BeautyCares

DreamBall

SEPTEMBER 24, 2020
Live Virtual Event

SPONSORSHIP OPPORTUNITIES

STAND STRONG TOGETHER
#beautycares
BeautyCares
DreamBall
2020 HONOREES

Corporate Champion
TERRY DARLAND
President, North America Parfums Christian Dior

Corporate Champion
KEECH COMBE SHETTY
Executive Chair Combe Incorporated

Survivor Advocate
SUSANNA QUINN
Cancer Survivor, Entrepreneur, Writer, Former CEO of Veluxe

Corporate Champion
RICK TOLIN
Corporate Senior Vice President and President of Lubrizol Advanced Materials
ESI EGGLESTON BRACEY  
EVP & COO N.A.  
Beauty & Personal Care  
Unilever

DAVID GREENBERG  
Group President  
Professional Products Division  
L’Oréal N.A.

ALEX KEITH  
CEO  
P&G Beauty

DAVID HOLL  
President & CEO  
Mary Kay Inc.

ANDREW STANLEICK  
President  
Luxury & Consumer Beauty  
Coty N.A.

KATHLEEN WIDMER  
Company Group Chairman  
Consumer N.A. Johnson & Johnson
Compassion, Hope and Empowerment.
For 31 years, Look Good Feel Better® has been working to deliver confidence-boosting support to every person struggling with self-esteem challenges and their cancer treatment appearance. Since 1989, the program has served more than 2 million women with cancer around the world and helped more than 1 million women in the U.S. to look in the mirror and find themselves again.

The free, nonmedical, and brand-neutral program is dedicated to improving the quality of life for people undergoing cancer treatment and offers complimentary group and online beauty sessions that include lessons on skin and nail care, cosmetics, wigs and turbans, accessories and styling to help people with cancer face their diagnosis and treatment with greater confidence.
2020 BeautyCares DreamBall

The DreamBall this year will be a virtual event, to ensure the safety of all concerned due to COVID-19 health concerns. This change will be a magnificent opportunity to broaden event participation and reach outside of the NYC geographical area. It expands engagement opportunities for companies and individuals to directly contribute to raising the DreamBall funds that are so vital to helping women with cancer regain hope, courage and their self-confidence during treatment.

This year’s theme, “Stand Strong Together,” speaks to the momentous events of 2020, and celebrates the power, resilience and enduring beauty industry impact on consumers’ lives. Through the business, economic, health, and social disruptors of 2020, the beauty industry has been standing strong, providing significant new contributions and support to consumers and charitable causes during the pandemic.
THE PROGRAM. This year’s virtual gala will be a night of celebration and community!

Our entire beauty industry from coast to coast will join together in solidarity to support brave fighters and survivors on their cancer journey. You have the opportunity to help reduce the isolation and anxiety that cancer patients are experiencing due to a greater vulnerability to COVID-19.

5:45 PM Red Carpet moments & Cocktails
6:00 PM Program
7:00 – 7:30 PM After Dark Party
YOUR CONTRIBUTION COUNTS. Help us support cancer patients battling a life-threatening illness to feel empowered, engaged, and more hopeful and beautiful. As they navigate a cancer journey complicated by greater vulnerability and isolation due to COVID-19, your contributions help Look Good Feel Better to deliver the confidence, courage and sense of normalcy to endure and conquer.

SUPPORT A CAUSE & PURPOSE ALIGNED WITH PERSONAL CARE, BEAUTY, AND RELATED ORGANIZATIONS.

YOUR BRAND FRONT AND CENTER. Sponsorships and customized opportunities deliver visibility, engagement, value and impact.
Event Sponsorship

PLATINUM – $50,000

- Acknowledgement as Platinum Patron in event materials and communications
- Opportunity for executive to be briefly interviewed during Virtual Red Carpet moments
- Post-event email of digital journal with sponsor highlights
- Opportunity to submit mission-oriented video of CSR efforts to be highlighted during program and posted to website
- Branding on virtual backdrop during a speaker presentation
- Short interview featured in email marketing campaign
- Two premier full-page ads in digital journal
- Early commitment social media posts
- Logo and mentions during evening program
- Logo on Look Good Feel Better website and event page
- Logo on event Facebook Page
- Pre- & post- event publicity to PCPC Board/members
- Swag Bag for 20 (NYC metro locations only)

* All Platinum, Gold, Silver, and Bronze Patrons have the opportunity for brand visibility by providing an item for the swag bags. Customized sponsorship packages available. All contributions are 100% tax deductible.
Event Sponsorship

