

# CELEBRATION



2023 Breast Cancer Honorees



October 26, 2024



Missouri & 2023 Breast Cancer Honoree, Ann Thompson

# Intro

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Who we are | How we work | Who we partner with

## Who we are:

STYLETAINMENT leads in entertainment, honoring breast cancer survivors and advocating for homeless women with breast cancer. Partnering with Celebration Of Life Annual, (COLA) we strive to empower those facing challenges.

## Who we partner with:

STYLETAINMENT-COLA forges partnerships in marketing, sponsorships, and more, innovatively educating supporters on the significance of celebrating breast cancer survivors and supporting homeless women with breast cancer.

## How we do this work:

Every year, our GALA allows us to honor breast cancer survivors, a cause amplified by the stark reality that 1 in 8 women will be diagnosed with breast cancer. From numerous nominations, we select seven individuals, to be honored for their resilience and shed light on the challenges they've overcome. This 1 in 8 statistic underscores the urgency to acknowledge and support those affected, emphasizing the widespread impact on our communities. The GALA not only gives back to this community but also raises awareness about breast cancer, inspiring compassion and a collective commitment to combatting the disease.

## OUR MISSION

Creating extraordinary experiences to honor, celebrate and uplift women who have triumphed over breast cancer, while offering support to homeless women facing the same challenges.

Providing a feeling of love and gratitude as we work towards empowering our communities.

## THE MEANING OF GALA

**G**ratITUDE (the quality of being thankful; readiness to show appreciation for and to return kindness)

**A**SPIRATION (a hope or ambition of achieving something)

**L**EGACY (the long-lasting impact of particular events, actions, etc. that took place in the past, or of a person's life)

**A**WAKENING (an act or moment of becoming suddenly aware of something)





2023 Breast Cancer Honorees



2023 Breast Cancer Honorees, Host Tania T. Hattie Smith & Missouri



2023 Breast Cancer Honorees receiving, State of New Jersey, Resolution from, Councilman Robert L. Artis

# Partners and Sponsors

**RWJ Barnabas**  
HEALTH

*Johnson & Johnson*

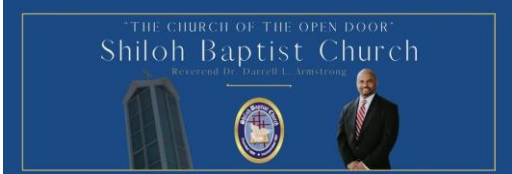
 **clover**

 **The Bank of Princeton**  
*Bank Wisely.*

**CHANGE**  
THEY TURNED THE WORLD UPSIDE DOWN.

**HARVEST**  
SEASONAL GRILL & WINE BAR

"THE CHURCH OF THE OPEN DOOR"  
Shiloh Baptist Church  
Reverend Dr. Darrell L. Armstrong



**New York Metro**  
PAIN CONSULTANTS

**Sarala Bathena**  
foundation



*Les Délices*  
FINE PASTRIES



# Our Work in Numbers

## 2019

HONORED AND CELEBRATED 7 BREAST CANCER SURVIVORS



“ Holding a friend's hand through breast cancer is a journey where you witness their strength, resilience, and spirit. In those shared moments, you go beyond being an ally, becoming a source of comfort and unwavering companionship. Together, you navigate challenges, celebrate victories, and forge a bond in adversity. Holding their hand isn't just a gesture; it's an expression of solidarity, love, and the enduring power of friendship.”

## 2021

HONORED AND CELEBRATED 7 BREAST CANCER SURVIVORS



## 2022

HONORED AND CELEBRATED 10 BREAST CANCER SURVIVORS

In Honor of Breast Cancer Awareness Month

**STYLETAINMENT** Presents

**THE 2022 GALA AWARDS**  
HONORING 10 EXTRAORDINARY THRIVING SURVIVORS!

*Celebrating 10 Years*

Early Bird Tickets: \$100.00  
August 1, 2022  
Tickets: \$125.00

Includes: Full Course Meal with Entree Options

October 22 | Red Carpet 6:pm | Ballroom Access 7pm - 12am  
**THE HYATT REGENCY**  
2 ALBANY STREET, NEW BRUNSWICK, NJ  
FOR TICKETS, SPONSORSHIP, CONGRATULATION ADS AND MORE VISIT: [STYLETAINMENT.COM](http://STYLETAINMENT.COM)

## 2023

HONORED AND CELEBRATED 7 BREAST CANCER SURVIVORS

**3RD ANNUAL**

Meet Our Breast Cancer Thriving Survivors Honored  
*Shine Bright Like A Diamond*

**DEC 9 2023**

**SATURDAY**

Meet Our Breast Cancer Thriving Survivors Honored

Anne Thompson-Swearingen | Susan Fields | Tamara Williams

Domina Brown | Dorinda Francis-Mkenzie | Clémencia Brighthouse-Manns | Althea Page

SCAN THE QR-CODE FOR TICKETS & MORE OR VISIT: [STYLETAINMENT.COM](http://STYLETAINMENT.COM)

This is a **STYLETAINMENT** Production

**Missouri**  
CEO Mo Enterprise / Visionary / Inspirational leader & breast cancer survivors

# Our Reach

## Demographics | Email | Website | Social Media



Click the below link to listen to the "Thank You Speech" of 2023 Breast Cancer Honorees Linda "Farajah" Lewis

[https://youtu.be/l43NRledTro?si=IFaS\\_siBi94GNTNJ](https://youtu.be/l43NRledTro?si=IFaS_siBi94GNTNJ)

### Core audience

- Individuals who have been affected by breast cancer
- Family and friends of those who have breast cancer
- Eco-conscious women
- Health conscious women
- Gen X, Y and millennial environmentalists
- Avg. household size: 3
- Avg. household income: \$166,000

### Regions

National

### Emails

Email subscriber: 7k

### Website

Avg. age of website viewers: 25-65  
Avg. monthly views: 1000

### Social Media

Total Social Media followers 85k

# 3 Pillars

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## of Programing

### Activate

Creating purposeful entertainment while establishing a secure refuge for homeless women with breast cancer and Empowering our communities.

