



#### CO-CHAIRS

Hilary Newsom Callan  
Elizabeth Thieriot

#### HOST COMMITTEE

Judith Branch  
Mark Calvano  
Diane Easterwood  
Joel Goodrich  
Barbara Klein  
Veronica LaBeau  
Carolyn Lee  
Ye-Hui Lu  
Bahya Oumlil-Murad  
Reverend David F. Pace  
Claudia Castillo Ross  
Donna Sachet  
Laureen Schiller  
Lori Puccinelli Stern  
Alan Svensen  
Elyssa Cahill Thorp  
Beth Townsend

#### BREAST CANCER EMERGENCY FUND

12 Grace Street  
Suite 300  
San Francisco  
California 94103  
v 415.558.6999  
f 415.558.6990

[www.thisoldbag.org](http://www.thisoldbag.org)

[www.bcef-sf.org](http://www.bcef-sf.org)

**Federal Tax ID  
20-3203899**

## This Old Bag: The Power of the Purse

Friday, October 21, 2011 | St. Regis San Francisco | [thisoldbag.org](http://thisoldbag.org)

Dear Friend,

Thank you for your support of **Breast Cancer Emergency Fund's** (BCEF) signature event **This Old Bag: The Power of the Purse**. On October 21, 2011, Kaiser Permanente and St. Regis San Francisco will host the seventh annual **This Old Bag**. More than 400 guests will enjoy appetizers and cocktails while bidding on a myriad of handbags donated by fashion designers, celebrities, couture and vintage boutiques and dozens of individual donors. A live auction will showcase the most valuable and coveted bags paired with other exciting items like travel packages, shopping sprees and more. Last year's sold-out event featured over 200 fabulous bags for auction and raised \$225,000 for low-income people battling breast cancer!

BCEF now serves three Bay Area counties: San Francisco, San Mateo and Santa Clara. The need for BCEF services continues to grow. Thanks to our community's generosity, **This Old Bag** has raised more than \$750,000 for low-income people struggling to meet basic living expenses while in treatment for breast cancer. **This Old Bag** remains a vital event, raising nearly one-third of BCEF's annual budget.

**This Old Bag 2011** is going to be our biggest yet! Corporate and individual sponsors ensure that 100% of all ticket and auction sales directly benefit people battling breast cancer.

Please consider becoming a Sponsor today. You'll receive VIP tickets to invite colleagues or friends to a truly memorable and fun evening of shopping and philanthropy. You'll also receive visibility among a loyal and affluent group of supporters.

Become a Sponsor today by returning this form. You can also donate online at: [www.bcef-sf.org/donatenow](http://www.bcef-sf.org/donatenow). In the Program Area section, please select: **"This Old Bag."** In the Comments section, please enter preferred Sponsorship Level (please see Sponsorship Opportunities and Benefits). Or feel free to contact me directly at (415) 558-6999 ext. 7 or [mikesmith@bcef-sf.org](mailto:mikesmith@bcef-sf.org)

See you at **This Old Bag 2011!**

Sincerely,

Mike Smith  
BCEF Executive Director



# This Old Bag: The Power of the Purse

Friday, October 21, 2011 | St. Regis San Francisco | [thisoldbag.org](http://thisoldbag.org)

## SPONSORSHIP OPPORTUNITIES AND BENEFITS

On **October 21, 2011**, Breast Cancer Emergency Fund (BCEF) and **Presenting Sponsor Kaiser Permanente** will host **This Old Bag: The Power of the Purse 2011** at **St. Regis San Francisco**. Over 400 guests will enjoy appetizers and cocktails while admiring and bidding on a myriad of handbags donated by fashion designers, celebrities, couture and vintage boutiques and San Francisco's leading philanthropists. A live auction will showcase the most valuable and coveted bags paired with other exciting items like travel packages, shopping sprees and more.

BCEF provides immediate financial assistance to low-income people battling breast cancer when they are too sick to work. We serve over 350 people annually in San Francisco, San Mateo, and Santa Clara Counties. Since 2001, BCEF has provided over one million dollars in assistance to help our clients maintain financial stability during a devastating illness. Join our important cause and support This Old Bag!

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### SPONSORSHIP LEVELS & BENEFITS

#### \$20,000 PRESENTING SPONSOR

- Recognition in all marketing materials and press releases as: "**This Old Bag**, Presented by..."
- Presenting Sponsor logo placement on stage
- Full-page ad in the program book – inside front cover\*\*
- Presenting Sponsor logo placement in all printed materials\*, programs, ads\*, website and event signage\*\*
- Sponsor level acknowledgment in pre-event and post-event press releases as well as BCEF's quarterly newsletter **Heart to Heart**
- 25 VIP tickets to **This Old Bag**

