

## WHAT IS BT4BC?

The inaugural BT4BC event is a black tie charity gala with dinner served cocktail style at the Harbours Edge, Darling Harbour, Sydney on Saturday 6 March 2010. We envisage an action packed and glamorous evening under the stars combining delicious food and drinks, top quality entertainment, dancing, live music and fundraising activities including both a silent and a live auction, a raffle and goodie bags for our guests containing gifts from our supporters.

## 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 a new Cancer Centre at the Prince of Wales Hospital.

The Prince of Wales Hospital Foundation Ltd is a charity with deductible gift status (all donations to BT4BC over \$2 are tax deductible). Our enthusiastic committee is staffed by volunteers and operates with no overheads.

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 and Kate Veness) 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.

## THE CANCER 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 modern cancer treatment centre. The Cancer Centre will provide significant, and much needed, improvements to the way in which adults and children with cancer receive their treatment. Each year over 1,200 new patients with cancer come to the Cancer Centre for the first time. The Prince of Wales Hospital also accepts over 3,000 cancer related admissions each year. 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 Manager: Claire MacMillan on 0412 402 783, Vanessa Pallone on 0402 298 964 or Brianna Parbury on 0411183677.

