



*Girl Get Your Fight Back Presents*

# ROCK THE RUNWAY

FASHION WITH A CAUSE  
Increasing Breast cancer awareness

SPONSORSHIP PACKET  
2018

[www.rocktherunwaygr.com](http://www.rocktherunwaygr.com)



PRESENTED BY VEVERLY AUSTIN



## LETTER FROM THE FOUNDER

In 2010, the Girl Get Your Fight Back Organization held its 1st annual Rock'n the Runway Fashion show to increase Breast Cancer Awareness. Fashion with a cause is the best way to describe our show and our main objective is to increase the level of breast cancer awareness among the women living in our West Michigan community. We highlight the hottest fall fashion trends and take time to educate the attendees on the importance of early care and prevention screenings. Many of the models rocking the runway are breast cancer fighters and survivors. During the show we honor and salute these amazing women to let them know they are not fighting alone.

This year we marks our 8th annual show. As we gear up to celebrate this milestone, we look at it as a great opportunity to impact more woman in hopes of saving more lives in our community. Our goal is to continue to provide educational opportunities for women in our community. We will continue to help women and men understand the importance of conducting self-exams, getting mammograms and knowing their normal. We will make sure they are aware of the services available to them all year round. For the past three years a portion of the proceeds from our show has benefited Sister to Sister Gilda's Club. Their commitment to provide free social and emotional support to the children, family and friends of those affected by cancer is exemplary. Each year they continue to inspire us to want to do a little more and fight a little harder. The work that we do could not be possible without the support of all our sponsors. We hope to partner with you in making the 7th Annual Rock'n the Runway Fashion Show another success. Please see the enclosed sponsorship package for details on how you can join the fight!

As a sponsor we want you to know your contribution, no matter the amount, will not go unnoticed or unappreciated. We have designed several platforms to make sure you receive the recognition you deserve. All we need is a high resolution logo and we'll make sure to have it added to the sponsor section of our website and social media channels. WE are working harder than ever to show our gratitude to our sponsors. We offer a wide range of multi-channel exposure opportunities in addition to the 400 + show attendees. With your support, we can continue to deliver a show that empowers, educates, and honors cancer fighters and survivors. Together we can ensure woman of the Grand Rapids community are equipped with the educational tools they need and know they have a support system. Join us in the FIGHT!

Sincerely,

A handwritten signature in black ink that reads 'Veverly Austin'.

Veverly Austin  
GGYFB-Founder

Website: [www.rocktherunwaygr.com](http://www.rocktherunwaygr.com) | Email: [girlfightback@gmail.com](mailto:girlfightback@gmail.com)

Facebook: [www.facebook.com/RocknTheRunwayGR](http://www.facebook.com/RocknTheRunwayGR)



PRESENTED BY VEVERLY AUSTIN



#### **FOUNDER & CEO**

**Veverly Austin is the CEO and Founder of Girl Get Your Fight Back, an organization that motivates and trains individuals in developing winning strategies to succeed on all levels of their lives.**

**She is noted for her annual “Rock’n the Runway” fashion show founded in 2010. RTR highlights breast cancer awareness in the urban community and donates a portion of the proceeds to various breast cancer and health organizations yearly. Veverly has reached thousands with her transformational message of confidence, empowerment, hope, excellence and success for both men and women.**

#### **RTR MISSION:**

**To empower and strengthen the confidence in women through healthier lifestyles. Our focus is ongoing health education classes, events and forums throughout the year. We bring awareness of various health resources available to uninsured and underinsured people in the urban community.**

#### **THE EVENT:**

**The 8th Annual RTR will be held on Saturday, October 13, 2018. This year we will kick the night off with “Pink Carpet” glam shots and interviews at 6:00pm; always a fun time before the show. The show starts at 7:00pm and you do not want to be late because the start of the show is spectacular. Our yearly goal is to increase breast cancer awareness and heighten the urgency of early detection through yearly mammograms. We use fashion to communicate information about this deadly disease that is attacking our communities in exponential numbers. Each year we celebrate and honor survivors as they are glammed up by one of our committed clothing sponsors and the survivors, rock the runway. We will also give special tribute to some amazing warriors that have lost the fight with Breast Cancer.**



