

*You are cordially invited to*  
YOU NIGHT 2022  
**RIBBONS ROCK THE RUNWAY**



**An empowering  
platform to bring  
together the  
community to provide  
resources and support  
to women diagnosed  
with any type of  
cancer.**

**Saturday, October 1st**  
Guest Arrival 5:30 p.m.  
Runway Show: 6:00 - 8:00 p.m.  
The Molly Ringwalds  
8:00 - 11:00 p.m.





**You Night is a sisterhood of support for women who have had or are currently battling any type of cancer. We offer unique year-round programs that are alternatives to traditional cancer survivor support groups.**

Our method behind our programs is to bring groups of women together to experience empowering activities that allow them to see themselves differently. The bond that is created along the way not only allows for fun and life-changing experiences, but results in lifelong friendships that will endure well past the program experience.

**Research shows that women who are involved in socially active support groups have better health outcomes. Emotional healing programs are an underserved area of health care. You Night has successfully set out to do something significant about that with over 10 years of service to over 500 women in the New Orleans area. We partner with area hospitals and physicians to offer a variety of free empowerment programs to aid women in their healing journeys.**

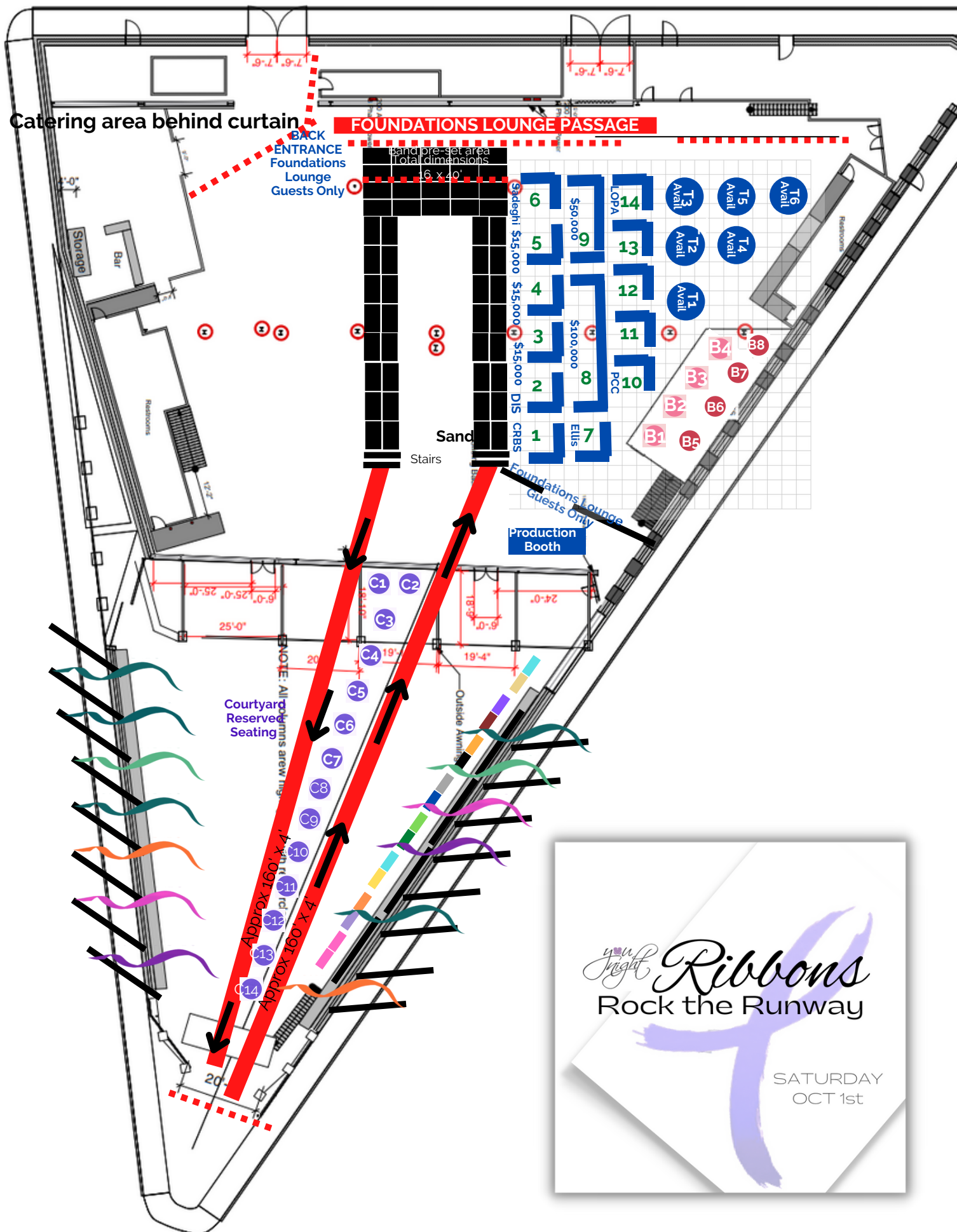
Programs are made possible through donations to the WE LIFT YOU UP Fund - a 501c3 Public Charity dedicated to emotional healing programs for women diagnosed with cancer.