#### \$15,000 DIAMOND SPONSOR

- Full-page ad in the program book\*\*
- Diamond Sponsor logo or name placement in all printed materials\*, programs, ads\*, website and event signage\*\*
- Sponsor level acknowledgment in pre-event and post-event press releases as well as BCEF's quarterly newsletter **Heart to Heart**
- 12 VIP tickets to **This Old Bag**

#### \$10,000 RUBY SPONSOR

- Half-page ad in the program book\*\*
- Ruby Sponsor logo or name placement in all printed materials\*, programs, ads\*, on website, and on event signage\*\*
- Sponsor level acknowledgment in pre-event and post-event press releases as well as BCEF's quarterly newsletter **Heart to Heart**
- 10 VIP tickets to **This Old Bag**

#### \$5,000 EMERALD SPONSOR

- Emerald Sponsor name placement in all printed materials\*, programs, website and event signage\*\*
- Sponsor level acknowledgment in pre-event and post-event press releases as well as BCEF's quarterly newsletter **Heart to Heart**
- 8 VIP tickets to **This Old Bag**

#### \$2,500 SAPPHIRE SPONSOR

- Sapphire Sponsor name placement in all printed materials\*, programs, website and event signage\*\*
- Sponsor level acknowledgment in pre-event and post-event press releases as well as BCEF's quarterly newsletter **Heart to Heart**
- 6 VIP tickets to **This Old Bag**

#### \$1,000 AMETHYST SPONSOR

- Amethyst Sponsor name placement in all printed materials\*, programs, on website, BCEF's quarterly newsletter **Heart to Heart**, and event signage\*\*
- 4 VIP tickets to **This Old Bag**

#### \$500 TOPAZ SPONSOR

- Topaz Sponsor name placement in all printed materials\*, programs, website, BCEF's quarterly newsletter **Heart to Heart**, and event signage\*\*
- 2 VIP tickets to **This Old Bag**

\* Deadline for inclusion in the invitation and print ads is **Friday, August 12, 2011**. Logo or name placement in advertising will be determined by available ad space.

\*\* Deadline for inclusion in program and on event signage is **Friday, October 7, 2011**.



# This Old Bag: The Power of the Purse

Friday, October 21, 2011 | St. Regis San Francisco | [thisoldbag.org](http://thisoldbag.org)

## SPONSORSHIP PLEDGE FORM

Yes, I am interested in becoming a sponsor of **This Old Bag!**

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Sponsor . . . . \$20,000 | <input type="checkbox"/> Sapphire Sponsor . . . . \$2,500 |
| <input type="checkbox"/> Diamond Sponsor . . . . \$15,000    | <input type="checkbox"/> Amethyst Sponsor . . . . \$1,000 |
| <input type="checkbox"/> Ruby Sponsor . . . . \$10,000       | <input type="checkbox"/> Topaz Sponsor . . . . \$500      |
| <input type="checkbox"/> Emerald Sponsor . . . . \$5,000     |   |

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### CONTACT INFORMATION

Please complete the following to confirm your participation so that we may begin to list you or your company in our promotional materials. Please print your name, both names of a couple, or company name exactly as you wish it to appear on the invitation or other promotional materials.

COMPANY/ORGANIZATION NAME: \_\_\_\_\_

INDIVIDUAL OR CONTACT NAME 1: \_\_\_\_\_

INDIVIDUAL OR CONTACT NAME 2: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ MOBILE: \_\_\_\_\_

### PAYMENT METHOD

I/We pledge to sponsor **This Old Bag** at the level indicated above.

- Check enclosed, payable to: **Breast Cancer Emergency Fund**  
 I/We will fulfill our sponsorship pledge before **Friday, October 7, 2011**  
 Please charge my:  VISA  MasterCard

CREDIT CARD NUMBER: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

NAME AS IT APPEARS ON CARD: \_\_\_\_\_

BILLING ADDRESS (IF DIFFERENT THAN ABOVE): \_\_\_\_\_

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

Please make checks payable to **Breast Cancer Emergency Fund** and mail to:  
**12 Grace St, Suite 300, San Francisco, CA 94103, Attn: Susannah Dunlap**

Pledges and credit card payments can be faxed to BCEF at **415.558.6990**

Question? Contact Susannah Dunlap: [susannah.dunlap@bcef-sf.org](mailto:susannah.dunlap@bcef-sf.org) or **415.558.6999 ext. 233**

Invite Deadline: Sponsor pledges received by **Friday, August 12, 2011** will be listed in the invitation and on other promotional materials.

Final Deadline: All Sponsor pledges/payments must be received by **Friday, October 7, 2011.**

### REGRETS

Sorry, I will not be able to participate as a sponsor or patron, but

- I would like to contribute \$ \_\_\_\_\_  
 Please send me individual event invitations

COMMENTS/REQUESTS: \_\_\_\_\_

### PLEASE RETURN TO BCEF VIA:

FAX: **415.558.6990** | MAIL: **12 Grace Street Suite 300, San Francisco, CA 94103**

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