



partner WITH US!

WONDERING HOW YOU CAN HELP RAISE FUNDS AND AWARENESS FOR THE FOUNDATION?

Whether you want to go solo or collaborate with a circle of friends, our customizable *Event in a Box* is available with a minimum fundraising donation of \$250. We'll provide a pretty pink box filled with items to help you host a partner event to benefit the Foundation.

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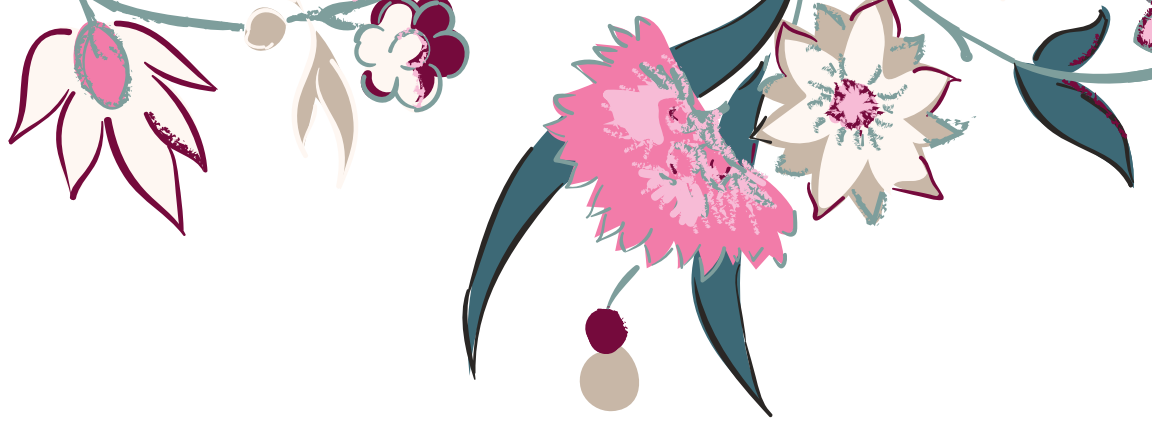


event IN A BOX

new
THIS YEAR



*Contents shown are subject to change, as patterns and event needs vary.



1 in 8

With breast cancer affecting 1 in 8 women, chances are you already know, or can anticipate knowing someone who will be diagnosed with breast cancer. Your support not only funds research, it funds results!

Whether you're planning an intimate gathering or a corporate event for hundreds, here are the first steps to take.



Set a Goal

How much would you like to raise for the Foundation? Write your goal in a place where you'll see it every day for inspiration.



Choose Your Style of Event

Pick something you'd be excited to attend and your event will be fabulous!



Involve Your Circle of Influence

Invite friends, family, and co-workers to join you by sharing their time, talent, and treasure.



Stay in Touch

We have great resources to help you plan a perfect partner event, and we're here to help. We love to make new friends across the country!



5 WAYS **YOUR COMPANY** can partner with us to benefit the Foundation:

With your help, we're accelerating the pace of life saving research. Someone you work with has likely been affected by breast cancer. Give your company an important cause to rally around!

- 1. Turn YOUR business pink with our Ribbons for Research kits!** Recruit an employee who is a breast cancer survivor, a team member, or your Chief Talent Officer to organize an internal campaign. Order pink ribbon packets from us, and sell them to employees to promote awareness for the Foundation. We'll send you all you need to festively decorate a table and pink up your offices for National Breast Cancer Awareness Month—or any month of the year!
- 2. Offer employees Direct Payroll Deduction** as an easy means of giving. Make a presentation at a Town Hall or through your preferred method of communication. We're happy to assist you with presentation format. In certain situations, a Foundation Brand Ambassador can travel to your location to make a presentation to your company. Digital presentation options are also available.
- 3. Display or distribute a QR code** for direct giving. Set up a pretty pink display in your cafeteria or break room, and let the signage do the talking!
- 4. Host a Lunch & Learn.** Gather your employees, treat them to lunch, and introduce them to the Vera Bradley Foundation for Breast Cancer. They'll leave lunch smiling, having learned ways they can join the fight against breast cancer!
- 5. Host a Party with a Purpose!** Turn your company picnic or holiday party pink.

...because it's personal even when there's a business involved!





3 WAYS YOU, YOUR CIRCLE OF FRIENDS, OR YOUR CLUB can partner with us to benefit the Foundation:

We'll get the party started by sending you an *Event in a Box* after you commit to raising awareness and funds for the Foundation. Our team is ready to guide you in your efforts!