Ribbons Rock is an opportunity for us to partner with national cancer organizations to bring their information and resources to our local area so that if a woman is diagnosed with any type of cancer, she can turn to our organization for support and information to aid her in her healing journey.

## **You Night Sisterhood**



# Overview of the Venue





**FOUNDATIONS LOUNGE PASSAGE**

Band pre-set area  
Total dimensions 16' x 40'

Stairs

Production Booth

Foundations Lounge  
Guests Only

Seating areas include:

- Green numbers 1-6 (CRBS, DIS, \$15,000, \$15,000, \$15,000, \$15,000)
- Green numbers 7-14 (Ellis, PCC, LOPA, \$50,000, \$100,000)
- Blue circles T1-T6 (Avail)
- Pink squares B1-B8

Restroom

DIAGNOSTIC  
IMAGING  
SERVICES

Large Round Tables for 8 \$5,000	Company Name
T1	
T2	
T3	Passages Hospice
T4	
T5	
T6	

Balcony Cocktail for 6 \$3,500	Company Name
B1 COCKTAIL	
B2 COCKTAIL	
B3 COCKTAIL	
B4 COCKTAIL	
B5 HI BOY	
B6 HI BOY	
B7 HI BOY	
B8 HI BOY	



*October is Breast Cancer Awareness Month*

**OUR  
WHY**

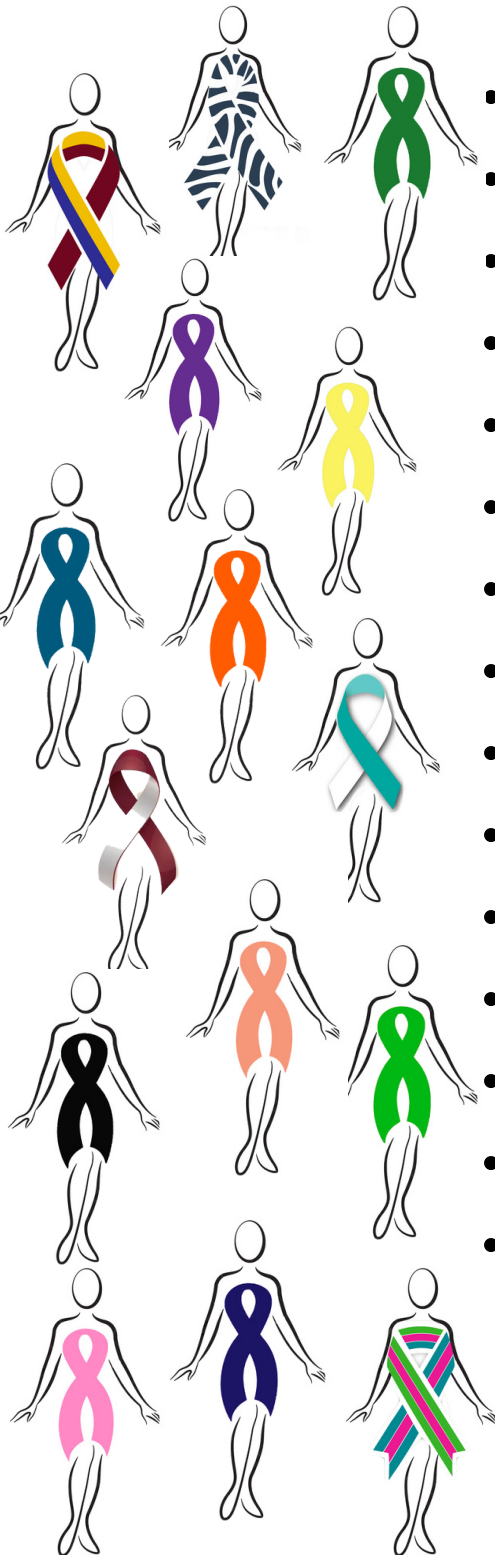
**A staggering  
325,000 new cases of  
Breast Cancer will be  
diagnosed in 2022**



