



SHARSHERET'S 

IN HER SHOES

EVENT

JOIN US FOR A **FUN-DRAISER** CELEBRATING FEMININITY,  
FABULOUS FOOTWEAR AND THE JEWISH WOMEN BATTLING  
OVARIAN AND BREAST CANCER.



SHARSHERET'S 

IN HER SHOES



- Walking in the “shoes” of a cancer survivor, someone diagnosed or a family member supporting a loved one.
- Held at Neiman Marcus, Garden State Plaza Thursday August 11, at 6:30pm till closing.
- “Think Pink” cocktails (signature drinks, created by Grand Lux Cafe with recipe cards made) and light dairy apps supplied by Kosher caterer.





**SHARSHERET'S** 

**IN HER SHOES**



**Event Details**

- Signature Shoe designed by budding (5) designers and auctioned
- Shoe will have signature Sharsheret Bright Pink painted bottom and logo (think Loubiton)
- All Neiman Marcus shoes discounted for attendees
- Ticket price \$75, sponsorship packages and swag
- Speaker
- Designers to present shoe for live auction, with pink Sharsheret auction paddles



**SHARSHERET'S**   
**IN HER SHOES**



### Media

- Regional Press: The Jewish Standard, NJ.com, The Record, Jewish Link, BC the Magazine, 201, BergenMomma.com
- Channel 12 news, local bloggers
- National Press: Work with designers press people

### Social Media / Promotions

- Campaign on Facebook, Twitter, Google+, Instagram, Snapchat
- Sharsheret Website front page and call to action click thru, paypal sale, info on designers social media
- Email Blast, Newsletter
- Evite, Event on Facebook (sent thru Sharsheret and "ambassadors")
- Contests, info, pics, cross promotion with Neiman Marcus, press, bloggers and local sponsors



SHARSHERET'S   
IN HER SHOES



### Branding

- Sharsheret colors pink, white and black
- Titles in "boxes"
- Font: Avenir light and medium
- Images: Clean trending fashionable heels (only showing leg and stiletto)

### Print Collateral

- Invite: Folded Postcard

INVITE, 4X6 FOLDED  
POSTCARD



INVITE, FRONT  
FOLDED POSTCARD



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JOIN US FOR A FUN-RAISER CELEBRATING FEMINITY,  
FABULOUS FOOTWEAR AND THE JEWISH WOMEN BATTLING  
OVARIAN AND BREAST CANCER.



Young Jewish women facing breast cancer have unique concerns. Sharsheret is their gateway to help and resources.

[www.SHARSHERET.org](http://www.SHARSHERET.org)

## SHARSHERET'S IN HER SHOES

NON-PROFIT  
US POSTAGE  
PAID  
AD-VANTAGE

**JESSICA ALPERT**  
208 King Street  
Englewood, NJ 07631

INVITE, BACK  
FOLDED POSTCARD



## SHARSHERET'S IN HER SHOES

Your're invited to a fun-raiser featuring 5 renowned fashion designers auctioning signature heels "solely" for Sharsheret. Enjoy cocktails, appetizers, auctions, speakers and the entire shoe department of Neiman Marcus discounted.

**THURSDAY, AUGUST 11, 2016**  
**6:30PM - TO CLOSING**  
**NEIMAN MARCUS, GARDEN STATE PLAZA, PARMANUS NJ**

Pay it forward, pass it on and invite a friend.  
Come feel beautiful. In her shoes, in your new shoes.

Tickets start at \$75 and are available online  
[www.sharsheret.org](http://www.sharsheret.org) or by calling 866-474-2774.

### SARAH JESSICA PARKER

Lozen (pau is simply dummy text of the printing and typesetting industry. Lozen (pau has been the industry's.



### DONNA KARAN

Lozen (pau is simply dummy text of the printing and typesetting industry. Lozen (pau has been the industry's.



### DIANE VON FURSTENBERG

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### ZAC POSEN

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### JASON WU

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