

rethink
breast cancer

sponsorship

Rethink Breast Cancer
215 Spadina Ave. Studio 570
Toronto, Ontario M5T 2C7

p. 416.920.0980

tf. 1.866.rethink

f. 416.920.5798

w. www.rethinkbreastcancer.com

e. hello@rethinkbreastcancer.com

about rethink breast cancer

Rethink Breast Cancer is a bold and enterprising charity dedicated to educating and supporting young people concerned about and affected by breast cancer.

The charity was formed in March 2001 by a group of energetic people, passionate about the cause and united in their desire to fill a unique niche in the realm of breast cancer organizations throughout Canada.



Troubled by the fact that even though breast cancer awareness is strong, far too many smart young women and men still do not know the facts about the disease, Rethink Breast Cancer aims to bring a new approach and a positive style of communicating to young Canadians about the disease.

By taking a groundbreaking approach to all aspects of breast cancer—public awareness, support, medical research and fundraising—Rethink is a new breed of breast cancer charity and plays an important role in expanding support for the cause.

rethink's work

- Educating young women about the importance of breast health awareness focusing on prevention and early detection
- Raising awareness about the unique needs of young women with breast cancer
- Providing much needed practical support for young women battling breast cancer
- Providing a community for young people to make a difference in the fight against breast cancer through dynamic special events like the annual Rethink Romp and bold fundraising initiatives like the Fashion Targets Breast Cancer campaign
- Raising funds to advance breast cancer research by training the next wave of brilliant research minds and funding innovative, translational research projects

rethink funded support & education programs

Rethink Breast Cancer provides innovative research, education and support programs to meet the unique needs of young women experiencing breast cancer, including isolation, challenges with fertility, sexuality, child care, finances & employment. Every year, 5,000 women under age 50 are diagnosed with breast cancer in Canada and Rethink aspires to reach each and every one of them with relevant information or support.

Whether it's supporting young women with breast cancer through unique programs like Live Laugh Learn, Support Saturdays and PYNK or educating young people about risk factors and prevention through the Fashion Targets Breast Cancer and TLC (Touch Look Check) early detection campaigns, Rethink is at the forefront in discovering and meeting the needs of young people concerned about and affected by the disease.



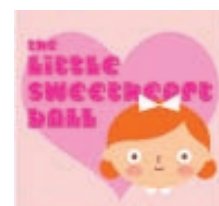
For details on all Rethink support and education programs, visit us on-line at www.rethinkbreastcancer.com.

rethink fundraising events

Rethink Breast Cancer events reflect the next generation of support for the cause. Our sophisticated and stylish cocktail parties engage young urbanites in fundraising for breast cancer through of-the-minute venues, food and entertainment. The events also inform and educate guests on the risk factors of the disease and the importance of early detection.

event	date	location	category
Rethink Rumble	February	Toronto	Rethink/3rd Party
Red and White Ball	April	Toronto	3rd Party
Precious Metal	May	Toronto	3rd Party
Little Sweetheart Ball	May	Vancouver	Rethink
FTBC Launch	May	Toronto	Rethink
Rethink Romp	June	Toronto	Rethink
Seek the Peak	July	Vancouver	3rd Party
Rethink Romp	October	Calgary	Rethink
Curl for the Cure	November	London	3rd Party
Breast Fest Opening Night	November	Toronto	Rethink

**Events calendar is subject to change. Rethink is the beneficiary of numerous 3rd party events and best efforts will be made to include our annual sponsors in these events at no additional sponsorship fee.*



rethink's target audience

Rethink Breast Cancer's primary target audience is **young women aged 25 – 40** - a media savvy, highly interactive and culturally aware segment of the population who are difficult to impact as they are constantly bombarded with messages of things to do, buy and see. They are a fresh, vibrant and racy audience who may not be currently responding to the breast cancer community's traditional charitable appeals (i.e. pink ribbons, teddy bears, and lacklustre brochures). They are best engaged when a cause is communicated through what is relevant and meaningful in their lives now (i.e. fashion, film, music, humour, sports) - using modern modes of communication that touch them directly.

Rethink's hip and innovative fundraising events attract an audience of men and women in the 25-35 age range of our primary target.

The Little Sweetheart Ball attracts a unique audience by inviting our audience's trendy tots out to support the cause with mom and dad in style, mock-tails and all.



why sponsor rethink?