**But there is a  
number even more  
staggering.**



**Nearly 1 million women will be diagnosed with all types of cancers in 2022** representing the many other ribbon colors of women that need resources and support.




- **200 new cases** of Neuroendocrine Cancer
- **800 new cases** of Adenoid Cystic Carcinoma
- **1,500 new cases** of Bone Cancer
- **4,000 new cases** of Hodgkins Lymphoma
- **8,000 new cases** of Cholangiocarcinoma
- **8,200 new cases** of Leukemia
- **11,000 new cases** of Brain Cancer
- **15,000 new cases** of Cervical Cancer
- **20,000 new cases** of Ovarian Cancer
- **18,000 new cases** of Head & Neck Cancer
- **37,000 new cases** of Non-Hodgkins Lymphoma
- **43,000 new cases** of Melanoma
- **70,000 new cases** of Endometrial Cancer
- **150,000 new cases** of Colorectal Cancers
- **325,000 new cases** of Breast Cancer
  - Of these...13 of every 100 women will be Triple Negative
  - Of these...30% will be Metastatic



# 1 OUT OF EVERY FIVE PERSONS DIAGNOSED WITH CANCER SUFFER FROM VARYING DEGREES OF POST- TRAUMATIC STRESS DISORDER.

Studies of quality of life in cancer survivors have examined both the physical and mental health consequences of cancer and its treatments. In general, health care providers have focused largely on patients' physical symptoms and physical health status, and less emphasis has been placed on mental health issues. For cancer survivors, as for individuals without a history of cancer, physical health directly influences mental health status and overall quality of life. Physical symptoms are more likely to be detected and treated by health care providers, as the mental health and social consequences of illness are less well recognized. Population-based data suggest that cancer survivors are more than twice as likely to have disabling psychological problems compared with adults without cancer, -- published in National Institute of Health

A woman with long brown hair, wearing a white hospital gown, is sitting on an examination table in a clinical setting. She is looking down and to her left with a somber expression. To her left is a stainless steel table with three small jars on it. The background is a plain, light-colored wall.

**A family member's severe illness stretches the emotional resources of the rest of the immediate and extended family. Both the person with cancer and loved ones may need to protect one another from their own emotions.**





# CANCER STRESSORS

We interviewed our 500 You Night sisters and these are just a few of the stressors they listed that they are struggling with as a direct result of cancer:

