

## *What is BT4BC?*

BT4BC 2012 will take place on 31 March 2012 at The Westin Sydney Grand Ballroom. It will be an elegant and vibrant evening filled with glamorous guests, dynamic entertainment and plenty of opportunities to support the Prince of Wales Hospital Foundation.

The Westin combines a prime Sydney CBD location with a striking space, making an impressive venue. The Westin foyer provides a stunning welcome to the venue and guests will be delighted with the venue's focus on fine dining.

BT4BC in 2012 will offer guests canapés followed by 3 course meal, fine wines, entertainment, dancing, live music and fundraising activities such as a silent and live auction and raffle. Each guest will also receive a goodie bag brimming with gifts from our supporters. An exciting after party is also being planned. Details will be revealed closer to the date.

Our guests and supporters all agreed that BT4BC was an incredible success in both 2010 and 2011 and with your support, we guarantee that it will be the key charity event for 2012.

## *Who is our target market?*

Our target market is professional men and women aged between 25 and 45 years old with a mid to high disposable income. Due to the overwhelming interest we have received, we also expect a number of guests aged between 45 and 60 years old to attend BT4BC.

## *What are we raising money for?*

BT4BC, Black Tie For Breast Cancer, is working with the Prince of Wales Hospital Foundation to raise funds to benefit breast cancer patients receiving treatment at the Prince of Wales Hospital, Randwick. In particular, we are raising funds for the development of the Comprehensive Cancer and Blood Disorders Centre at the Prince of Wales Hospital, which will also provide treatment and services for patients with cancer at the Sydney Children's Hospital and the Royal Hospital for Women. Since our inaugural event in 2010, BT4BC has raised approximately \$245,000.

In 2011, the NSW Government pledged \$31.5 million for the construction of the Centre. This, along with the further \$15 million from fundraising efforts and events such as BT4BC, will see the construction of the Centre evolve from a vision to reality.

### **We would like to invite your organisation to become a supporter of BT4BC 2012.**

BT4BC was formed in February 2009 by Brianna Parbury, chair of the BT4BC organising committee, whose mother had been receiving treatment for metastatic breast cancer at the Prince of Wales Hospital, and passed away in May 2009. Each committee member (Claire MacMillan, Vanessa Pallone, Lexi Rosenwax, April Thomas, Marina Mitrevski, Brianna Parbury, Kate Bradley, Jacklyn Magafa and Jessica Monti-Seymour) has been affected in some way by breast cancer and as a result has been motivated work to raise funds for a very worthy cause.

## *Comprehensive Cancer and Blood Disorder Centre*

Together with the University of New South Wales and the Lowy Cancer Research Centre, the Prince of Wales Hospital has designed and planned a 5,000 square metre modern cancer treatment centre. The new Centre will provide services for up to 30,000 patients each year and will help meet the anticipated increase in demand for cancer services at the Prince of Wales Hospital by 2012. The Centre will bring ambulatory, outpatient and radiotherapy services currently across 8 sites on the hospital campus into one centralised new building. Time has now taken its toll on the facilities at Prince of Wales and the inpatient and outpatient areas are urgently in need of reconstruction.

## *How to organise your support*

We would like to discuss with you what sort of support you would like to provide to BT4BC. We have a range of pre-designed partnership packages on offer which we can send to you in our more detailed proposal document or alternatively, we can tailor a package to suit your business requirements. To discuss, please email us at [bt4bc@mail.com](mailto:bt4bc@mail.com) or contact one of the following BT4BC Support Managers

**April Thomas 0401 411 029 | Lexi Rosenwax 0403 184 239 | Jess Monti-Seymour 0433 013 857 | Brianna Parbury 0411 183 677**

