocktail hour
- Branded element during cocktail hour (i.e. branded cocktail glasses, napkins, gobo - company is responsible for providing this)
- Acknowledgement as Cocktail Hour Sponsor in program
- Recognition from podium at dinner
- 10 tickets to Cocktail Hour only at event
- 2 dinner tickets & 4 DreamBall After Dark tickets
- Logo on Look Good Feel Better website



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## BALLOON SPONSOR – \$20,000

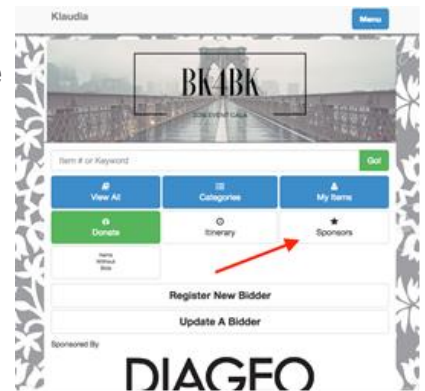
- Branding on all balloons used in “Balloon Auction”
- Acknowledgement as Balloon Sponsor in program
- Recognition from podium at dinner
- 2 dinner tickets & 4 DreamBall After Dark tickets
- Logo on Look Good Feel Better website
- Pre- & post- event publicity to PCPC Board/members



# HIGH-PROFILE BRAND OPPORTUNITIES

## MOBILE BIDDING SPONSOR – \$15,000

- Digital branding/banner on bidding website, mobile phones and leader board at event
- Acknowledgement as Mobile Bidding Sponsor in program
- 2 dinner tickets & 4 DreamBall After Dark tickets
- Logo on Look Good Feel Better website



## DÉCOR SPONSOR – \$15,000 or In-Kind Donation

- Responsible for design concept and cost of all décor elements including floral, additional lighting, etc.
- Acknowledgement as Décor Sponsor in program
- Two dinner gala tickets
- Full screen ad in Digital Journal
- Two additional Dream Ball After Dark tickets



# EVENT SUPPORT

## GENERAL CONTRIBUTION

General cash contributions do not include tickets to the DreamBall.

All cash contributions are fully tax deductible and will be acknowledged in the printed program.

- **Benefactor** \$10,000
- **Supporter** \$5,000
- **Friend** Other

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## INDIVIDUAL TICKETS

- \*DreamBall Dinner \$2,000
- Cocktail Hour Only \$275
- DreamBall After Dark \$175

\*Note: All dinner tickets include admission to DreamBall After Dark

# DIGITAL ADVERTISING AND AUCTION

## DIGITAL JOURNAL ADVERTISING OPPORTUNITIES

- Full Screen Ad \$5,000
- Half Screen Ad \$2,500

*All digital journal ads will be looped on display throughout the DreamBall cocktail reception, dinner and program.*

## GALA CHARITYBUZZ AUCTION

New this year! About 12 days leading up to the gala, we will launch an online auction with CharityBuzz. Gala patrons will be able to bid on exciting trips, unique art, gifts and experiences online, at the event and through the next day.



*All auction donations will be acknowledged in the printed program  
and at the gala.*



# DreamBall

## AFTER DARK

DreamBall After Dark is the festive after party immediately following dinner, engaging the next generation of philanthropic leaders within and beyond the beauty and fashion industries.

Time: 9:30 PM – Midnight

Expected Attendance: 300+ young professionals in beauty, fashion, media industries

Tickets: \$175 per person in advance and \$200 per person at the door

For more information or to purchase tickets to Dream Ball and DreamBall After Dark, please visit [thedreamball.org](http://thedreamball.org)

\*Note: All dinner tickets include admission to DreamBall After Dark





# ADDITIONAL INFO

## Sponsorship Information

David Smith [dsmith@poweredbyprofessionals.com](mailto:dsmith@poweredbyprofessionals.com)

Christina Grzybowski [christina@poweredbyprofessionals.com](mailto:christina@poweredbyprofessionals.com)

Nancy Logan [Logann@lookgoodfeelbetter.org](mailto:Logann@lookgoodfeelbetter.org)

## Look Good Feel Better Contacts

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[Nancy Logan](#), Director of Corporate Partnerships and Philanthropy, Look Good Feel Better Foundation of the Personal Care Products Council; [logann@lookgoodfeelbetter.org](mailto:logann@lookgoodfeelbetter.org)

## Media Inquiries

[Jennifer Burke Labriola](#), Principle, Burke PR; Consultant, Look Good Feel Better Foundation of the Personal Care Products Council, [burkepr@gmail.com](mailto:burkepr@gmail.com)

# ADDITIONAL INFO



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More information on Look Good Feel Better - including a program finder, virtual workshops, web-based tips and video tutorials, expert Look Good Feel Better blog posts, and a donation mechanism - can be found at [lookgoodfeelbetter.org](http://lookgoodfeelbetter.org).

Find us:

- Facebook: [@lookgoodfeelbetter](https://www.facebook.com/lookgoodfeelbetter)
- Twitter: [@LGFB](https://twitter.com/LGFB)
- Instagram: [@lookgoodfeelbetter](https://www.instagram.com/lookgoodfeelbetter)