- Self esteem related to body issues "Loss of self"
- What is the new normal
- Stigma and discrimination being labeled as a cancer patient or survivor
- Impact on career, family, friends
- Financial hardships -- NO WAY OUT
- Medical bills
- Insurance confusions
- The fear of recurrence or death
- Watching others die
- Survivor's Guilt
- Adult relationship hardships
- Destruction of marriages
- Sexual pain and dysfunction
- Loss of sensation
- Relationship issues related to being a "Mom" needing to be strong and patient who feels weak
- Drugs. Dependency. Addiction
- Finding clothing that fits after surgeries -- can be humiliating
- Weight gain
- Weight loss
- Low energy
- "Chemo brain"
- Time management: balancing medical treatment with real life
- Trauma of suddenly becoming "sick", possibly "forever" (when once a "normal" person with a normal life
- Suicidal thoughts
- Lingering physical symptoms (hair not growing back, skin not as soft, radiation scars, surgery scars
- Lymphodema
- Dental Issue
- Fingernail issues



**100 percent of Donations, Ticket sales and Sponsorship support make these You Night programs possible for all women diagnosed with cancer:**



#### **Runway Empowerment Program**

Our 9 month "Master Class" and signature program that helps women step outside of their comfort zones, while learning empowering skills and gaining lifelong friendships. We help women find the beauty they believe to be lost after being diagnosed with cancer. [Learn more](#)



#### **ScART Scar Art Painting Program**

Created by You Night Founder Lisa McKenzie, and offered to hospitals and groups across the country, ScART is an extremely therapeutic group experience where participants have the opportunity to view their physical and emotional scars in a new light using art as the tool.



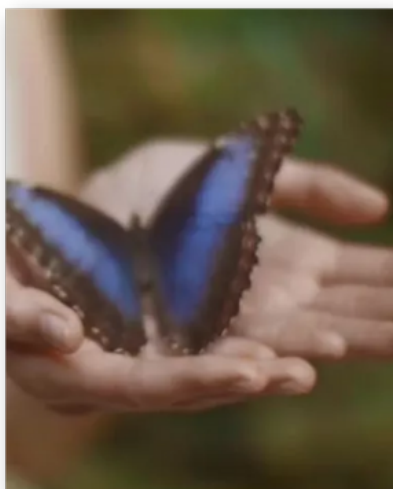
#### **Story Crafting Program**

The mind is powerful and can dictate health outcomes. With Story Crafting, we help participants find power in their experiences and to discover that they do not have to be defined (or confined) by a disease. This program won the 2021 International Astella's Oncology C3Prize.



#### **SPARK Free Monthly Workshops**

You Night offers free monthly workshops in St. Tammany and New Orleans that draw on the power of the mind, body and spirit to uncover the strength within our participants. Being around other women who "get it" can be an incredible source of power. Click here to learn more about Spark Workshops.



**Facebook Community Sisters of Amazing Resiliency**  
Engage on-line in a private Facebook Group, designed to encourage, educate and support women who have had or are currently battling cancer.



#### **Retreats**

A 3-day 2-night retreat in beautiful Franklinton, LA centered around fun and educational team-building experiences.





To get the essence of what we are all about, we invite you to watch these two videos to give you the perspective of the women and families we serve, and to give you the perspective of the physicians we partner with:



[Click this link to watch our participants' reactions:](#)

or

Scan this QR Code to link to this video



[Click this link to hear the physician's response to how we are helping their patients:](#)

or

Scan this QR Code to link to this video



**WATCH HUNDREDS OF ADDITIONAL VIDEOS by visiting our YouTube Channel.**  
**SEARCH FOR --You Night Empowering Events**





# A POWERFUL PLATFORM

## Ribbons Rock the Runway Numbers:

- 150 Cancer Survivors and 350 models in the runway show
- 18 Cancer Organizations representing all women's cancers to bring awareness and resources to our local area patients
- 1000 Guests representing hospitals, physicians, friends and family
- TOTAL RUNWAY LENGTH: 530 feet
  - 320 feet of runway in the courtyard
  - 210 feet of runway on stage



**Saturday, October 1st**

**Guest Arrival: 5:30 p.m.**

**Runway Show: 6:00 - 8:00 p.m.**

**Post Party: 8 - 11 p.m. featuring The Molly Ringwalds**







**You Night in partnership with: Chic Nouvelle Worldwide  
Positive Image Modeling and Coastal Fashion Week will attempt to break the Guinness  
Book of World Records for the most amount of models in a runway show  
NUMBER TO BEAT** currently held by an agency in Spain: **421**

