



NEW YORK FASHION WEEK

BODY OF RESISTANCE 9.13.26

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172 Norfolk Street, NY, NY

www.cancerculture.org





THE PATIENT EXPERIENCE: What Participation Creates

- 01.** Build confidence and self-expression
- 02.** Connect with a supportive community
- 03.** Increase visibility for patient experiences
- 04.** Feel seen, valued, and represented

“Walking that runway changed everything. For the first time since cancer, I felt powerful in my body again. I wasn’t hiding. I wasn’t surviving. I was seen and I was fierce.” - Rachel Burns, 11-Year Stage III Survivor

AN EVENT THAT CHANGES EVERYTHING

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RESEARCH PARTNER

This partnership enables synergies between two organizations with a shared commitment to empower patients and accelerate progress in the fight against MBC.



Shared Purpose

Cancer Culture has partnered with MBCure to fund the kind of research that should've happened decades ago



What We Fund

We are funding research with curative intent (YES, YOU READ THAT RIGHT!) for people living with metastatic breast cancer.



How We Do It

100% of every ticket sold and every dollar donated through our NYFW event will drive real progress at Memorial Sloan Kettering, UPenn, and Fox Chase.



Why We Do It

This targeted funding backs a collaborative effort, backing scientists who are all-in on discovering life saving therapies.



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Press & Publicity

They're listening... and watching.

Cancer Culture's NYFW events have been featured in national press, local media, and advocacy platforms that don't shy away from telling the truth. Our raw approach gets attention from respected outlets to social change influencers.

Coverage includes:

- Over 3 MILLION views on **New York Times**
- **Allure**
- **PEOPLE**
- **Yahoo Beauty**
- **Daily Mail**
- **Glamour UK**
- **The Purist**
- **Page Six** & many MORE!

A collection of logos for various media outlets, including Allure, Daily Mail, The New York Times, People, Page Six, The Purist, and Glamour. The logos are arranged in a vertical stack on a dark purple background. Allure is at the top, followed by Daily Mail, The New York Times, People, Page Six, The Purist, and Glamour at the bottom. The logos are in white and black text, with some featuring additional graphics like a crown or a hand.



Digital Promotion

Extend your reach beyond the runway.
Back Cancer Culture, and your brand shows up where it matters.

01.

1 Million+ Followers

03.

Live streaming & digital shout-outs

02.

Influencer & KOL collaborations

04.

Pre-event & post-event brand features

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SPONSOR A MODEL



Sponsorship with us isn't background noise, It's front and center.

We don't bury logos in the back of the room. We put our sponsors on the runway. Your voice becomes part of the movement.



What that looks like:

- Sponsor a model on the runway
- Custom content & bold branding woven into our storytelling
- Social media features designed for engagement, not just visibility
- Playbill ads that land in the hands of changemakers



- On-site recognition
- Swag & signage that actually get seen, touched, and talked about

This is co-conspiracy, not checkbox charity!

\$2K

SPONSOR LEVELS

TITLE SPONSOR (Presenting)

Partnership stands at the forefront & refuses to let patient voices go unheard.

EMPOWERING (Support Patient Models)

Standing with patients and advocates to help create an unforgettable experience

VOICE (VIP Brunch OR Afterparty)

Visible support for a community determined to be seen, heard, and celebrated.

RESILIENCE (Model Meet & Greet & Fitting)

Taking a leading role in championing the patient experience.

COMMUNITY

A thoughtful show of support that helps bring Body of Resistance to life.

\$50K

\$25K

\$10K

\$5K

\$2.5K

Maximum impact & visibility.

10+ VIP tickets & priority seating, Exclusive signage, Takeover-level social media coverage, Dedicated branded gift bag item with sponsor card, Inside-front or back cover ad in playbill, Dominant logo placement across all event visuals & promotional campaigns, Verbal recognition during the event from the stage

You're helping amplify the Message

8 complimentary event tickets, Large logo on all event signage, 3 social media posts, Premium branded swag placement in gift bags, Full-page ad in the playbill, Prominent logo placement on all digital and printed materials

Your support is making noise & being seen.

6 complimentary event tickets, Medium logo on signage, 2 individual social media posts, Featured branded swag in gift bags, Half-page ad in the playbill, Logo on majority of event images & digital promo

Confident, clear, & stepping into the spotlight.

4 complimentary event tickets, Small logo on signage, 1 individual social media post, Inclusion of branded swag in gift bags, Quarter-page ad in the playbill, Logo on select shared sponsor images

Intimate support. Foundational presence.

2 complimentary event tickets, Name listed on sponsor signage, Inclusion in one group social media thank-you post, Name printed in sponsor section of the playbill



Not into any of these options? Let's discuss a custom package.

Contact & Next Steps

Cancer isn't waiting, neither are we.

Join us in funding the research patients desperately need.



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