

**MEDIA KIT 2018**



# HELLO

## DEAR SPONSOR/ADVERTISER,

Pink in the City invites you to become a Sponsor/Advertiser for our upcoming 2018 Pink Magazine, which is launched at our annual Charity Masquerade Ball. Your Sponsorship/Advertisement will benefit the Breast Clinic of the Royal Victoria Hospital at the MUHC.

The primary source of funding for our Magazine is from corporate sponsors, advertisers and donors such as yourself. Please see the 2017 edition of Pink Magazine here: <http://e.issuu.com/embed.html#33243617/60379513>

Pink in the City's signature Masquerade Ball will be held during the month of October, which is Breast Cancer Awareness Month. Corporate tables and signage is available for all tables of 10/12 people.

### Masquerade Charity Ball 2018

Date: Friday, October 26, 2018  
Time: 6:00PM  
Attire: Formal \*masked  
Place: Embassy Plaza,  
1003 Boul Curé-Labelle  
Laval QC  
H7V 2V6

Live Entertainment:  
<https://youtu.be/vPhviOVR9Q>

Tickets: 200\$ per person - Open Bar

An evening of mystery and intrigue, our Charity Masquerade ball encourages all guests to arrive masked with their own creative selection. This black-tie event with an added touch of pink (handkerchief, tie, scarf, accessory) will begin with hors d'oeuvres and festive cocktails, followed by a full course dinner and open bar. The sensational music of our live band, Pocketful of Soul, will entertain you with a performance that is sure to leave you speechless.

We invite you to be part of this charity event which will give hope to thousands of women and help to change their lives. This year's mission is to raise funds for a wellness program that will promote breast cancer survivors continued recovery and wellness. Survivorship requires special care.

The wellness program will focus on prevention (treat early side effects of treatment), surveillance (treat the medical and psychosocial effects of treatment), intervention (consequences of disease control and coordination between providers to ensure health needs are met). The cost of this program is \$150,000. All donations are welcomed and tax receipts will be provided by the MUHC Foundation <https://muhcf.akaraisin.com/pledge/pinkinthecity>

As you may already know, Pink in the City is a breast cancer foundation that has been a significant contributor both in the community and for the MUHC for the last 12 years. The funds provided by Pink Magazine and the Masquerade Ball in 2018 are key for the new wellness center and your sponsorship, advertisement, or donation will make such a difference in improving the lives of the breast cancer survivors.



Media:  
<https://globalnews.ca/video/4119547/donnabella-teams-up-with-pink-in-the-city-for-charity-fashion>

<http://www.btmontreal.ca/videos/pink-in-the-city/>  
<https://montreal.ctvnews.ca/video?clipId=1232742>  
[http://www.videovibes.net/v150501\\_PCDOC.html](http://www.videovibes.net/v150501_PCDOC.html)

Please find enclosed additional information on this exciting event with options for sponsorship levels, advertisement and donations. Please don't hesitate to contact me with any questions you may have. I Look forward to your involvement and participation with Pink in the City this year.

Upcoming Event:  
Raise Craze: head shaving event to raise funds for MUHC  
October 22, 2018

Sincerely,

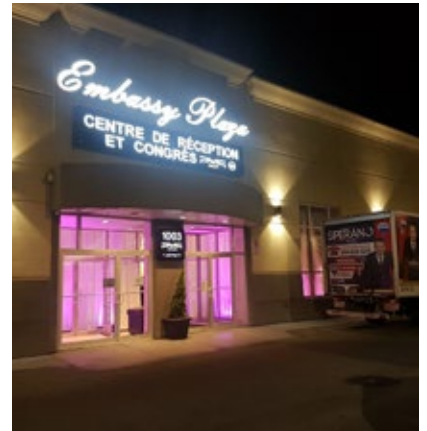
Denise Vourtzoumis  
President  
[pinkinthecity@live.ca](mailto:pinkinthecity@live.ca)  
514-928-6184