- 1. Host a Pink Party with a Purpose.** Whether your group is small or large, gathering with friends is always a good thing! Introduce the Foundation to your book club, sorority, fraternity, key club, life group, family reunion, or neighborhood association. The party can be sweet and simple, or you can go all out. Either way, you'll be funding breast cancer research.
- 2. Turn YOUR campus, YOUR club, or YOUR neighborhood pink!** Pre-sell Ribbons for Research kits. Let us know how many you need, and then distribute them to your "community". Set up a display at your sorority house, school, country club, community center, or church. We'll send you all you need to decorate a table from our *Event in a Box* and you'll draw a crowd to pink up your community! Your circle of support can hang the ribbons, and you'll make a world of difference in raising awareness for breast cancer research.
- 3. Create a digital campaign.** Use social media to create a digital "Giving Tree" on Giving Tuesday or any other day of the year. Invite friends and family to donate to the Foundation in lieu of birthday gifts or in honor of someone battling breast cancer. Easiest of all, we can partner with you to set up a digital fundraising platform where friends can easily join you in raising funds.

Need a little inspo?

- *Cupcakes for a Cure*
– host a bake sale
- *Sips & Sweets Soirée*
– offer pink drinks & dessert
- *Party on the Patio*
– wine & cheese
- *Mimosas for Moms*
- *Hope Sweet Hope*
– all sorts of pink sweets
- *Pink Picnic*
– in your backyard, on campus, or at a park
- *GNO for the "Girls"*
- *Cornhole Tournament*
– turn those bean bags shades of pink!
- *Brunching for Breast Cancer*
- *Painting with a Purpose*
- *Hope for the Holidays*
- *Breast Weekend Ever*
– wellness retreat
- *Big Man on Campus*
– bachelor pagaent
- *Bouquets for Breast Cancer*
– make your own flower bar





“WHO DOESN'T LOVE A PINK PARTY? Whether you raise \$500 or \$5,000 dollars—let us help you throw the partner event of your dreams!”

– Kathy Ray, Partner Specialist





4 WAYS

YOUR CLUB, SPORTS TEAM, OR ASSOCIATION

can partner with us to to raise funds for breast cancer research:

- 1. Host a pink out.** You pick the sport—we've got the theme. And remember...real men (and women) wear pink!
- 2. Donate a portion of the entry fees.** Every dollar makes a difference.
- 3. Wear special jerseys and auction them to the highest bidder!** You'd be surprised how much a PINK jersey with a special name or number on it can raise.
- 4. Have teams or players compete to see who can raise the most money.** Who doesn't love a little extra competition? Especially when bragging rights are involved!

Need a little inspo?

- Pink Ribbon Run/Walk
- Pickleball in the Park
- Pink the Rink
- Stick it to Cancer
- Dig Pink
- Turn the Ballpark Pink
- Golf Fore a Cure
- Pink-A-Palooza
–Badminton, Croquet, Bocce, Corn Hole, Capture the Flag
- Yoga on the Lawn
- Shoot for a Cure







4 WAYS YOUR RETAIL LOCATION

can partner with us to benefit the Foundation:

With your commitment to participate, we'll send you a customized *Event in a Box*. Our Foundation team is ready to guide you in your efforts and provide a bounty of digital assets to save you time and resources.

1. Ask customers to donate a small amount or round up at the register.

Point of sale signage and a smiling face go a long way when it comes to encouraging others to give. In fact, the experience of countless businesses show cause marketing often has positive results for both the acting business and the non-profit taking part in the campaign. We call that a win/win!

2. Host a Girls' Night Out shopping event. Charge a small ticket price for admission or donate a portion of the evening's sales to the Foundation. Serve pink sips and sweets!

3. Display a QR code for direct giving. Set up a pretty pink display in your store and let the signage do the talking! Leave it up for a day, a weekend, a week, or a month. Breast cancer affects women and their families year round.

4. Set up a pink photo backdrop in your store. You'll help promote awareness of the Foundation as you ask them to post pics on social media and tag the Foundation.

We welcome friends old and new. You are the cornerstone of our success!

“When you **LIKE, SHARE, TAG, AND COMMENT ON FOUNDATION POSTS**, you're making a difference. It may seem insignificant, but one click is all it takes to expand our reach!”

– Anna Shelton, Communication Specialist



We're grateful for all our partners, with special thanks to our Vera Bradley retail partners who have already stepped up and said "YES" to hosting an event!

party TIPS

FOR PARTNER EVENTS

Tip #1

Start with a color palette. Oh wait! You already have that covered – pink, pink, and more pink!

Tip #2

Spray paint is your new bestie. It's a favorite of ours. Hunting for pink elements may not be in your budget, but you can spray paint just about anything you have on hand: branches, fruits and veggies, vases, jars, baskets, old toys or props – the list goes on and on. Barbie isn't the only one raiding the spray paint section! See our current faves.



Tip #3

Make your flowers fuss-free. If your budget is limited, you can still achieve a striking effect by sticking to one color palette or type of flower. Bunch supermarket flowers low and tight in spray painted jars or containers, or use single bud vases.



Tip #4

Scour your supermarket for pink food and beverages. You'll find a huge assortment of cute pink cans and bottles of sparkling water, lemonade, and rosé wine, along with pink cotton candy and pink ready-to-serve bakery treats.