Rethink relies on the support of corporate sponsors to maintain and grow its vital programming for young women with breast cancer and its educational communications to the public. Through the on-going generosity of our existing corporate sponsors, Rethink has been able to expand its programs into new territories and requires further support to reach its goal of reaching every newly diagnosed young woman in Canada.

Sponsorship benefits include:

- Association with a unique, high profile, national charity promoting education and prevention of a disease affecting many
- Recognition on all campaign and event marketing materials
- Recognition in Rethink's extensive annual PR efforts
- Exposure on rethinkbreastcancer.com and in communications to loyal Rethink database
- Exposure to Rethink's loyal supporters through creative sponsorship activations
- Event on-site activation and sampling opportunities
- Right to use of Rethink logo and messaging

rethink sponsorship opportunities

Rethink has been widely recognized among marketers for bringing important messages about breast cancer and innovative fundraising opportunities to our target audience through novel partnerships with like-minded brands. National-level exposure is a win-win-win situation for Rethink, our partners and our constituents. Rethink believes in a customized approach to sponsor recognition and collaborates with each sponsor to develop a creative recognition program that fits its individual sponsorship goals and objectives.

- **Annual Sponsorship - \$75,000**

Annual sponsorship fee allows association with all Rethink programs and events including our flagship Fashion Targets Breast Cancer campaign. Please note that the execution of a cause marketing campaign requires an additional dollar commitment.

- **FTBC Sponsorship - \$50,000**

- **Event Sponsorship**

Little Sweetheart Ball - Toronto (**\$5,000**) and Vancouver (**\$5,000**)

Rethink Romp - Toronto (**\$7,500**) and Calgary (**\$5,000**)

Rethink Rumble - Toronto (**\$10,000**)

- **Cause Marketing - \$10,000 minimum**

Develop a "pink" product or service specifically with Rethink in mind or donate a portion of an existing product's/service's proceeds to Rethink.

- **Program Sponsor - variable**



a few of our annual and on-going supporters



rethink in the media

TORONTO LIFE
Search: GO
June 18, 2009

HOME
RESTAURANTS
WINE & FOOD
SHOPPING
REAL ESTATE
NIGHTLIFE
CULTURE & RECREATION
MAGAZINE
BEST OF THE CITY

Click here to learn more

Nordica Cottage Cheese. It's the biggest little snack.

STYLE

» Older posts
Newer posts «

Best Dressed

Toronto's Best Dressed: Elena Soboleva

Photo: © T. Slobin | © J. Slinn | Courtesy: Slinn

Dressing for a theme party can be a trick: ignore the wardrobe instructions and risk looking indifferent; go too far and one may as well bring along a plastic pumpkin for trick-or-treating. This week's best dressed—spotted at Rethink Breast Cancer's Prohibition-themed Rump at the Burroughes Building—did a fresh take on flirty flappers. Here, the aspiring galleryist explains why the perfect outfit is like a work of art.

Where did you buy your dress?
It's rented from 69 Vintage on Queen. I didn't even realize they rented their stuff, but it seemed like a good option for such a memorable dress.

Are you a fan of the flapper era?
Sure, but I mostly enjoy dressing for a theme and being creative with it. I knew everyone was going to be wearing that classic tulleed flapper dress, so I chose something that's a little different. I work at an art gallery—for me, putting together a great outfit is like curating a great show.

When do you think your dress was first worn?
I'm not sure if this dress is from the '20s, but it has a part of delicate Daisy Buchanan vibe, which I love. So maybe it was worn to one of those fabulous parties.

Did you already own the feathered shoes?
Actually, I grabbed the feathers this afternoon and attached them to my shoes and hairpiece. The shoes are just basic Nine West. I was listening to Chicago while I put everything together, which really helped get me in the mood.

Get Toronto's Best Dressed delivered to your inbox every Wednesday with the Toronto Life Style newsletter. Sign up now »

Nordica Cottage Cheese.
It's the biggest little snack.