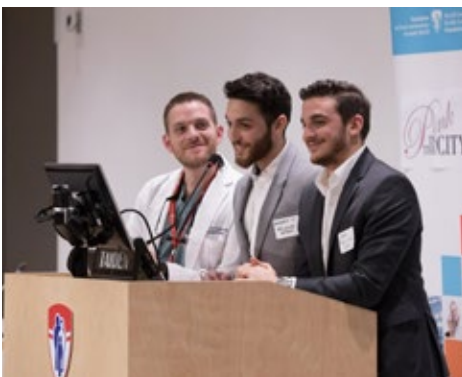
# PINK IN THE CITY MAGAZINE 2017



# MASQUERADE BALL 2017



# FUNDRAISING RESULTS





**SPONSORSHIP/ADVERTISEMENT - MASQUERADE CHARITY BALL  
FRIDAY OCTOBER 26, 2018**

**SPONSORSHIP OPTIONS**

**DIAMOND SPONSOR**  
\$10,000

- \* Choice of inside front or back cover
- \* Key visibility on large screen
- \* Recognition on social media
- \* 10 complimentary tickets
- \* Recognition on website
- \* Media coverage
- \* Corporate logo or name on:
  - \* promotional material
  - \* silent auction catalogue
  - \* photo backdrop
  - \* VIP corporate table
  - \* editorial option

**RUBY SPONSOR**  
\$7,000

- \* Full page
- \* Key visibility on large screen
- \* Recognition on social media
- \* 6 complimentary tickets
- \* Recognition on website
- \* Media coverage
- \* Corporate logo or name on:
  - \* promotional material
  - \* silent auction catalogue
  - \* photo backdrop
  - \* Editorial option

**GOLD SPONSOR**  
\$4,000

- \* Full page
- \* Visibility on large screen
- \* Recognition on social media
- \* 4 complimentary tickets
- \* Recognition on website
- \* Editorial option

**SILVER SPONSOR**  
\$2,500

- \* Full page
- \* Visibility on large screen
- \* Recognition on social media
- \* 2 complimentary tickets
- \* Recognition on website

**ADVERTISING OPTIONS**

OPTION	TYPE	SIZE	PRICE – COLOUR	PRICE – BLACK & WHITE
A	FULL PAGE	8.5" X 11"	\$1,000	\$850
B	HALF PAGE	8.5" X 5.5"	\$ 700	\$550
C	QUARTER PAGE	4" X 5.25"	\$ 350	\$250
D	BUSINESS CARD AD	4" X 2.5"	\$250	
E	WISHES / IN MEMORIAM	4" X 2.5"	\$250	
CORPORATE TABLE WITH SIGNAGE		\$2,000	Donations	Amount: \$

METHOD OF PAYMENT:     CHEQUE     CASH     VISA     MASTERCARD

CARD # \_\_\_\_\_ EXP. DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_ AMOUNT: \$ \_\_\_\_\_ DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

OPTION:     COLOUR     B & W

SIGNATURE \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

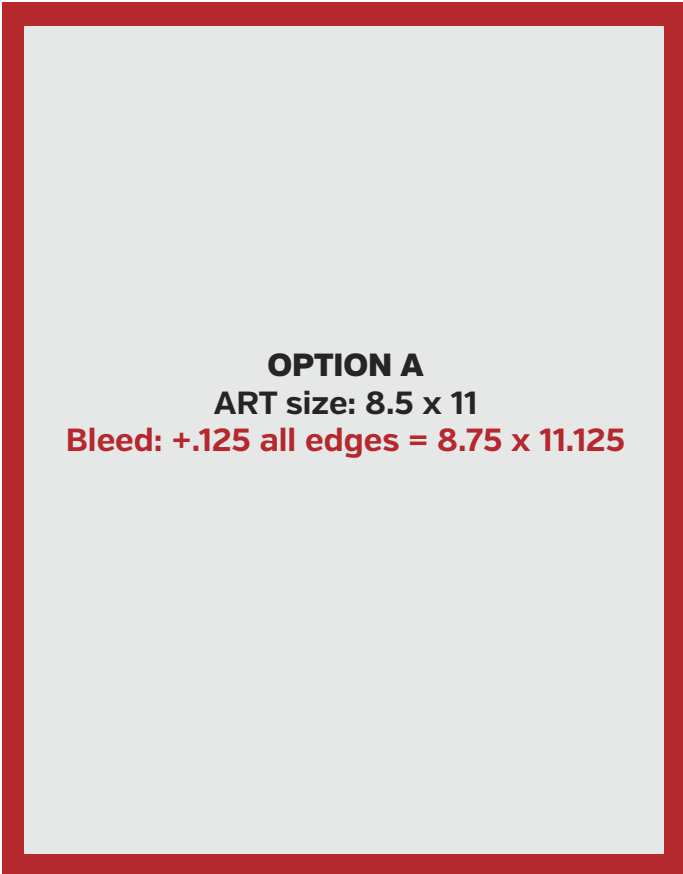
TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PLEASE EMAIL AD MATERIAL IN PRINT-READY HIGH RESOLUTION PDF FORMAT TO [pinkinthecity@live.ca](mailto:pinkinthecity@live.ca)  
DEADLINE: SEPTEMBER 20<sup>TH</sup>, 2018