Models will be comprised of You Night Runway Graduates and Professional Models  
wearing 18 different cancer awareness ribbon colors



## Sponsorship Levels and Perks

SPONSORSHIP LEVEL	AMOUNT	# of Tickets
Program Sponsor	\$100,000	40
Brand Sponsor	\$50,000	20
Platinum Sponsor	\$25,000	20
Gold Sponsor	\$15,000	12
Silver Sponsor	\$7,500	10
Ribbons Rock Partner (Table for 8)	\$5,000	8
Premium Location Balcony Seating (Cocktail Table for 6)	\$3,500	6
Non-Profit Partner	\$1,700	4
<b>TICKET PACKAGES (NO MARKETING PERKS)</b>		
Purchase tickets and then Reserve a Courtyard Cocktail Table	add \$300 to ticket purchase price	(This is to hold a table in the Courtyard with guest name on it. Tickets must be purchased in addition to this)
Ribbons Foundation Ticket, Individual	\$190.00	1
General Admission	\$125.00	1

**General Admission Tickets go on sale July 1st**  
**Sponsors: To hold your reserved area in the DIS Ribbons Foundations Lounge, please contact:**  
**Lisa McKenzie 877-591-5936 x1**  
**[lisa@younightevents.com](mailto:lisa@younightevents.com)**





## **Program Sponsor \$100,000**

**An opportunity for one organization to capitalize with name rights for the gala. This is a strategic relationship to take advantage of You Night's popular and successful platform to bring brand awareness to the partner's cancer care in our community. We will work closely with our program partner to offer You Night programs to their patients, giving these patients first rights to involvement in our Runway Empowerment program.**

- 40 Ribbons Foundation Lounge Tickets with premium location seating for your guests at the Runway Stage
- Prominent Signage at Entrance
- Editorial Content and Advertising in the Ribbons Magazine (up to 10 pages of content)
- Back Cover of Magazine
- 7' Helium Sphere Logo Balloon in stage area
- Participation in the opening procession with your staff
- Stand on stage with Guinness team to announce the winning record (assuming we win!)
- Social Media Shout Outs
- Press Interviews
- Logo circulating on LED panels
- GoBo with your logo

# A Picture is worth a million words

- 350 of our participants will pose for a photo on October 1st (photo will be taken at 3:30 p.m.). Models will be wearing a t-shirt with your logo on it.
- They will be promoting your brand
- This will coordinate with your brand message
- A world record breaking attempt for the most amount of models posing in a brand (yours!) to garner excitement



## Brand Sponsor \$50,000

An opportunity for one sponsor to make a huge statement. 350 models (most of them will be cancer survivors) will pose for a group photo at 3:30 p.m. the day of the Ribbons Walk Gala (Saturday, October 1st) in the courtyard of The Sugar Mill. We will purchase t-shirts for the models to wear with your logo. This will be a media-centered opportunity, to bring awareness to our cause and your brand. We will tell your story through this effort. The price of the sponsorship includes all of the marketing perks below, as well as: We will provide models with the t-shirts and we will place a 2-page ad in a high profile magazine in New Orleans and St. Tammany (scheduled run date will be November/December 2022).

- 20 Ribbons Foundation Lounge Tickets with premium location seating for your guests at the Runway Stage
- Your LOGO on 350 T-Shirts to break the Guinness Book of World Records for the most amount of models professionally posing with wearing your brand in a fashion photo. The majority of the women in the photo will be cancer survivors participating in the Ribbon Rock Runway Show. The photo will be taken on Saturday, October 1st at 3:30 p.m. at The Sugar Mill in the Courtyard.
- Two Page Ad with that photo in St. Charles Avenue Magazine following the event with Press Coverage about the World Record
- Prominent Signage at Guest Check In
- Editorial Content and Advertising in the Ribbons Magazine (up to 8 pages of content)
- Inside Back Cover in Magazine
- 7' Helium Sphere Logo Balloon in stage area
- Participation in the opening processional with your staff
- Stand on stage to announce milestone during show
- Social Media Shout Outs
- Press Interviews\
- Logo Circulating on LED panels
- Gobo with your logo in lights





