

# BREASTORATION



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Wendy Vitter

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**CAGNO Executive Director**  
Tammy Swindle

**Breastoration NOLA Director**  
Kim Sport

Dear:

We are excited to offer you a unique opportunity to join us for an "Evening of Filmanthropy". In recognition of National Breast Cancer Awareness Month, and in particular BRA Day USA, the 24th Annual New Orleans Film Festival will include a benefit screening of the feature film *Decoding Annie Parker* on Wednesday, October 16, 2013 at the Prytania Theater.

*Decoding Annie Parker* is an inspirational medical drama, which tells the true story of DNA research that led to the discovery of the BRCA gene which predisposes certain women to a much higher likelihood of breast and ovarian cancer. Producers agreed to postpone commercial release of this extraordinary film to provide a six-month window of screenings to benefit breast cancer charities, creating a campaign of goodwill and hope for women all over the world. New Orleans is the last stop, and an unprecedented pre-screening reception with Annie Parker will be held at the theater to benefit the Breastoration Fund.

Since its inception, the Breastoration Fund has provided educational information to thousands of women, provided financial assistance to 26 women for reconstructive surgeries at five surgical institutions in Louisiana, and revived dormant legislation which requires physicians to inform every woman diagnosed with breast cancer in Louisiana of all of her options before any medical or surgical treatment can begin.

We are honored to play a small part in championing a cause which creates an awareness of insurance coverage and surgical options for women diagnosed with or predisposed to breast cancer and helps women without insurance access the critical final step in their physical and emotional healing.

Please support our important work by becoming a sponsor of the "An Evening in Filmanthropy" pre-screening patron reception for *Decoding Annie Parker*.

Sincerely,



Presented by



Wendy Vitter  
CAGNO Chairman

Kim Sport  
Breastoration NOLA Director

Amelia Leonardi  
Breastoration Committee Chair



**“An Evening of Filmanthropy”**  
***Decoding Annie Parker***  
**Pre-Screening Patron Party**  
**Wednesday, October 16, 2013**  
**Prytania Theater**

**SPONSORSHIP OPPORTUNITIES**



Your incredible evening will begin with a walk down the red carpet at the Prytania Theater where you will be photographed like a celebrity before the *Decoding Annie Parker* “step and repeat” backdrop. From there, you will be escorted into the reception area of the theater to meet Annie Parker and indulge in libations provided by Zonin USA and delicacies courtesy of Jacques-Imo’s Cafe. Thereafter, patrons will be directed to VIP seating for the *Decoding Annie Parker* benefit screening which will be followed by a question and answer session with the film’s director and BRCA gene specialists.

**Director \$25,000**

- Logo/Name on *Decoding Annie Parker*’s New Orleans “step and repeat” backdrop
- Recognition during pre-screening Welcome Remarks
- Logo/Name on Prytania Theater’s “preview” Screen
- Logo/Name in Signage
- Logo/Name in Promotional Materials created by Breastoration
- Logo/Link on Breastoration’s web site for one year
- Logo/Name on Event Credentials
- Meet & Greet with Annie Parker
- 25 VIP tickets to pre-screening reception
- 25 VIP reserved “best in the house” theater seats

## SPONSORSHIP OPPORTUNITIES (continued)

### Screen Writer \$10,000

- Recognition during pre-screening Welcome Remarks
- Logo/Name on Prytania Theater's "preview" Screen
- Logo/Name in theater Program and Signage
- Logo/Name in Promotional Materials created by Breastoration
- Logo/Link on Breastoration's web site for one year
- Logo/Name on Event Credentials
- Meet & Greet with Annie Parker
- 10 VIP tickets to pre-screening reception
- 10 VIP reserved theater seats

### Cinematographer \$5,000

- Logo/Name on Prytania Theater's "preview" Screen
- Logo/Name in theater Program and Signage
- Logo/Name in Promotional Materials created by Breastoration
- Meet & Greet with Annie Parker
- 10 VIP tickets to pre-screening reception
- 10 VIP reserved theater seats

### Boom Operator \$2,500

- Logo/Name on Prytania Theater's "preview" Screen
- Logo/Name in theater Program and Signage
- Logo/Name in Promotional Materials created by Breastoration
- Meet & Greet with Annie Parker
- 6 VIP tickets to pre-screening reception
- 6 VIP reserved theater seats

### Stunt Coordinator \$1,000

- Logo/Name in theater Program and Signage
- Logo/Name in Promotional Materials created by Breastoration
- Meet & Greet with Annie Parker
- 4 VIP tickets to pre-screening reception
- 4 VIP reserved theater seats

### Film Critic \$500

- Meet & Greet with Annie Parker
- 2 VIP tickets to pre-screening reception
- 2 VIP reserved theater seats



## **ABOUT THE BREASTORATION FUND**

### **The “Awareness” Challenge (7 of 10)**

Receiving a diagnosis of breast cancer is one of the toughest moments a woman will ever face. Since 1998, health plans that offer breast cancer coverage have been required to provide coverage for breast reconstruction and prostheses; however, only 33 percent of eligible women with breast cancer undergo breast reconstruction, and published research shows that nearly 70 percent of women are not informed of their care options when diagnosed with breast cancer. Recent studies determined that the two dominant reasons why women did not undergo breast reconstruction were that they were not informed of options and they were not referred to a plastic surgeon for breast reconstruction.