### Celebrate

Celebrating the resilience of breast cancer survivors, acknowledging those who support dreams, and honoring our communities collectively.

### Educate

We're committed to raising awareness among our supporters about the crucial importance of breast cancer care. Using thoughtfully designed panels and workshops, we aim to educate about prevention, early detection, and ongoing care.



2023 GALA Welcome Committee

# Ways to Partner

Promotion | Product | Events | Program | Matching

## Cause Marketing Promotions

Companies have the opportunity to tie the sales of their products to their support of our work. For example, \$15 from the sale of your product will be donated to STYLETAINMENT-COLA, or 20% of all sales in October will be donated.

## Product Donors

We rely on the generosity of our partners for many of our events and activities. We would love to hear from you if you'd like to donate product to support our mission.

## Event Sponsorships

Support events throughout the year, including our "Kick-Off," "The Show," and "The GALA."

## General Program Support

Strategic business partners provide financial support for the work of STYLETAINMENT-COLA and act as ambassadors for the organization throughout the year.

## Be A Matching Gift Partner!



# 4 Levels

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## Sponsorship

### Platinum

\$10,000 + Presenting Sponsorship  
Opportunity to be title sponsor of event,  
depending on event

### Gold

\$5,000

### Silver

\$2,500

### Bronze

\$1,250



STYLETAINMENT Cast and Producers, Newark International Film Festival

	Platinum	Gold	Silver	Bronze	PINK
Sponsorship Investment	\$10,000	\$5,000	\$2,500	\$1,250	Cash Donation

- Opportunity for Presenting
- Sponsor Co-branded marketing
- 10+ High Resolution Images
- 2 dedicated Social Media Posts in Grid (IG)
- 10+ Story mentions and/or Post Tags on event coverage and promotion (IG, LinkedIn, FB, Twitter)
- 10x10 space or virtual equivalent
- Opportunity for branding on-site, sponsor provides
- Opportunity for Goody Bag inclusion
- Event Participation (2-10 entries, varies per event)
- 3:1 Logo on website landing page, promotional materials
- Dedicated partner email (45K+)

- 5 High Resolution Images
- 1 dedicated Social Media Posts in Grid (IG)
- 5 Story mentions and/or Post Tags (IG, LinkedIn, FB, Twitter)
- 10x10 space or virtual equivalent
- Opportunity for branding onsite, sponsor provides
- Opportunity for Goody Bag inclusion
- Event Participation (1-4 entries, varies per event)
- 2:1 Logo on website landing page, promotional materials

- 3 High Resolution Images
- 1 Story mentions and/or Post Tags (IG, LinkedIn, FB, Twitter)
- Half of 10x10 space or virtual equivalent
- Opportunity for Goody Bag inclusion
- Event Participation (1 entry)
- Logo on website landing page
- Logo on website landing page, promotional materials

- Logo on website landing page, promotional materials
- Goody Bag inclusion
- 1 Story mentions and/or Post Tags (IG, LinkedIn, FB, Twitter)
- Opportunity for logo on website landing page, promotional materials

- Goody Bag inclusion

SPONSOR OPPORTUNITY	-Provide product Varies per event ~50-500 -Opportunity to provide incentive pricing	-Provide product Varies per event ~50-500 -Opportunity to provide incentive pricing	-Provide product Varies per event ~50-500 -Opportunity to provide incentive pricing	-Provide product Varies per event ~50-500 -Opportunity to provide incentive pricing
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# SPONSORSHIP COMMITMENT FORM 2024

## CONTACT INFORMATION



COLA INC. EIN: 20-4873611

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Sponsorship Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### SELECT YOUR SPONSORSHIP LEVEL:

	<b>PLATINUM</b>	<b>\$10,000.00</b>	<b>10 GALA TICKETS</b>
	<b>GOLD</b>	<b>\$5,000.00</b>	<b>5 GALA TICKETS</b>
	<b>SILVER</b>	<b>\$2,500.00</b>	<b>2 GALA TICKETS</b>
	<b>BRONZE</b>	<b>\$1,250.00</b>	<b>1 GALA TICKETS</b>
	<b>PINK</b>	<b>CASH DONATION</b>	



*CASH DONATIONS \$300 AND ABOVE, INCLUDES A FULL PAGE AD IN THE JOURNAL*

**SCAN THE Q-R CODE TO ACCESS THE ONLINE FORM**

or

Print, fill out and email this form to: London Hall, [Styletainment@gmail.com](mailto:Styletainment@gmail.com)

### **PAYMENT OPTIONS**

WE ACCEPT PAYMENTS VIA  
ZELLE: [apclhome@gmail.com](mailto:apclhome@gmail.com)

OR CHECKS, SEE BELOW!

*We accept checks before October 1, 2024*

Make check payable and mail to: Celebration Of Life Annual, "COLA", Inc.  
335 George St. Ste 4 PMB 1102 | New Brunswick, NJ 08901 | 732.419.7812

[WWW.COLAGLOBAL.ORG](http://WWW.COLAGLOBAL.ORG) | [WWW.STYLETAINMENT.COM](http://WWW.STYLETAINMENT.COM)

# Thank you!

## Let's connect

Hattie Smith

Breast Cancer  
Advocate

Missouri

Visionary,  
Inspirational leader  
for breast cancer  
survivors

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