



Titz' *n* Glitz

Sponsorship Package 2010
www.titznglitz.com

a breast cancer fundraiser for our
friends, neighbours and people we love



Dear Friend,

Titz'n Glitz is a powerful, fundraising vehicle for On the Front Line Society (breast cancer fund) which provides financial support to men and women in Nova Scotia living with breast cancer. One of the most stressful realities for breast cancer patients is the lack of financial resources. Funds provided by the Society, make a difference in the daily lives of these patients by helping to pay for specialized drugs and therapy equipment, groceries, childcare, mortgage payments and so much more. We are there to help relieve some of the financial stress so these men and women can do what is really important: begin the healing process.

Titz'n Glitz is a year-long campaign that includes various fundraisers like the Toonies for Ta Ta's campaign and other community/corporate initiatives which all lead up to the bi-annual women's only Titz'n Glitz costume-gala. The next event is being held October 15th.

This gala event, is a roller coaster ride of fun, emotion, art and camaraderie that encompasses everything from cocktails, eats and girl chat, to a parade of outrageous and creative costumes, moving personal stories, press-a-breast and so much more. Don't expect the usual, because, like its name, Titz'n Glitz is anything but!

The funds raised through Titz'n Glitz are distributed through the Department of Social Work at the QEII Health Sciences Centre in Halifax as well as each Capital Health District throughout the province of Nova Scotia. For the contact in your health district visit our website www.titzniglitz.com.

you should be involved

because breast cancer touches many people's lives in some form or another.

because a diagnosis for your mother, sister, wife, colleague, friend or brother can be devastating news. Yes, men get this disease too. Although breast cancer mostly affects women, there is a small percentage of men who are diagnosed with this disease. Your donations have a direct impact on the quality of their daily life.



Never doubt that a small group of thoughtful committed citizens can change the world.
Indeed it's the only thing that ever has. —Margaret Mead



you make the difference

Corporate and Community partners make a huge difference in the success of our Titz'n Glitz fundraising events.

Titz'n Glitz has many ways for you to show support for your friends, neighbours and people you love dealing with breast cancer. Planning an event or taking part is a rewarding and fun way to help make a difference in the lives of breast cancer patients.

Sponsors are recognized at the appropriate sponsorship level based on the total amount donated in any one or all of the categories listed below.

Corporate Sponsorship

Titz'n Glitz is the perfect marketing opportunity for your business, product or service. Please refer to the demographics page for further details.

Community Partnering

Various groups and organizations show their support by recognizing Titz'n Glitz as their charity of choice. Use your imagination or visit our website www.titznglitz.com for great ideas to help you get started.

Monetary Gift

Make a donation to On The Front Line Society. No Cup Too Small!

In-kind Products and Services

This applies to any product or service required to produce our various fundraisers and bi-annual gala event.

In-kind Merchandise

Showcase your product or service by donating to our Silent Auction, Balloon Pop or Booby Bags.

Toonies for Ta Ta's

Take part in our annual Toonies for Ta Ta's Campaign On Tuesday, October 5, 2010. Look for jug carrying, Titz'n Glitz Costume Clad Women (or men) on the streets around the province collecting Toonies. Pass the bra and collect Toonies in your workplace or create a Toonies for Ta Ta's Corporate Team and compete for the "Toonies for Ta Ta's Title" Award!

Bra Buster Awards!

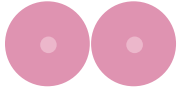
Many like minded men and women have united, creating their own support line fundraisers to bring money to On The Front Line Society. Teams throughout the province put their bra bustin' spirit to work by competing with other groups. The teams that raise the most money will be presented with our Bra Buster Awards on event night. Join us for the awarding of the Corporate and Community Cups. Go Bra Busters!!

"Titz'n Glitz has provided financial help with my Lymphedema. Without their help I would not have been able to afford treatment or the proper garments for my arm and hand. Thank you Titz'n Glitz for all you do and for who you are." ~ CW, Breast Cancer Patient

[Attending Titz'n Glitz] made me feel better, just knowing I was not alone" ~ JC, Breast Cancer Patient

