

Make an Impact as a Sponsor

Sponsoring Susan G. Komen Louisiana holds the opportunity to make an impact like never before.

In 2016 Susan G. Komen set a Bold Goal to reduce the current number of breast cancer deaths by 50% in the U.S. by 2026. This goal holds special significance for Louisiana. Louisiana leads all states in lives lost to breast cancer. This is unacceptable. It is estimated that 42,000 women and men in the U.S. will lose their battle to breast cancer in 2019, which is also unacceptable.

Starting in 2019, Susan G. Komen® Louisiana affiliates united as Susan G. Komen® Louisiana. In an effort to achieve Komen's Bold Goal for our state, we have joined forces to be more efficient and effective with our efforts. As Komen Louisiana, we serve 56 of our state's 64 parishes.

As a 2019 BigWigs' sponsor, you will be at the forefront of our increased efforts to save lives from breast cancer in our state! Your investment in our mission will also offer you the opportunity to carry your marketing message not only to the Greater Baton Rouge area but also across our affiliate service area.



Expanding Our Mission

- Increasing outreach efforts in our communities
- Maintaining signature events and activities
- Engaging new community partners
- Continuing and strengthening existing relationships to help us reach our Bold Goal and save lives in Louisiana!
- 75% of funds raised remain in the affiliate service area to support local efforts to save lives
- 25% of funds raised are dedicated to scientific research to prevent and cure breast cancers



2019 BigWigs Under the Big Top Sponsorship Opportunities

The Bouffant Sponsor

Limit 1

\$5,000

- Company logo on Reveal Party and BigWig campaign web banners
- Company recognized in event press release
- Company logo displayed on Komen Louisiana social media event page
- Company logo with click through on event webpage
- Company featured in social media posts
- Company logo on BigWigs mass email stationary
- Company logo prominently listed on event materials (print and video)
- Representative to address the crowd, optional
- Can provide promotional items on all tables, optional
- Can provide your company promotional items to guests upon entry, optional
- Can have your own "station" at the event, optional
- Game volunteers to wear your company shirts, you provide, optional
- 2 tables (10 seats per table), includes seating admission for 20 guests
- 100 game vouchers
- 4 Champagne Pre-Party Tickets
- A bottle of champagne on each sponsored table
- Stage presence to be determined based on your type of business

The Trend Sponsor

Limit 1

\$4,000

- Company logo on Reveal Party and BigWig campaign web banners
- Company recognized in event press release
- Company logo displayed on Komen Louisiana social media pages
- Company logo with click through on event webpage
- Company featured in social media posts
- Company logo on BigWigs mass email stationary
- Company logo prominently listed on event materials (print and video)
- 10 minute fashion show
- 1 tables (10 seats), includes seating admission for 10 guests. We encourage you to decorate your table! You can use your company swag or whatever you like.
- 50 game vouchers
- A bottle of champagne on your table
- 2 Champagne Pre-Party Tickets
- Radio interview with Karen Profita on Saturday Style, Talk 107.3

Entertainment Underwriter

\$2,500

New for 2019!

- Company logo with click through on event webpage
- Company recognized in event press release
- Company featured in social media posts
- Company logo listed on event materials (print, video, and digital)
- Company acknowledged and representative introduced from stage at the BigWigs Reveal Party
- 1 Table (10 seats) includes seating admission for 10 guests
- 50 game vouchers (Tables are limited by capacity availability at the time of executed sponsorship agreement. Ensure your space by joining us early!)
- 2 Champagne Pre-Party Tickets

Thinking outside the box? Have an idea or something specific you would like to offer as a sponsorship? Let us know. We are willing to consider and work with you!

The Headband Sponsor

Limit 1

\$2,500

- Company logo with click through on event webpage
- Company recognized in event press release
- Company featured in social media posts
- Company logo listed on event materials (print, video, and digital)
- 1 Table (10 seats) includes seating admission for 10 guests
- 50 game vouchers
- 2 Champagne Pre-Party Tickets
- Gets to introduce the band, optional

Champagne Pre-Party Sponsor

Limit 1

\$2,000

New for 2019!

- Company logo with click through on event webpage
- Company recognized in event press release
- Company featured in social media posts
- Company logo listed on event materials (print, video, and digital)
- 6 Champagne Pre-Party Tickets
- Standing Admission for 6 guests
- 30 game vouchers (5 game vouchers per person)
- You and/or your representatives give the champagne toast at the closing of the pre-party to the VIP guests to kick off the doors opening.

Cash sponsorships payments directed to Komen Louisiana specifically may be counted toward a BigWig's fundraising pursuit of the 2019 Biggest Wig Award!

*This event is cash bar.

Green Room Underwriter

Limit 1

\$1,500

New for 2019!

- Company logo with click through on event webpage
- Company featured in social media posts
- Name listed on event materials (print, video, and digital)
- Company acknowledged from the stage during event
- Standing admission for 6 guests
- 30 game vouchers (5 game vouchers per person)
- Your logo and signage in the green room.
- Optional: Your promotional items in the green room for the BigWigs (our suggestion: do a swag bag!)

Flat Top Sponsor - \$1,000

- Company logo with click through on event webpage
- Company featured in social media posts
- Company listed in an event mass email
- Company logo in event materials (Print and digital)
- Standing admission for 4 guests
- 20 game vouchers

Pixie Sponsor - \$500

- Company featured in social media post
- Company logo in event materials
- Standing admission for 2 guests
- 10 game vouchers

Table Purchase

\$850

Tables are available for purchase. They are limited and go fast!

- Tables may be purchased for \$850 each and seat 10 people.
- Each table comes with 50 game vouchers.
- A \$350 tax credit may be applied for each table purchased. (\$850 minus \$500 in game vouchers that offer an opportunity for you and your guests to win prizes)
- We encourage you to decorate your table! You can use company swag or whatever you like.

WINE TOSS SPONSOR

This is our most popular game!

This sponsorship opportunity is new for 2019! We have various ways to work this to accommodate your needs, if this is something of interest to you! We will have 2 booths. Each booth will need 200 bottles of wine. We are able to offer lots of flexibility and options for you. If you are thinking outside the box, please inquire. Here are the basics ...

2 BOOTHS

You Provide: 400 bottles of wine (value can vary)

Optional: Your staff with your company logos and shirts can work the booths.

Optional: You and/or your representatives, wearing your company shirts, can hand out your company's promotional items to guests as they enter.

Optional: You and your staff that is working the booths will be able to network and mingle at the pre-party.

Optional: You will be a guest of Jeff Johnson at the live remote from the official Big Wig Pre-Party live from Mestizo June 13, 2019.

- Company logo on Reveal Party and BigWig campaign web banners
- Company recognized in event press release
- Company logo displayed on Komen Louisiana social media pages
- Company logo with click through on event webpage
- Company featured in social media posts
- Company logo on BigWigs Mass email stationary
- Company logo prominently listed on event materials (print and video)

1 BOOTH

You provide: 200 bottles of wine (value can vary)

Optional: Your staff with your company logos and shirts can work the booths.

Optional: You and your staff that is working the booth will be able to network and mingle at the pre-party.

- Company logo on Reveal Party and BigWig campaign web banners
- Company recognized in event press release
- Company logo displayed on Komen Louisiana social media pages
- Company logo with click through on event webpage
- Company featured in social media posts
- Company logo on BigWigs Mass email stationary
- Company logo prominently listed on event materials (print and video)

**To become a 2019 BigWigs sponsor, contact Ladwawn Butler
at LButler@KomenLouisiana.org,
or call our office at (225) 615-8740.**