



BRA COUTURE KC

Bra Couture KC wants to thank you for your generous donation to help raise the funds to care for underinsured and uninsured patients in KC going through cancer treatment. We are a part of KCTV5's Take Five to Care Program, supported extensively by Cumulus Media with 7 radio stations in KC promoting our cause, advertise in the HerLife Magazine, InKC Magazine and PBS Television. BCKC's sizeable social media presence leading up to the event includes multiple websites, social media outlets and numerous promotional email blasts. We reach millions of Kansas Citians every year. Logos of donors are displayed on our website, at the event and in the event program.

IN-KIND FORMULA; RETAIL – 30% = TRUEVALUE

In-Kind Sponsors

\$25,000 and Above

- LOGO on the website, at event and on mobile bidding platform
- Full page spread Ad in the program
- Additional benefits will be valued on a case by case basis

\$10,000 - \$24,999

- LOGO on the website, at event and on mobile bidding platform
- 6 VIP tickets with a reserved table
- Full page spread Ad in the program

\$7000 - \$9999

- LOGO on the website, at event and on mobile bidding platform
- 4 VIP tickets or 8 general admission tickets with a reserved table
- Full page Ad in the program

\$5000 - \$6999

- LOGO on the website, at event and on mobile bidding platform
- 2 VIP or 4 general admission tickets with a reserved table
- Full page Ad in the program

\$2500 - \$4999

- LOGO on the website, at event and on mobile bidding platform
- 4 general admission tickets with a reserved table
- 1/2 page Ad in the program

\$2000 - \$2499

- LOGO on the website, at event and on mobile bidding platform
- 3 general admission ticket
- 1/2 page Ad in the program

\$1500 - \$1999

- LOGO on the website, in the program and on mobile bidding platform
- 2 general admission ticket with a reserved table

Up to \$1499

- LOGO on the website, in the program and on mobile bidding platform

Sponsors with Stipend or at their Cost

- LOGO on the website, in the program and on mobile bidding platform



NOTES:

1. A discount on goods and services, unless pre-approved by the Bra Couture Committee, does not constitute as an in-kind donation.
2. Sponsors may contribute an additional monetary donation to achieve the level of sponsorship they wish to obtain above and beyond their initial in-kind donation.
3. Donations must be valued at a published retail value and not an inflated value to receive additional benefits.
4. Sponsors that give Bra Couture KC a discount off retail value where Bra Couture is still making a purchase will not be valued at the 70% TRUE VALUE rule.
5. Donation that are proved to be an actual loss in revenue, based on income and not based on cost of product will be valued at 100% vs. the -30% retail donation value.
6. Bra Couture KC policy does not allow the sale of outside product or services unless 100% of the proceeds go to Bra Couture KC. If you wish to sell items at the Bra Couture Event, prior approval must be granted from the committee.
7. Bra Couture KC policy does not allow the promotion of any other non-profit at our events.
8. Art that is donated cannot be considered at retail value unless 3rd party appraisal is provided.
9. Potential Sponsors may contact Bra Couture KC for proposals to substitute any benefit for ones provided in the standard benefits. Proposals will be presented to the committee for review.

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