

IN SUPPORT OF RETHINK BREAST CANCER

# KICKBOX FOR THE CURE



TO THE CANCER  
KICK CURB

## Background



Kickbox for the Cure is a brand new Rethink Breast Cancer fundraising event conceptualized and spearheaded by an incredible young woman, Catherine McCormack, and the kickboxing community. The event takes Catherine's newfound love for the sport and skill of kickboxing and combines it with a night of fabulous food, fashion, entertainment and activities to raise funds for Rethink Breast Cancer - a charity reaching out to young people concerned about and affected by the disease. Catherine, a young woman herself, saw a perfect synergy between the event she was looking to create and Rethink Breast Cancer, a charity known for taking a bold and positive approach to breast cancer awareness, education and support for young patients. Kickbox for the Cure was born!



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## Catherine's Story

Catherine McCormack is a competitive race walker, a mother of two young boys and a community activist who, at the young age of 39, has already taken on an 8 year battle with multiple sclerosis (MS) and, faced with a locally advanced breast cancer diagnosis in December, 2010 has just undergone eight rounds of chemo therapy and a double mastectomy.

Though she has been dealt what most would consider a very unfair hand, Catherine's spirit, energy, fitness level and drive are extraordinary. Believing that the only way through these challenges is to face them head on with humour, courage, and a positive attitude, Catherine credits her involvement in competitive sport as being responsible for her MS remission. She is facing breast cancer with the same level of defiance she did her MS diagnoses. In short, Catherine wants to "kick breast cancer firmly to the curb!" Throughout treatment, Catherine not only continued with her competitive race walking, she also kept up with her kickboxing, an important part of her cross-training. The support she received from the women in her kickboxing class was remarkable. The women christened the Friday class after each of Catherine's Thursday chemo treatment "Pink Friday" with all wearing pink to show Catherine their love and support. Now, they are all rallying together in an even larger way to fight the disease and raise money for Rethink Breast Cancer through Kickbox for the Cure.

"As an athlete,  
extremely health  
conscious with a great  
diet, **how could I have  
breast cancer?"**



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## About Rethink Breast Cancer



### WE ARE THE YOUNG WOMEN'S BREAST CANCER MOVEMENT

Rethink Breast Cancer burst onto the scene in 2001 with a desire to change the face of breast cancer—to show that breast cancer is not just an older woman's disease; that young women get breast cancer too. Through bold, breakthrough campaigns like Fashion Targets Breast Cancer and hot, must-attend events like Boobyball, Rethink has brought relevant awareness to the under-50 crowd; fostered a new generation of young and influential breast cancer supporters and infused sass and style into the cause. Most importantly, the funds raised have enabled Rethink to respond to the unique needs of young (or youngish) women going through breast cancer through pioneering education, research and support programs.

### Fundraising Efforts

Kickbox for the Cure aims to raise \$250,000 in its inaugural year for Rethink Breast Cancer's education, research and support services for young women. This revenue is invaluable in the fight against breast cancer. Money raised through Kickbox for the Cure will help expand Rethink's vital programs for young women with breast cancer and develop and fund desperately needed new programs across the country.

## The Event: Kickbox for the Cure

Friday, September 30th: 7-10 PM,  
Canadian Room of the Fairmont Royal York Hotel

Hosted on the eve of Breast Cancer Awareness Month, Kickbox for the Cure will juxtapose black ties and ball gowns with boxing gloves, kick-boxing demos and a rousing match with one of Canada's top female kickboxers. The chic, upscale gala is aimed at attracting 600+ Bay St. breast cancer supporters.

The night embodies "pink and powerful" with everything from the lighting and décor to the boxing ring, the signature drinks and the various food stations shades of potent pink. A super hot DJ will spin tunes while guests sip, nosh, take in kickboxing demonstrations on display or test the velocity of their own punches by slipping on a pair of limited edition pink boxing gloves and giving the pads a punch at various stations throughout the room. Guests can peruse the high-end packages and prizes in the silent auction before settling in for the night's main events: A runway fashion show from Titika (and other Canadian fashion labels) and a kickboxing match in the centre ring between champion female kickboxer, Aynsley Lenkorn, and her selected opponent. A Canadian celebrity will warm up the crowd by getting in the ring and giving the sport a shot himself while the event MCs Scott Russell of CBC sports and breast cancer survivor and City TV personality Cynthia Mulligan get the crowd riled up and call the match. VIPs will be treated to front row ring-side seating while other guests mingle amongst cocktail tables or grab a seat at one of the various lounge seating areas.

The night caps off with dancing and a big pink balloon drop as we celebrate and acknowledge the crucial funds raised for Rethink through this powerful inaugural event.