**Website: [www.rocktherunwaygr.com](http://www.rocktherunwaygr.com) | Email: [girlfightback@gmail.com](mailto:girlfightback@gmail.com)  
Facebook: [www.facebook.com/RocknTheRunwayGR](http://www.facebook.com/RocknTheRunwayGR)**





Girl Get Your Fight Back (GGYFB) Presents its 8th Annual “Rock’n the Runway: Fashion with a cause”. This event will be held on **Saturday, October 13, 2018**. Celebrating breast cancer survivors and honoring contributors to the health and well-being of the West Michigan Urban Community.

GGYFB has taken an active role in the community by promoting wholeness in the Mind, Body and Soul. In 2011, there were more than 2.6 million breast cancer survivors in the US. Studies have shown that, black women were more likely to die of breast cancer than other groups. Past year’s event prompted over 10% of the attendees to pursue mammograms and see information concerning breast cancer. Over the years we have made donations and provided backpacks with school supplies to children of breast cancer fighters through a variety of organizations including Gilda’s Club. We feel strongly that this year’s event will continue to uplift and inspire women to continue on a path of wellness.

Monetary sponsorship and donations are also great ways to get involved with the Rock’n the Runway Fashion Show and support breast cancer awareness in our community. To the right are the varying levels of monetary sponsorships and their benefits.

**Pink Diamond Sponsor \$6000**

- Exclusive recognition at the Pink diamond level
- Logo on One Billboard
- Pre-recorded company video to be divided into two 2-3 minute segments to play 2 times during event (Focus of Video to be determined by RTR media staff.
- Video to be recorded by RTR media staff
- 10 VIP tickets to a fashion show with reserved seating
- 5 tickets to VIP Pre-SHOW reception
- Premier placement of logo & company name on all advertisement material including television, website, social media, and print (if applicable)
- Name and logo on event signage and collateral
- Verbal recognition during event

**Pink Community Sponsor \$5000**

- One pre-recorded 2-3 minute company video to be played during the show one time. (Focus of Video to be determined by RTR media staff.
- Video to be recorded by RTR media staff.
- Exclusive recognition at the Pink Community Level
- 9 VIP Tickets to the fashion show includes reserved seating
- 4 tickets to VIP Pre- Show Reception
- Premier placement of logo & company name oral advertisement material including website, television, social media and print (if applicable)
- Name and logo on event signage
- Verbal recognition during event

**Gold \$3500**

- 7 VIP tickets to fashion show include reserved seating
- 3 tickets to VIP Pre-SHOW reception
- Company logo included on press material social media and advertising material (if applicable)
- Name & Logo on event signage and collateral

**Silver \$2500**

- 5 VIP tickets to the fashion show (does not include reserved seating)
- 2 tickets to the VIP Pre-show reception
- Company logo included on event program, event signage, and press material (if applicable)

**Bronze \$1500**

- 3 VIP tickets to the fashion show (does not include reserved seating)
- 1 VIP ticket to Pre-Show Reception
- Company logo included on event program and event signage

**Medal \$500**

- Two regular admissions to fashion
- Company name included on event program



PRESENTED BY VEVERLY AUSTIN



It's because of our Sponsors, we have been able to provide moments of pampering, financial relief and honor to breast cancer survivors here in the West Michigan Community!

Special thanks to our sponsors for their continued support because of them we are able to increase breast cancer awareness in our community.

## 2017 SPONSORS



We graciously accept items, products, and monetary donations. Email [girlfightback@gmail.com](mailto:girlfightback@gmail.com) for more information.

Website: [www.rocktherunwaygr.com](http://www.rocktherunwaygr.com) | Email: [girlfightback@gmail.com](mailto:girlfightback@gmail.com)  
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