T. (514) 928-6184 | [pinkinthecity.ca](http://pinkinthecity.ca) | [twitter.com/PinkCityEvents](https://twitter.com/PinkCityEvents)  
Facebook PINK IN THE CITY



# ADVERTISING SPECIFICATIONS

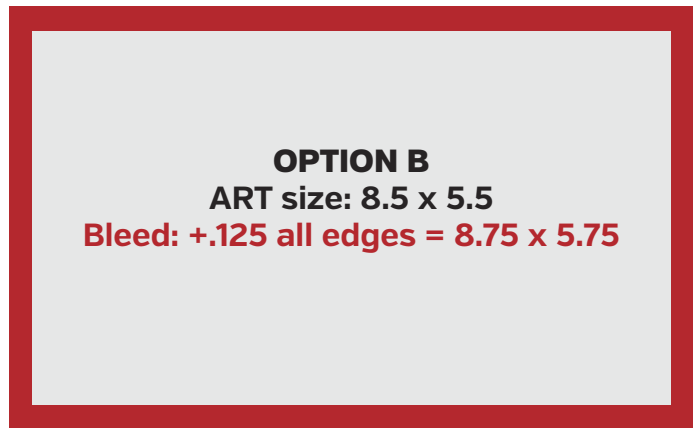


**OPTION A**  
ART size: 8.5 x 11  
Bleed: +.125 all edges = 8.75 x 11.125

**OPTION A: FULL PAGE**  
Cost: \$1,000  
Trim size: 8.5 x 11  
Bleed: +.125 all edges = 8.75 x 11.125

email final art to: XXXXX@gmail.com

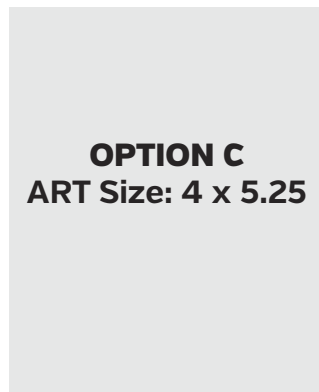
send in as print-ready pdf  
or packaged files with links and fonts



**OPTION B**  
ART size: 8.5 x 5.5  
Bleed: +.125 all edges = 8.75 x 5.75

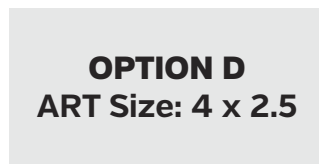
**OPTION B: HALF PAGE**  
Cost: \$700  
Trim size: 8.5 x 5.5  
Bleed: +.125 all edges = 8.75 x 5.75

**IF NO BLEED**  
MAKE THE AD SIZE 8.25 X 5.25



**OPTION C**  
ART Size: 4 x 5.25

**OPTION C:**  
QUARTER PAGE  
Cost: \$350  
Art Size: 4 x 5.25  
**NO BLEED**



**OPTION D**  
ART Size: 4 x 2.5

**OPTION D:**  
BUSINESS CARD  
Cost: \$250  
Art Size: 4 x 2.5  
**NO BLEED**