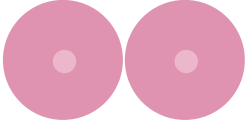
Please Note: Redeemable coupons for services will be valued at 2% of the face value. For further information please visit our website at www.titznglitz.com

event sponsorship



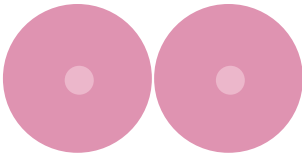
Itty Bitty Cups up to \$250

- Donations up to \$250 will be recognized on the Titz'n Glitz website



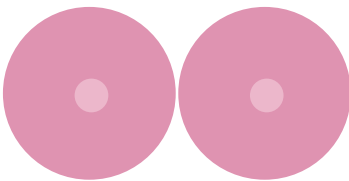
Training Bra \$250+

- Acknowledgement on the Titz'n Glitz website
- Acknowledgement in the Titz'n Glitz event program



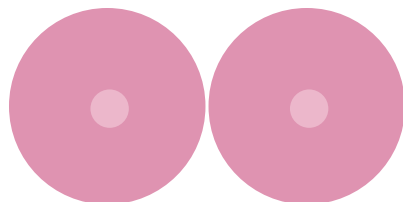
Mighty 'A' Cup Sponsor \$500+

- Acknowledgement on the Titz'n Glitz website
- Acknowledgement in the Titz'n Glitz event program
- Acknowledgement in on-site media presentation at the Titz'n Glitz event



Bodacious 'B' Cup Sponsor \$1000+

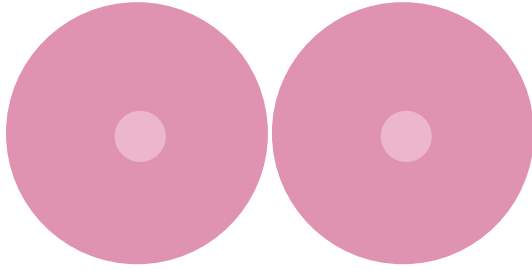
- Acknowledgement on the Titz'n Glitz website
- Acknowledgement in the Titz'n Glitz event program
- Acknowledgement in on-site media presentation at the Titz'n Glitz event
- 2 complimentary tickets to attend the Titz'n Glitz event
- Thank you in the newspaper



Cuddly 'C' Cup Sponsor \$2500+

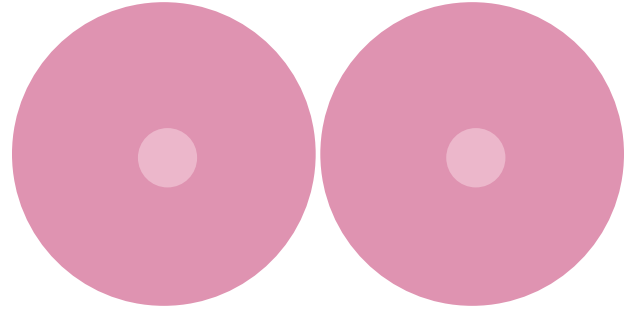
- Acknowledgement on the Titz'n Glitz website
- Acknowledgement in the Titz'n Glitz event program
- Acknowledgement in on-site media presentation at the Titz'n Glitz event
- 2 complimentary tickets to attend the Titz'n Glitz event
- Thank you in the newspaper
- On-site corporate identification at the Titz'n Glitz event

*(high resolution logo to be provided by sponsor)



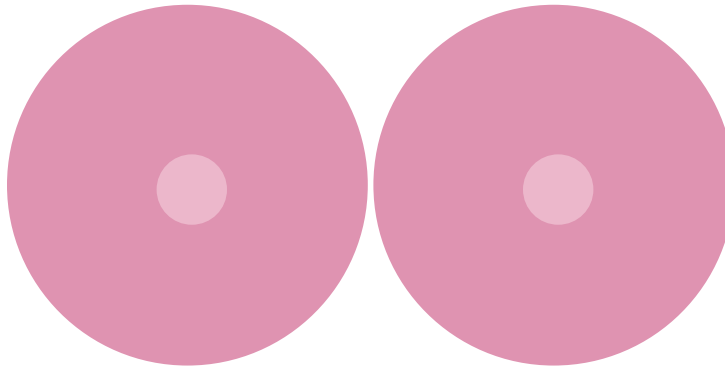
Delightful 'D' Cup Sponsor \$5000+

- Acknowledgement in the Titz'n Glitz event program
- Corporate logo on the Titz'n Glitz website
- Corporate name and logo in on-site media presentation at the Titz'n Glitz event*
- 4 complimentary tickets to attend the Titz'n Glitz event
- Thank you in the newspaper
- On-site corporate identification at the Titz'n Glitz event *(high resolution logo to be provided by sponsor)
- On stage acknowledgement at the Titz'n Glitz event
- Corporate logo on pre/post-event promotional materials**