ROLLOVER TO PLAY

[CLICK TO LEARN MORE »](#)

MOST COMMENTED

- Toronto's Best Dressed: Deena Pantalone (155 comments)
- ETOC: Toronto restaurants drop cottage fees (18 comments)
- Toronto's Best Dressed: Jessica de Fazio (13 comments)
- Toronto's Best Dressed: Lisa Ball and Hayley French (14 comments)
- » Inside Toronto's first Anthropologie store (17 comments)

LATEST COMMENTS

- » Paul W. Green @ CDC: Use rubber's to make very simple hot weather drink. 1) Cut stalks into 1" lengths 2) Drop...
- » Beverly Nault: The new store McEwan is stunning! The product selection is fantastic. It is everything one would...
- » Kimberly: Without a doubt Mark McEwan is a talented chef. I'm glad to see and hear he is creating a grocery...
- » Gus Lever: I can't wait! Gus is a really vibrant, fun place. And food is amazing, too. Whenever I go to...
- » penny: Maybe your parents should have saved the lamp shade and made you a dress. Absolutely beautiful! Completely...

Glade Sprays *Scents*

You could **WIN a \$10,000 Gift Card** to *Beautify your Bathroom*

Enter now

(Photo by Courtney Slinn)

rethink in the media

HEALTHupdate



DeCoteau and daughter Arielle shop in preparation for last year's Little Dresshead Ball



DeCoteau (right) with Alison Gordon, Rethink's director of marketing and communications



rethink breast cancer
A young charity hip to the cause

You've probably seen the T-shirts—the ones with the target emblazoned on the front. You may even own one, in which case you're familiar with the Rethink Breast Cancer Fashion Targets Breast Cancer campaign. But Rethink goes beyond the T-shirt.

"Breast cancer is a terrible situation at any age, but it's very different for a woman in her 20s or 30s who has young kids, or if she doesn't have kids and her fertility is affected. Their needs and issues are unique," says Rethink's executive director, MJ DeCoteau, whose personal connection to the cause—she lost her mother to breast cancer when DeCoteau was 22—was the impetus to her starting the charity in 2001.

From the start, the organization has been focused on educating young women about early detection and prevention through popular events such as Rethink's summer cocktail-party fundraisers. "But a lot of young women were coming to us wanting to tell their stories," says DeCoteau. Now, thanks to Rethink's Breast Cancer Peer Navigation

for Young Women, which the charity established in the fall of 2005 in collaboration with a number of Ontario support centres, a woman who's just been diagnosed can easily connect with a survivor her age for invaluable support. Last October, Support Saturdays was launched for young moms with breast cancer and their partners. That weekly community allows the young parents to speak with a psychologist and meet with one another while their little one is cared for by services provided as part of the program.

Beyond Rethink's essential initiatives are the organization's fundraising goals it directs money toward Canadian cancer research in a way that ensures the best minds are working together. (With the help of hundreds of volunteers countrywide, this year's goal is to raise \$1.5 million for research, education and support.)

Rethink's Career Development Awards, which were launched in 2003, provide grants to up-and-coming Canadian scientists, and assures such scientists will work with an established breast cancer researcher on innovative studies. "There's not enough research funding in Canada, and this award provides two years, and possibly more with renewal, for a postdoctoral. This means these young researchers can stay in Canada rather than leave the country for further training," says Dr. Karen Gelmon, an oncologist at the BC

Cancer Agency who sits on the Rethink Scientific Advisory Council.

One such award recipient, Cristina Tognon, working with Dr. Paul Sorensen at the BC Cancer Research Centre, has been able to identify the genes that drive tumour growth and tumour cell migration. "And by identifying these key targets, we may learn how to block their cancer-causing activity," says Tognon. According to Dr. Gelmon, since the awards are fairly new, it will take years to see the fruits of those labours, "but every research project learns something about breast cancer," increasing our understanding of what to do for treatment and prevention.

Hip cocktail parties and T-shirts aside, Rethink is doing just what its name promises: encouraging people to reconsider breast cancer's impact and the approach to fundraising for a disease that still holds many Canadians in its clutches. Not bad for an organization that started six years ago out of DeCoteau's home with just a handful of friends and family as volunteers. And now? DeCoteau says, "We're a small staff doing big things." —Karen Kucner
Find out more about Rethink Breast Cancer at www.rethinkbreastcancer.com. For this year's T-shirts, head to Roots stores across Canada or, to buy online or find an independent retailer near you, visit www.fashiontargets.ca. Wear your T-shirt on May 23 to show your support in the fight against breast cancer.

PHOTOGRAPHY: JEFFREY HARRISON/STYLING: JESSICA HARRISON/STYLING; T-SHIRT PHOTO AND DESIGN BY LAURENTERS; PRODUCT PHOTOGRAPHY: GABRIELLE LITZLER

rethink in the media

FASHION LOULOU TELLS ALL

IN THE pink
In honour of Breast Cancer Awareness Month, we're shopping for a cure and sharing our fave charitable finds.