GOLD – $40,000

- Acknowledgement as Gold Patron in event materials and communications
- Opportunity to submit mission-oriented video of CSR efforts to be highlighted during program and posted to website
- Branding on virtual backdrop during a speaker presentation
- Short interview featured in email marketing campaign
- Full-page ad in digital journal
- Early commitment social media posts
- Logo and mentions during evening program
- Logo on Look Good Feel Better website and event page
- Logo on event Facebook Page
- Pre- & post- event publicity to PCPC Board/members
- Swag Bag for 10 (NYC metro locations only)

SILVER – $30,000

- Acknowledgement as Silver Patron in event materials and communications
- Short interview featured in email marketing campaign
- Half-page ad in digital journal
- Early commitment social media posts
- Logo and mentions during evening program
- Logo on Look Good Feel Better website and event page
- Logo on event Facebook Page
- Pre- & post- event publicity to PCPC Board/members
- Swag Bag for 10 (NYC metro locations only)
Event Sponsorship

BRONZE – $20,000

- Acknowledgement as Bronze Patron in event materials and communications
- Half-page ad in digital journal
- Listing and mention during evening program
- Logo on Look Good Feel Better website and listing on event page
- Pre- & post- event publicity to PCPC Board/members
- Swag Bag for 10 (metro NYC locations only)

PATRON – $7,500

- Acknowledgement as Patron in event materials
- Listing during evening program
- Logo on Look Good Feel Better website

DINNER PARTY SPONSOR – $10,000

- Acknowledgement as Dinner Party Sponsor in event materials
- Listing and mention during evening program
- Logo on Look Good Feel Better website
## Sponsorship Levels

<table>
<thead>
<tr>
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<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>DINNER</th>
<th>PATRON</th>
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<tbody>
<tr>
<td><strong>ACKNOWLEDGEMENT OF SPONSOR LEVEL IN EVENT COMMUNICATIONS</strong></td>
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<td><strong>RED CARPET INTERVIEW &amp; POST-EVENT EMAIL WITH SPONSOR HIGHLIGHTS</strong></td>
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<td><strong>ON-SCREEN LOGO AND MENTION</strong></td>
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<td><strong>SUBMIT VIDEO OF MISSION-ORIENTED CSR EFFORTS TO BE INCLUDED IN PROGRAM</strong></td>
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<td><strong>BRANDING ON VIRTUAL BACKDROP DURING SPEAKER PRESENTATION</strong></td>
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<td><strong>SHORT INTERVIEW FEATURED IN EMAIL MARKETING CAMPAIGN</strong></td>
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<td><strong>DREAMBALL DIGITAL JOURNAL ADS</strong></td>
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<td>Half-Page Ad</td>
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<td><strong>SOCIAL MEDIA MENTIONS</strong></td>
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<td><strong>LOGO ON LOOK GOOD FEEL BETTER WEBSITE</strong></td>
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<td><strong>PRE AND POST EVENT PUBLICITY TO PCPC/BOARD MEMBERS</strong></td>
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<td><strong># OF SWAG BAG OPPORTUNITIES</strong></td>
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EXCLUSIVE

Brand Opportunities

VIRTUAL RED CARPET & COCKTAIL SPONSOR – $25,000

• Branded specialty cocktail recipe sent to all guests and posted on event page
• Branding elements in pre-event mixologist video
• Branding on ‘backdrop’ and acknowledgements during Virtual Red Carpet moments
• Acknowledgement as Virtual Red Carpet & Cocktail Sponsor in event materials

• Listing and mention during evening program
• Full-page ad in digital journal
• Email of digital journal to all guests and registrants
• Logo on Look Good Feel Better website and event page
• Logo on event Facebook Page
• Pre- & post- event publicity to PCPC Board/members
DIGITAL JOURNAL ADVERTISING OPPORTUNITIES

The Digital Journal will be shown during the event, sent to all guests, and will be on the Look Good Feel Better event website.

- Full-Page Ad $5,000 (1280px x 729px)
- Half-Page Ad $2,500 (640px x 720px)
- Name or Company Listing $250

BEAUTYCARES AUCTION

In the week leading up to the gala, we will launch the BeautyCares Auction. Gala participants will be able to bid on unique art, gifts, experiences, and exciting trips during the event and for few days following the event. To donate an auction item, please contact David Smith at dsmith@poweredbyprofessionals.com.

All auction donations will be acknowledged in the digital journal.
All donations are fully tax deductible and will be acknowledged in the DreamBall digital event program and on the Look good Feel Better website.