Double Delightful 'DD' Cup Sponsor \$10,000+

- Acknowledgement in the Titz'n Glitz event program
- Corporate logo and company hyperlink on the Titz'n Glitz website for one year
- Full page corporate name and logo in on-site media presentation at Titz'n Glitz event*
- 8 complimentary tickets to attend the Titz'n Glitz event
- Thank you in the newspaper
- On-site corporate identification at the Titz'n Glitz event *(high resolution logo to be provided by sponsor)
- On stage acknowledgement at the Titz'n Glitz event
- Corporate logo on pre/post-event promotional materials**



Our Cup Runneth Over!! Miracle Bra Sponsor \$20,000+

- All the above included plus "Udder Terms" TO BE NEGOTIATED!*

"Titz'n Glitz is such a fun and amusing event but it deals with the serious and direct impact of individuals living with breast cancer in our community. Xerox is proud to be part of and sponsor this annual event and encourages others to join in and help those who need it now!" ~Leah Gallant, Solution Sales Executive, XEROX Canada Ltd.

* high resolution logo to be provided by sponsor. Logos must be received 3 weeks prior to the event.

**high resolution logo for pre-event promotional materials must be received by August 31st.

2008 demographics

Attendees at our bi-annual event represent a wide age range of women.

The left-hand graph illustrates the wide age range of women in attendance at the 2008 event.

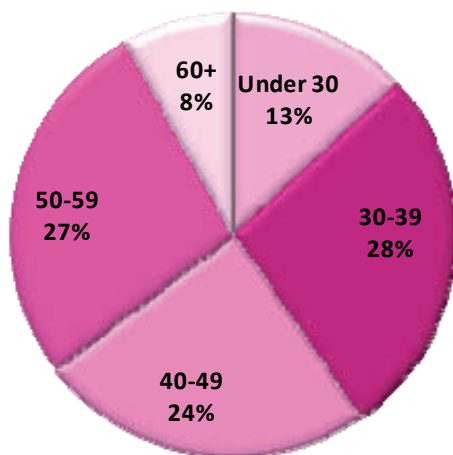
Most women who attend the event are employed full-time.

As women purchase or influence the purchase of 80% of all consumer goods and the majority of those in attendance are employed full-time, the Titz'n Glitz event, presents a unique opportunity for you to showcase your business.

There is a mix of first time attendees and repeat visitors.

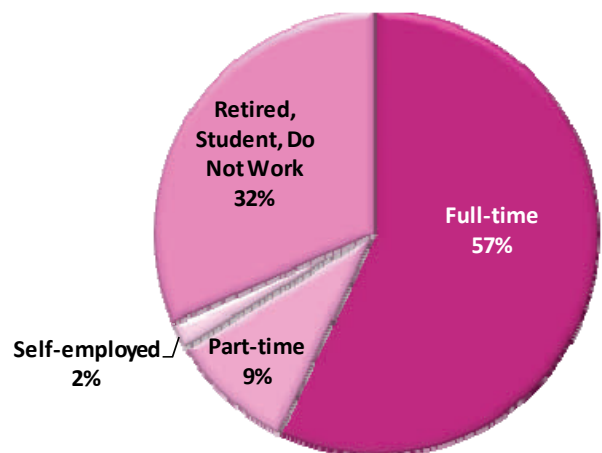
Seventy percent of the women who attended the 2008 gala were first time Titz'n Glitz goers. The remainder (30%) were repeat attendees. This diverse audience provides your organization with the opportunity to showcase your business to new faces and reinforce your commitment to the cause to past attendees.

Age Distribution 2008



The majority of attendees are 30-59 years of age

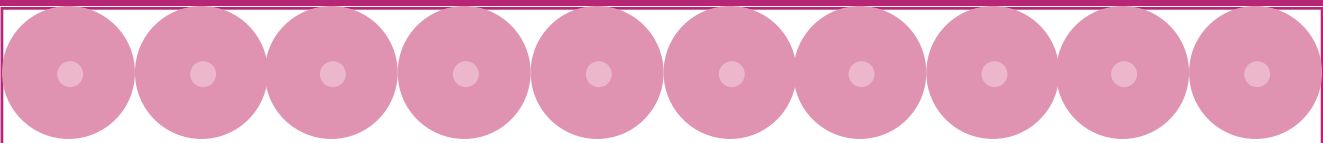
Employment Distribution 2008



22% of attendees work in the health care sector

Your support creates an opportunity for you and your employees to participate in your community in a fun and creative way while providing public recognition to your company or community group.