When you buy this bracelet at Payless ShoeSource You're supporting The Canadian Breast Cancer Foundation
\$5. Leather and metal. 1-877-494-6379. payless.com

When you buy this tank and its matching top and bottoms at La Vie en Rose You're supporting the Roses of Hope Foundation
\$29.99. Cotton and spandex. Includes top and bottoms. Size 5 to XL. 1-877-328-ROSE. laliveenrose.com

When you buy this credit-card holder at Laura's You're supporting The Canadian Cancer Society
\$10. Leather. 1-877-975-6099. lauracanada.com

When you buy these Von Zipper ski goggles You're supporting Boarding for Breast Cancer
\$125. Polyurethane and polycarbonate. 1-888-VONZIPPER | vonzipper.com

When you buy this Swarovski charm You're supporting Rethink Breast Cancer
\$35. Metal, enamel and crystals. 1-800-461-6125 | swarovski.com

When you buy this WonderBra bra You're supporting The Canadian Breast Cancer Foundation
\$39.25. Polyester, nylon and spandex. Underwire. Sizes 34 to 40C-D and 36 to 40DD. 1-800-363-0790. wonderbra.ca

When you buy these Oakley sunglasses You're supporting the Young Survival Coalition
\$235. Acetate and Polycarbonate. 1-800-448-8774. oakley.ca

When you buy this Roots watch You're supporting Rethink Breast Cancer
\$120. Stainless steel. 1-800-COSMOA | watch.roots.com

When you buy this key chain at Feetfirst You're supporting the CURE Foundation
\$5. Leather and metal. 1-800-345-9405. feetfirstshoes.com

When you buy this Vespa scooter You're supporting Rethink Breast Cancer
About \$4,395. vespacanada.com

Try on any pair of FDJ French Dressing jeans during the month of October and \$1 will be donated to breast cancer research. fdj.ca

rethink in the media



rethink in the media



rethink in the media

Breast Fest films support hope

Breast Cancer has been the cause behind countless fundraisers, walks and galas, now it's busting out on the big screen.

The first ever Breast Fest Film Festival rolls out the pink carpet Friday and Saturday, featuring four screenings at the Royal Ontario Museum. The fest was put together by Rethink Breast Cancer, a charity that supports people affected by the disease.

"The whole thing with this festival, is to think differently, it's a new way to educate and engage people ... because film is such an accessible medium," said Allison Gordon, vice president of Rethink Breast Cancer.

"These are not all depressing films about breast cancer, that's not what this is, Breast Fest is a celebration and there are many uplifting films," Gordon said.

The opening night movie, *Living Proof* stars Harry Connick Jr. and is based on the true story of an American doctor named Dennis Slamon who helped develop the breast cancer drug Herceptin.

Janet Ounapuu, a breast cancer survivor was part of a trial group for the drug Herceptin and said an event like this gives



supplied photo

PINK CARPET: Rethink Breast Cancer's Breast Fest Film Festival opens Friday and includes films such as *Dear Talula*, above, which filmmaker Lori Benson created in the form of a love letter to her daughter.

hope to those affected by the disease.