**You Night in partnership with: Chic Nouvelle Worldwide**  
**Positive Image Modeling and Coastal Fashion Week will attempt to break the Guinness**  
**Book of World Records for the most amount of models in a runway show**  
**NUMBER TO BEAT** currently held by an agency in Spain: **421**

### **Platinum Sponsor \$25,000**

- 20 Ribbons Foundation Lounge Tickets with premium location seating for your guests at the Runway Stage
- Prominent Signage on Runway Stage
- Editorial Content and Advertising in the Ribbons Magazine (up to 6 pages of content)
- Logo on Cover of Magazine
- 7' Helium Sphere Logo Balloon in stage area
- Participation in the opening processional with your staff
- Stand on stage with Guinness team to announce thresholds as we near the record
- Social Media Shout Outs
- Press Interviews
- Logo circulating on LED panels
- GoBo with your logo

### **CHOOSE ONE OF THESE OPTIONS:**

- **Get on stage at end of Runway Event to make a statement to the crowd and introduce The Molly Ringwalds. Logo on LED panels during the first 20 minutes of the Molly Ringwalds and then all sponsor logos (including yours) circulates**
- **BANNER prominently displayed at the Entertainer's Tower during the Runway Show**





**GOLD LEVEL SPONSOR \$15,000 (four available)**

- Ribbons Foundation Lounge Sponsor - SOLD
- Official Car - AVAILABLE
- "Empowerment has a nice ring to it" Sponsor - AVAILABLE
- "Ribbon Ambassador Portrait Gallery" - AVAILABLE

**Each of these sponsors receive the following marketing perks:**

- 10 Ribbons Foundation Lounge Tickets with premium location seating for your guests at the Runway Stage
- Your logo prominently displayed throughout the Ribbons Foundation Lounge
- Editorial Content and Advertising in the Ribbons Magazine (up to 6 pages of content)
- 7' Helium Sphere Logo Balloon in stage area
- Participation in the opening procession with your staff
- Stand on stage to announce milestone during show
- Social Media Shout Outs
- Press Interviews or Photos
- Logo circulating on LED PANELS during the event

## **RIBBONS ROCK SPONSOR \$5,000**

- 8 Ribbons Foundation Lounge Tickets
  - Editorial Content and Advertising in the Ribbons Magazine (up to 2 pages of content)
  - Participation in the opening processional with your staff
  - Social Media Shout Outs
  - Press Interviews or Photos
  - Logo circulating on LED PANELS during the event
- 

## **COCKTAIL TABLE FOR 6 GUESTS IN THE VIP BALCONY \$3,500**

- 6 Ribbons Foundation Lounge Tickets in the Balcony
  - Choose your cocktail table or Hi-Boy Table with 6 seats
  - Editorial Content and/or Advertising in the Ribbons Magazine (1 page of content)
  - Participation in the opening processional with your staff
  - Social Media Shout Outs
- 

## **NON-PROFIT BOOTH \$1,700**

- **4' skirted table and 2 chairs in the Courtyard**
- **Signage with organization logo**
- 4 Ribbons Foundation Lounge Tickets in the Balcony
- Open seating in the Ribbons Foundation Lounge
- Editorial Content and/or Advertising in the Ribbons Magazine (2 pages of content)
- Participation in the opening processional with your staff
- Social Media Shout Outs

**Meet the 18 You Night Sisters who are leading the  
processional on October 1st  
representing their ribbons and serving as role models**



Meet our RIBBONS ROCK THE RUNWAY Ambassadors

*Karen Ziebarth*

You Night St. Tammany  
Class of 2018

representing  
women  
diagnosed with

**LEUKEMIA**

Approximately 8,200 women  
will be diagnosed with  
Leukemia in 2022

Watch on  YouTube

Share