Your money stays in the province of Nova Scotia.



the 2008/09 sponsors

Our Cups Runneth Over!!

Miracle Bra \$20,000+

Xerox Canada

Double Delightful "DD" Cup \$10,000+

Corporate Research Associates Ltd.
Kara's Urban Day Spa
Marriott Halifax Harbourfront

Delightful "D" Cup \$5,000+

Bluevine Photography
C100 FM
Holly Carr
Island Breast Friends Committee

Cuddly "C" Cup \$2,500+

Breast Fest—Cape Breton Inverness
Eddie LeMoine Consulting Inc.
Moksha Yoga Halifax
Pfizer Inc.
Skinfix
Tour Tech East
Ultima Foods/Yoplait
Update Events

Bodacious "B" Cup \$1,000+

Atl. Canada Trail Riders Assoc. (Pink Challenge Cup)
Chantelle White Evans (Bald for Boobs)
Cathy & Lloyd Anderson (Breast Friends Cookbooks)
Gentle Touch Laser Hair Removal
Touch of Gold
Cooke Sales
Clearwater Fine Foods
Mudwraps to Manicures
WOW Factor Event Design
Grand Beginnings Décor
Royal Doulton Mic Mac Mall
Yuk Yuk's Halifax
Capt. William Spry Community Centre
Just Us! Café
Total Touch Skin Care Clinic
Christina Fisher
Xocai Healthy Chocolate
PROPS Floral Design
Pete's Frootique

Mighty "A" Cup \$500+

Ambassatours Gray Line
Chefs Reg Jones and Greg Lawrence Present!
Chronicle Herald
City Girl Cakes
Curves
FinerRibbon.com
Fireworks Gallery

Mighty "A" Cup \$500+

Megan McMullen Photography
Pictou Lodge Resort
Ready to Rumba
Saint. Mary's University
Secord Gallery
Sexy Girl Inc.
Sobey's
Soma Vein Clinic
Thumpers Salon
Bluewave Energy Limited Partnership
White Point Beach Resort

Training Bra \$250+

A Soul's Embrace
Allie's Boutique
Bad Ass Art
Belindance
Beth Lenco
Biscuit General Store
Chantelle White-Evans
Colour
Credit Union Atlantic Limited
Donna Longard
Empire Theatres
Foreign Affair
HBC Foundation
HRM Recreation
In Memory of Bernadette "Boops" MacDonald
JazzEast Rising
Joanne David Accessories
Julie MacPhee
Killam Properties Inc.
Leonard Preyra (MLA)
Life Salon Spa
Lotus Jewellery
Nova Scotia Breast Screening Program
Nubody's Fitness Centres - Park Victoria
Photograph-Her
Pretty Things Boutique
Pro Skateboards & Snowboards
Professional Audiology Services
Scotsburn Dairy Group
Sears
She's Sew Unusual
Simply for Life - Lower Sackville
The Binnacle - Yachting Equipment and Accessories Ltd.
The Prince George Hotel
The Sovereign General Insurance Company
The Tower
TPB Productions Limited
Traditional Acupuncture and Zero Balancing Clinic
Walkers Fruits and Vegetables
Weight Watchers Canada Limited
Zwicker's Gallery

For a list of "Udder" sponsors please refer to our website at www.titznglitz.com



with thanks

We are very grateful to the hundreds of volunteers, community partners and corporate sponsors who participate in all of the Titz'n Glitz fundraising events that are held throughout the year and continue to champion this great organization. To date, you have helped raise over \$1 million nationally for breast cancer patients and their families.

Breast cancer has touched many families in our community across Nova Scotia and to know that your funding has a direct impact on their daily lives is a very rewarding and enriching experience. Titz'n Glitz is the perfect place to give back to your community while creating awareness and marketing opportunities for your company.

For information on becoming a volunteer, a corporate or community sponsor or to make a donation please visit our website at www.titznplitz.com or contact Jennifer Nicholson at the information below.

Jennifer Nicholson,
Event Chair 2010
eventchair@titznplitz.com

On The Front Line Society (breast cancer fund)
145 Conrad's Road, R.R. #2
Hubbards, Nova Scotia B0J 1T0

Artwork by Holly Carr