- **Benefactor**    $5,000
- **Supporter**    $2,500
- **Friend**    Other
DreamBall After Dark is the festive after party immediately following the main program, engaging the next generation of philanthropic leaders within and beyond the beauty and fashion industries.

**TIME**
7:00 PM – 7:30 PM

**EXPECTED ATTENDANCE**
Young professionals in beauty, fashion, media industries, in addition to many of the DreamBall attendees invited to stay for the after party.

For more information or to make a contribution to Dream Ball and DreamBall After Dark, please visit [thedreamball.org](http://thedreamball.org)
Virtual Fundraising can be a valuable opportunity to promote employee engagement at your company to help move beyond the boundaries created by social distancing. Community is important now, perhaps more than ever before, and we must stand together during this difficult time.

The following slides provide ideas and inspiration to promote employee engagement during COVID-19, while also fundraising for Look Good Feel Better. We’re available to provide you with resources, advice and support to help you along the way to make sure your fundraisers are a success!

**Your fundraising efforts are deeply appreciated!**
Ideas for Employee Engagement

1. **HOST A VIRTUAL BEAUTY SESSION**
   
   Use Instagram Stories or Facebook Live and work with LGFB to host a virtual beauty session with one of your company’s beauty experts, influencers, or employees. Ask viewers to donate to Look Good Feel Better (via button or swipe) throughout. Your employees can tune in to learn some tips and tricks for how to re-vamp their beauty routine!

2. **HOST A TRIVIA NIGHT ON ZOOM**
   
   Invite your friends and colleagues to participate in trivia game night on Zoom! You can “charge” an entry fee to participate which becomes a charitable donation to LGFB. Create virtual teams within each of your departments or regional offices to promote friendly competition and team-building! Create slides with trivia questions about your company or use a random trivia generator. Share your screen and read each question out loud. Set a time limit for answering, and keep microphones muted until it’s time to answer!
Ideas for Employee Engagement

3. **“THON” VIRTUAL EVENTS**

Turn a walk, hike, bike or run into a virtual “thon” event! Challenge coworkers to do the same activity and collect pledged donations for each mile you complete. Be sure to take a selfie at each mile and post as proof! This is a great way to motivate your employees to get out of the house, while still observing social distancing guidelines.

4. **TED-TALK STYLE EVENT**

Host a star speaker or series of guests to livestream an inspiring presentation or valuable workshops to your employees to help lift spirits in isolation! Include links with call-to-actions for awareness and donations to Look Good Feel Better. Consider adding opportunities for prizes or a raffle as an incentive to donate.
CLEAN YOUR CLOSETS!

Being at home provides the perfect opportunity to go through those clothes you haven’t touched at the back your closet in years! Recruit your company’s staff to clean out their closets and sell on Ebay, Thredup, Poshmark or other resale sites. Donate the proceeds to LGFB! You can foster friendly competition by offering a prize to the person or team with the highest donation.

As a non-virtual alternative you can also clean out and declutter your company’s beauty or fashion closets. Hold a special sale for employees and donate the proceeds!
Ideas for Employee Engagement

HOST PEER-TO-PEER FACEBOOK FUNDRAISERS

Gather staff, family, friends in support of your team or individual goal to highlight the BeautyCares virtual gala and raise awareness & funds to support Look Good Feel Better. Helping someone with cancer feel better about themselves is a great gift for everyone!

You can use this link to our Give Lively platform to set up a personal fundraising page, which can be shared across your company Facebook Page or individual social media platforms, inviting your employees and Facebook friends to donate.
SHOP FOR A CAUSE!

If you shop online, why not change your usual Amazon account to Amazon Smile? Click here and select Look Good Feel Better as your chosen charity. Amazon will donate 0.5% of the value of your purchases to us and you don’t have to do a thing more.

Visit smile.amazon.com on your web browser or mobile device to activate AmazonSmile in the Amazon Shopping app for iOS and Android phones. We’re listed as Personal Care Products Council Foundation, so be sure to find us or use this direct link.
What better way to encourage community among your employees than hosting a virtual watch party for the BeautyCares DreamBall this year!

Send out our special BeautyCares recipes for appetizers, cocktails, and mock-tails prior to the event. Your teams can enjoy the Gala and Get Social while still social distancing.

Alternatively you could organize small in-person gatherings between departments, for example, according to CDC safety guidelines.
Additional Info

SPONSORSHIP INFORMATION
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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.

FIND US

Facebook: @lookgoodfeelbetter       Twitter: @LGFB       Instagram: @lookgoodfeelbetter