





- 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.





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





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





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



THE STOES

JESSICA ALPERT Englewood, NJ 07631 208 King Street



SHARSHERET'S (1) IN HER SHOES

WHEN SHARSHERET OF B

you're invited to a fundraiser featuring 5 renowned you're invited to a fundraiser featuring 5 renowned faith on designers auctioning signature heels "solely-faith on the second signature solely solely

pay it forward, pass it on and invite a friend.

Pay it forward, pass it on and invite a friend.

Pay it forward, pass it on and invite a friend.

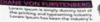
Pay it forward, pass it on and invite a friend.

Pay it forward, pass it on and invite a friend.

come learning of \$75 and are available online that the start of \$75 and are available online advantage of \$774.



















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

www.SHARSHERET.org



NON-PROFIT US POSTAGE PAID AD-VANTAGE

JESSICA ALPERT

208 King Street Englewood, NJ 07631

INVITE, BACK FOLDED POSTCARD





Your're invited to a fun-draiser 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, PARMAMUS 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 or by calling 866-474-2774.

CARALL SECTION BARRY

Loren (yearn is simply durany text of the printing and typesetting industry. Loren (yearn her been the industry's.



Loren bean is singly during test of the printing and typecatting industry. Loren beam has been the industry.

IANE VON FURSTENBERG

Loren Ipsum is simply durreny text the printing and typesetting industry Loren Ipsum has been the industry

ZAC BOSS

Lorent (years is simply duranty text of the printing and typesetting industry Lorent (years has been the industry)

1400011

Lorem lyearn is singly durany test of the printing and typesetting industry