Opening night is sold out, but tickets are still available for the

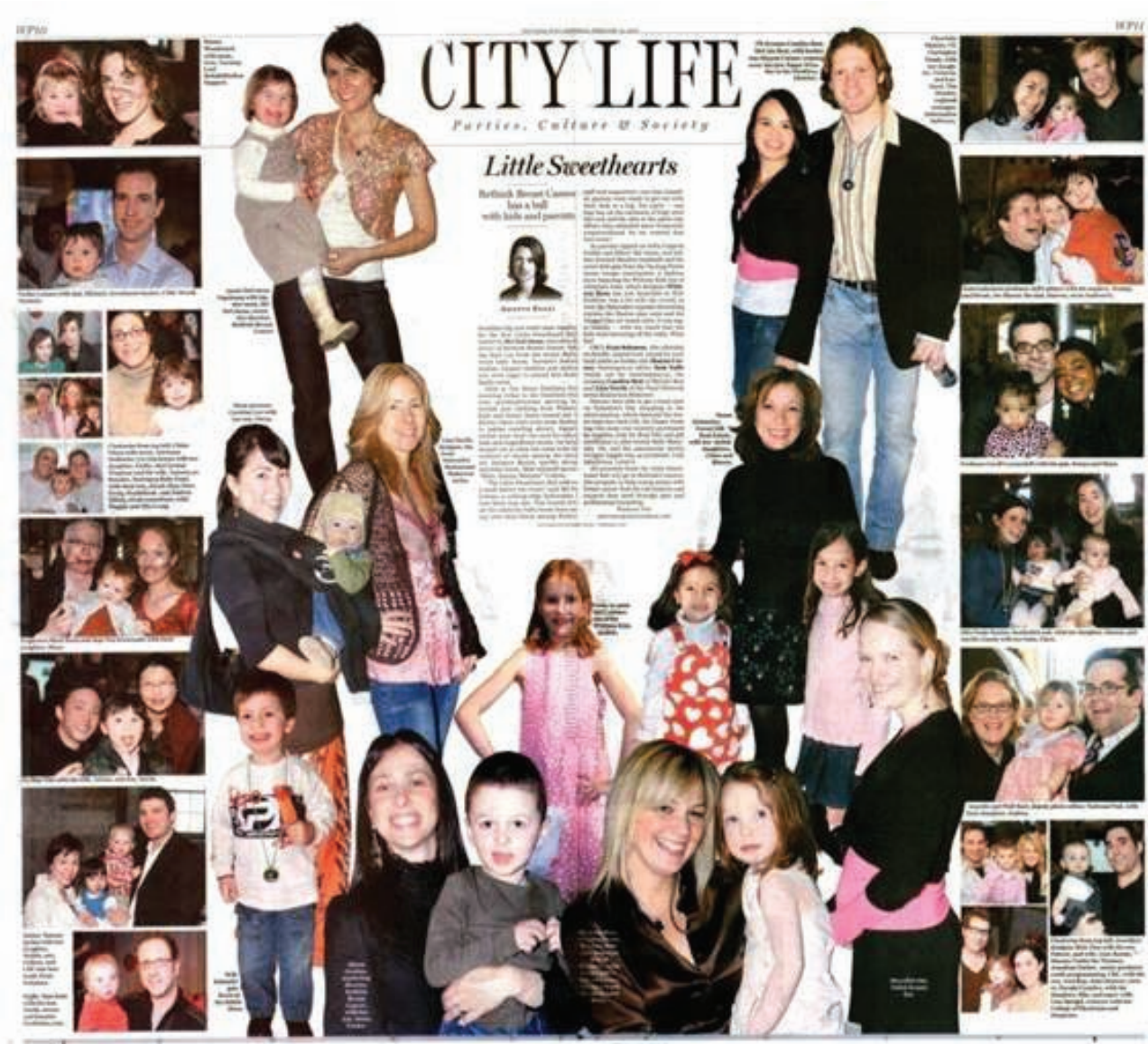
various screenings at breastfest-filmfest.com or in person at the ROM.

— Rosalyn Solomon, 24 HOURS

rethink in the media



rethink in the media



rethink in the media

metro metronews.ca Weekend, June 19-21, 2009

46 movies & entertainment

the hot ticket

by Enza Anderson
Enza brings Metro readers the weekly scoop on Toronto's hottest parties and events.
If you would like the year's most featured in the hot ticket, email: enza.sussex@tdp.com



A FLAPPER'S FANTASIA
Whiskey gals mingled with gangsta guys at Rethink Breast Cancer's Romp fundraiser at Toronto's famed Burroughs Building on Queen Street West. The Prohibition-themed night served up a 500-plus guest list and included every romper's fantasy: Cocktails and gambling.



Dancing girls Christina Cannizzaro, left, and Marie-Eve Sarrazin.



Bompers Arthur Cane and Darina Landa.



Fashion Crimes general manager Crystal Rickard.



Party couple Mike Donovan and Tanya Winter.



Rethink Breast Cancer VP Allison Gordon, left, and executive director MI DeCicco.



LEFT: Party girl Micha Goddard at Rethink Breast Cancer's Romp fundraiser.
Flapper girls Audrey Felts, left, and Sarah-Jane Grieve.

for more information...

...on sponsorship or Rethink Breast Cancer, please contact:

Katie Gillespie
Senior Manager
katie@rethinkbreastcancer.com
(416) 920-0980 x 229
www.rethinkbreastcancer.com