

12TH ANNUAL

Ladies

FORST

BRUNCH

SPONSOR
DECK

An Africouture fashion show & brunch fundraiser



**African Women's Cancer
Awareness Association**

*Photo Credit:
Dr. Kavita Jackson, an emergency medicine
physician, 2020 breast cancer survivor,
Your Cancer Life Coach & model in Ladies First
2022 Survivor Fashion Show*

Photo Credit:
The late Dr. Lori Wilson, Breast Cancer Survivor, Surgeon,
& Longtime Supporter of AWCAA at Ladies First 2016



ABOUT LADIES FIRST

12 YEARS OF FIGHTING CANCER TOGETHER

Ladies First is AWCAA's annual fundraiser created to celebrate and honor survivors affected by breast cancer. This moving celebration is a powerful gathering of women and men that educate and encourage more conversation and advocacy around breast cancer.

The goal of this fundraiser is to help AWCAA continue to provide free mammograms and resources for underprivileged and underinsured African immigrant women fighting breast cancer. To date, AWCAA has helped over 30,000 women with access to life-saving health care and resources throughout their cancer journey.

HOW IT STARTED...

Ladies First started as a mother daughter breakfast in 2011 held to bridge the gap between older and younger African women. The founder of AWCAA, Mrs. Ify Anne Nwabukwu, saw an increase in younger patients with breast cancer and teamed up with her daughter to create a safe space where their peers can come together to comfortably address and gain knowledge about breast cancer in our community.

The first Ladies First event drew 30 guests.

HOW IT'S GOING...

What started as an intimate breakfast with only 30 guests has grown into an anticipated annual fundraiser with over 400+ women in attendance! It's been featured on ABC7, Fox5, CBS9 and more. Here are some quick stats:

- Over \$150,000 raised to support AWCAA's programs such as paying for mammogram screenings, biopsies, and helping patients pay for utilities, rent and groceries
- Over 200 patients and survivors were sponsored to attend Ladies First for free
- To date, over 2,500+ women and families have attended

FOX5

6:14 84°

BREAST CANCER AWARENESS

GREENBELT, MD

AND FOX5DC.COM



A GLANCE AT PAST LADIES FIRST FUNDRAISERS

SPONSORED BY



Ladies FIRST

WHAT TO EXPECT

- Brunch & Mimosas
- Survivor Fashion Show
- Doctor's Panel
- Keynote Speaker
- Games & Giveaways
- Health Education Vendors
- Live DJ & more!

EVENT ACTIVITIES

SURVIVOR FASHION SHOW

Ladies First features a show stopping Africouture fashion show each year where survivors walk the runway. We pamper and make over 20 breast cancer survivors in a full day of glitz and glam with an award winning team. This moving segment features trending African fashion and tells the story of each survivor on how they beat breast cancer.

*Photo Credit:
Rashidat Balogun, 3X Breast Cancer Survivor & model in
Ladies First 2022 Survivor Fashion Show*