#### **Breastoration’s Response**

The Breastoration Fund was founded by breast cancer patients to address the “awareness” challenge by providing educational and financial resources to women diagnosed with breast cancer. Since inception:

Thousands of Breastoration’s educational brochures have been distributed to physicians, hospitals and nonprofit organizations treating breast cancer patients;

At Breastoration’s urging ,the Louisiana State Board of Medical Examiners “revived” the enforcement of a dormant 1998 Louisiana Breast Cancer Treatments Alternatives Informed Consent Act which requires physicians to inform breast cancer patients of all of their treatment options, including breast reconstruction, at the time of diagnosis;

The Department of Health & Hospitals adopted a new brochure written by Breastoration representatives, which contains a full panel on the availability of insurance coverage for post-mastectomy reconstructive surgeries, as the official 2012 Louisiana Breast Cancer Treatment Alternatives Brochure which must be mailed to all Louisiana physicians annually and handed by physicians to every breast cancer patient at the time of diagnosis;

The Louisiana State Board of Medical Examiners mailed the 2012 Louisiana Breast Cancer Treatments Alternatives Brochure to every physician licensed to practice in Louisiana and informed each that failure to comply with the revived Louisiana law would be considered unprofessional conduct subject to disciplinary sanctions;

Twenty six women in the Greater New Orleans Area received reconstructive surgery with financial assistance from the Breastoration Fund, and an additional five have applications for surgical assistance pending with the Breastoration Fund; and

### **ABOUT THE BREASTORATION FUND (continued)**

The first annual BRA Day USA (Breast Reconstruction Awareness Day) was launched nationally from New Orleans on October 17, 2012 in recognition of Breastoration's philanthropic leadership by the National Plastic Surgery Foundation.

#### **The National Response**

The Federal "Breast Cancer Patient Education Act" (S. 931), co-sponsored by Louisiana Senator David Vitter, was filed in Congress and requires the Secretary of Health and Human Services to plan and implement an education campaign to inform breast cancer patients of the availability and coverage of breast reconstruction, prostheses and other options. The Secretary may develop information for distribution or may have other entities do so. The educational materials would inform women that breast reconstruction is possible at the time of breast cancer surgery, it may be delayed until after other treatments, or they may choose not to have reconstruction and be informed of the availability of prostheses or breast forms. Also, educational materials would inform breast cancer patients that federal law mandates coverage of breast reconstruction, even if such reconstruction is delayed until after other treatments.

The American Society of Plastic Surgeons (ASPS) and its nonprofit arm, The Plastic Surgery Foundation (PSF), launched the first annual Breast Reconstruction Awareness (BRA) Day on October 17, 2012 from New Orleans, joining more than 20 countries as part of an international effort to raise awareness about breast reconstruction post mastectomy. Organizations throughout the country will annually celebrate BRA Day by holding events that support, educate and inform women of their breast reconstruction options.

#### **One Time Opportunity - One Night Only**

The New Orleans Film Society, with the support of the Center for Restorative Breast Surgery and the Sport Family Foundation, has included *Decoding Annie Parker* in its 2013 Film Festival screenings. The Breastoration Fund has been selected the sole local nonprofit organization to share proceeds from an unprecedented pre-screening reception at the Prytania Theater on Wednesday, October 16, 2013. All net proceeds will be used to educate and assist women contemplating breast surgery following a cancer diagnosis or a positive BRCA gene result. Because of these partnerships, the Breastoration Fund once again has a unique opportunity, not only to raise much needed funds, but also to remain at the forefront of the national breast reconstruction awareness movement.



**“An Evening of Filmanthropy”  
Decoding Annie Parker  
Pre-Screening Patron Party  
Wednesday, October 16, 2013  
Prytania Theater**

**SPONSORSHIP REPLY FORM**

\_\_\_\_\_ Director \$25,000      \_\_\_\_\_ Screenwriter \$10,000      \_\_\_\_\_ Cinematographer \$5,000

\_\_\_\_\_ Boom Operator \$2,500      \_\_\_\_\_ Stunt Coordinator \$1000      \_\_\_\_\_ Film Critic \$500

**Deadline for inclusion as a sponsor in promotional materials and letters is October 1, 2013**

Sponsor's Name: \_\_\_\_\_

Office/Home Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Method of Payment: \_\_\_\_\_ Amount: \_\_\_\_\_

Check Enclosed: \_\_\_\_\_ Invoice Me: \_\_\_\_\_

VISA/MasterCard/AMEX: (PRINT name as it appears on card): \_\_\_\_\_

Card # \_\_\_\_\_ Signature: \_\_\_\_\_

Expiration: \_\_\_\_\_

CAGNO is a 501(c) (3) nonprofit organization with a TAX ID# of 72-0517802.

Please FAX this form to 504.455.7103

**Checks Payable to: CAGNO/Breastoration**

MAIL to 501 Basin Street, Suite A, New Orleans LA 70112

Please call or email with questions: (504) 293-2618 or [gstaggs@nocci.com](mailto:gstaggs@nocci.com)

Thank You!