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## Presenting Sponsor

### \$50,000

#### Brand Awareness and Exposure

- Logo placement following “Presented by” in event title in all event collateral and electronic materials including:
  - E-blasts to Rethink and event leadership team databases of 20,000+ recipients
  - Event website
  - Event advertising
  - Event program
  - All other marketing materials related to the event
- Targeted sampling opportunity in event gift bags and/or branded on-site activation area
- Verbal recognition at the event as Presenting Sponsor
- Extensive on-site signage opportunities (maximum of 10 signs as Presenting Sponsor)
- Logo placement on event on-site signage (main sponsor sign and activation sign)
- Opportunity to participate in a highly publicized silent auction and possibly live auction

- Dedicated activation area provided exclusively for your brand (activations to be mutually agreed upon by both parties)

#### Entertainment

- The Presenting Sponsor will receive 20 tickets to the event and 20 VIP seats around the ring- makes a great opportunity for entertaining/cultivating your clients

#### Publicity

- Company name as Presenting Sponsor on all media materials, press releases and mass emails to media
- Word of Mouth publicity - this event is sure to generate a lot of buzz and will do the same for your brand



## Platinum Sponsor

### \$25,000

#### Brand Awareness and Exposure

- Tier one logo placement in all event collateral and electronic materials including:
  - E-blasts to Rethink and event leadership team databases of 20,000+ recipients
  - Event website
  - Event advertising
  - Event program
  - All other marketing materials related to the event
- Targeted sampling opportunity in event gift bags and/or branded on-site activation area
- Verbal recognition at the event as a Platinum Sponsor
- Extensive on-site signage opportunities (maximum of 7 signs per Platinum Sponsor)
- Logo placement on event on-site signage (main sponsor sign and activation sign)
- Opportunity to participate in a highly publicized silent auction and possibly live auction
- Dedicated activation area provided exclusively for your brand (activations to be mutually agreed upon by both parties)

#### Entertainment

- A Platinum Sponsor will receive 10 tickets to the event and 10 VIP seats around the ring- makes a great opportunity for entertaining/cultivating your clients

#### Publicity

- Company name on all media materials, press releases and mass emails to media
- Word of Mouth publicity - this event is sure to generate a lot of buzz and will do the same for your brand

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## Gold Sponsor

### \$15,000

#### Brand Awareness and Exposure

- Tier two logo placement in all event collateral and electronic materials including:
  - E-blasts to Rethink and event leadership team databases of 20,000+ recipients
  - Event website
  - Event advertising
  - Event program
  - All other marketing materials related to the event
- Targeted sampling opportunity in event gift bags and/or branded on-site activation area
- Verbal recognition at the event
- Extensive on-site signage opportunities (maximum of 5 signs per Gold Sponsor)
- Tier two logo placement on event on-site signage (main sponsor sign)
- Opportunity to participate in a highly publicized silent auction and possibly live auction

- Dedicated activation area provided exclusively for your brand (activations to be mutually agreed upon by both parties)

#### Entertainment

- Gold Sponsors will receive 6 tickets to the event and 6 VIP seats around the ring- makes a great opportunity for entertaining/cultivating your clients

#### Publicity

- Company name on all media materials, press releases and mass emails to media
- Word of Mouth publicity - this event is sure to generate a lot of buzz and will do the same for your brand



## Silver Sponsor

### \$10,000

#### Brand Awareness and Exposure

- Tier three logo placement in all event collateral and electronic materials including:
  - E-blasts to Rethink and event leadership team databases of 20,000+ recipients
  - Event website
  - Event advertising
  - Event program
  - All other marketing materials related to the event
- Targeted sampling opportunity in event gift bags and/or branded on-site activation area
- Verbal recognition at the event
- Extensive on-site signage opportunities (maximum of 3 signs per Silver Sponsor)
- Tier three logo placement on event on-site signage (main sponsor sign)
- Opportunity to participate in a highly publicized silent auction and possibly live auction
- Dedicated activation area provided exclusively for your brand (activations to be mutually agreed upon by both parties)

#### Entertainment

- Silver Sponsors will receive 4 tickets to the event and 4 VIP seats around the ring- makes a great opportunity for entertaining/cultivating your clients

#### Publicity

- Company name on all media materials, press releases and mass emails to media
- Word of Mouth publicity - this event is sure to generate a lot of buzz and will do the same for your brand

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## Pink Sponsor

### \$5,000

#### Brand Awareness and Exposure

- Tier four logo placement in all event collateral and electronic materials including:
  - E-blasts to Rethink and event leadership team databases of 20,000+ recipients
  - Event website
  - Event advertising
  - Event program
- Logo placement on event on-site signage (main sponsor sign)
- Opportunity to participate in a highly publicized silent auction and possibly live auction

#### Entertainment

- A Pink Sponsor will receive 2 tickets to the event and 2 VIP seats around the ring- makes a great opportunity for entertaining/cultivating your clients



## Sponsorship Features and Benefits

#### Brand Awareness and Exposure

- The brand activation is arguably the most important component of the Kickbox for the Cure sponsor benefits. The Organizing Committee will work directly with sponsors to collaborate on a cutting edge branding opportunity that can be wholly owned by the sponsor and their constituents. It provides an opportunity for guests to engage fully with your brand.
- Gift bag opportunities for product and literature

#### Social Responsibility

- Kickbox for the Cure is an opportunity to demonstrate to your community and the employees that your company is socially conscious and committed to supporting and raising awareness for breast cancer, a disease that affects 1 in 9 women nationally.



# THANK YOU

For more information please contact **CATHERINE McCORMACK**  
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## Organizing Committee Members:

Catherine McCormack  
Stanley Hartt  
Justin Fogarty  
Aynsley Lenkorn  
Rethink Breast Cancer