THE VENUE

MARTIN'S CROSSWINDS
GREENBELT, MD, USA

SATURDAY, OCTOBER 14, 2023
10 AM - 2 PM

OUR AUDIENCE

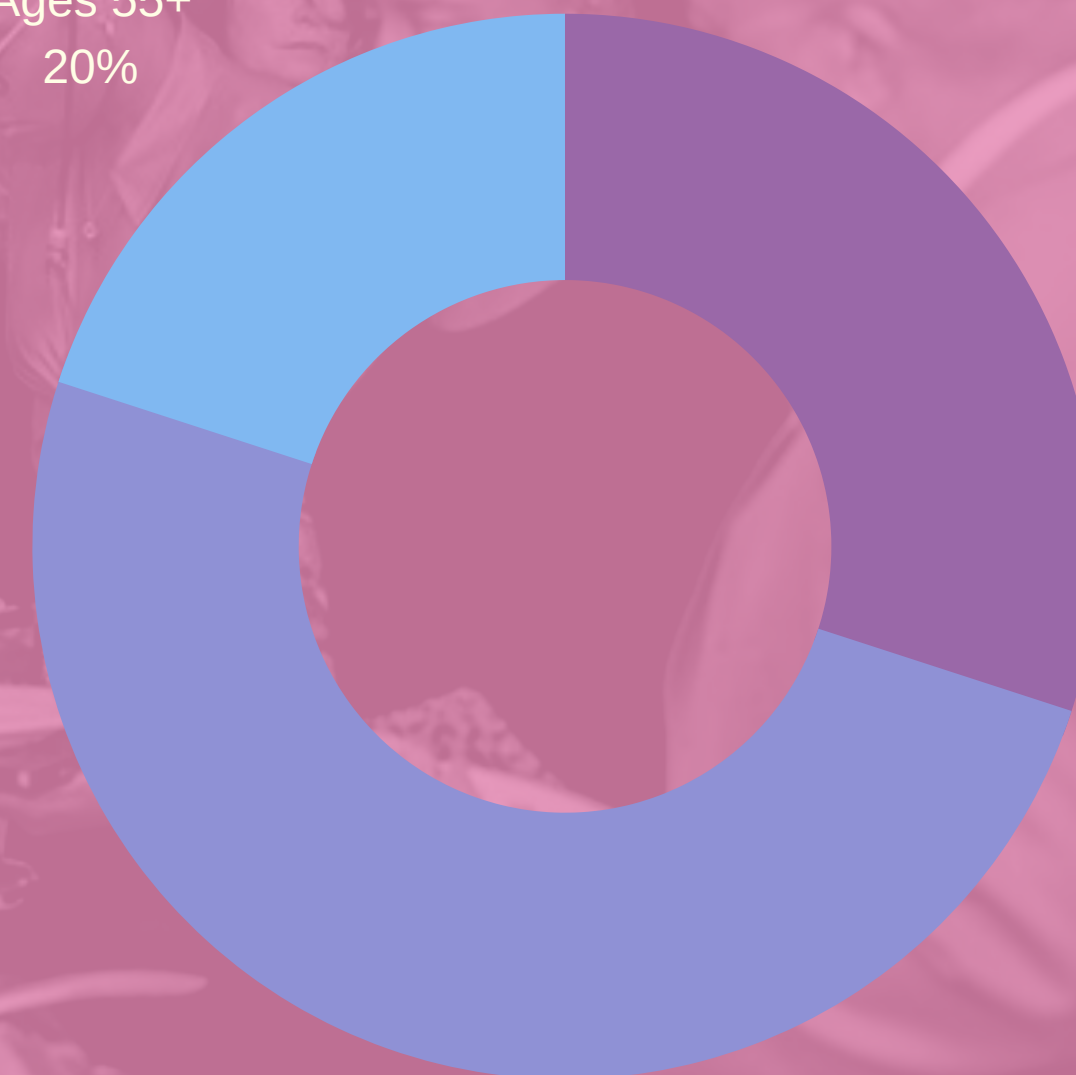
WHO ATTENDS LADIES FIRST

Ladies First is for women first but we welcome men and family members of all ages to support. We primarily cater to women of color, predominantly African and African American descent, between the ages of 18 - 65 years. 70% of attendees are either breast cancer patients or survivors.

Ages 55+
20%

Ages 18-35
30%

Ages 36-55
50%



"It is a pleasure to support such a wonderful group with such an important mission. Thank you for allowing us to participate in your Ladies First event. We had a grand time!"

JUDY CHRISTY

NATERA CLINICAL ONCOLOGY SPECIALIST AND LADIES FIRST 2022 SILVER SPONSOR

SPONSOR SUCCESS

AS A GOLD SPONSOR, YOU WILL RECEIVE:

- The official title sponsor (i.e. 12th Annual Ladies First Brunch presented by your company)
- The Ladies First Wellness Lounge & Health Market presented by your company
- The "pink carpet" and motivational photo booth experience presented by your company (survivor/strength quote props)
- A celebrity sponsored endorsement to be featured at event*
 - A 60-90 second commercial on the main stage
- An interactive, branded vendor booth display showcasing your product/service
- Featured in all event newsletters, social media and marketing materials
- 10 Complimentary Tickets
- Demographic & Engagement Report
- A promotional recap reel

* We will engage a mutually agreed upon celebrity to participate in Ladies First 2023 in partnership with your brand.

**GOLD
SPONSOR
\$50,000**

AS A SILVER SPONSOR, YOU WILL RECEIVE:

- The Survivor Fashion Show presented by your company with branded video interludes
- Custom Live Printing Station Activation (Inspirational t-shirts printed and distributed onsite)
- Three-minute max speaking segment on stage to share special message about your company
- A 60-90 second promotional video featured on stage
- An interactive, branded vendor booth display showcasing your product/services
- 5 Complimentary Tickets
- Featured in all event newsletters, social media and marketing materials

**SILVER
SPONSOR**

\$25,000

AS A BRONZE SPONSOR, YOU WILL RECEIVE:

- A pre-event presented by your company
- A game, challenge, or entertainment segment presented by your company
- An interactive, branded vendor booth display showcasing your product/services
- 3 Complimentary Tickets
- Signage on main stage
- Featured in all event newsletters, social media and marketing materials

**BRONZE
SPONSOR**

\$10,000

MORE ACTIVATIONS

\$1,000

HEALTH EDUCATION VENDOR

A vendor booth displaying your product or services to attendees at the main entrance

\$5,000

SURVIVOR CARE PACKAGES

A gift box of cancer-fighting foods, recipes, swag and wellness products given to all survivors in attendance

\$500

GIVEAWAY SPONSOR

A gift sponsored by your company for attendees to win

\$2,500

ENTERTAINMENT SPONSOR

A short interlude (10 min max) to entertain the audience; giving them a fun break to interact with your brand

\$250

LADIES FIRST MAGAZINE AD

A full page ad in our event program booklet that puts your message in the hands of every attendee

ABOUT AWCAA

AWCAA is a non-profit 501(c) (3) organization that was founded in 2004 as part of an effort to promote cancer prevention and intervention for African women in the Washington Metropolitan Area. It has now expanded to different regions across America and Africa serving over 30,000 women through cancer awareness, advocacy, and education.



African Women's Cancer
Awareness Association

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