



CANCER IS A DRAG!

**A Drag Show, Fashion Show,
Formal Dress Sale,
and CELEBRATION**

to create awareness and raise funds
for post-treatment fitness recovery
cancer care programs that
lessen health disparities and barriers
in the Sacramento LGBTQ+ Community.

APRIL 13, 2023

The Mix Downtown

1525 L Street Sacramento



Providing exercise-based programs to cancer survivors to assist in their recovery from cancer. Proudly Serving Cancer Survivors since 2005.

triumphfound.org



Providing Community support to local LGBTQ+ businesses and corporate partners to build a prosperous and inclusive network.

rainbowchamber.com



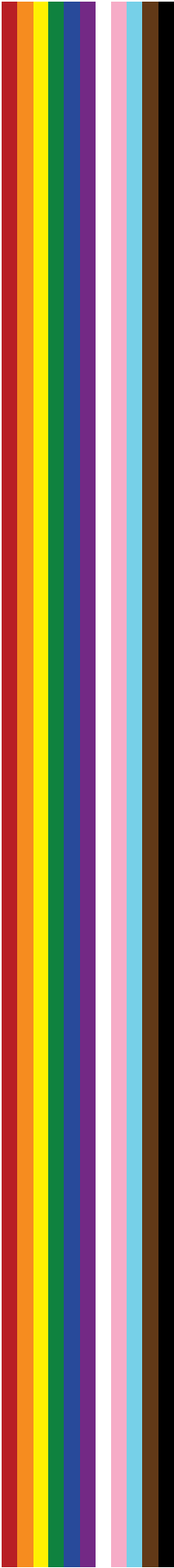
CANCER IS A DRAG!

Dear Potential Partner:

Triumph Cancer Foundation and **Sacramento Rainbow Chamber** are excited to share the details of a new event that we are co-hosting on April 13th called **Cancer Is A Drag!** Triumph Cancer Foundation proudly embraces all cancer survivors and will be collaborating with our local Rainbow Chamber for the first-ever Cancer Is A Drag party; a fun and joyful event with a strong message about the growing need for diverse and inclusive healthcare access for LGBTQ+ cancer survivors. Cancer Is A Drag is designed to be a celebratory evening that includes a Fashion Show, Drag Show - and festive party to raise awareness for the growing health inequities and barriers that our LGBTQ+ community face when seeking post treatment cancer care – and funds to support these care services.

Studies from the National Institute on Minority Health and Health Disparities (NIMHD) illustrate growing evidence that LGBTQ+ populations have less access to healthcare and higher burdens of certain diseases, such as cancer. NIMHD also reports that stigmatization, hate-violence, and discrimination are still major barriers to the health and well-being of LGBTQ+ individuals. Our goal is to raise funds to support both Triumph Cancer Foundation and Sacramento Rainbow Chamber, while also raising awareness about the importance of exercise for cancer survivors. Triumph Cancer Foundation is a Sacramento-based nonprofit that provides local adult cancer survivors the opportunity to participate in Triumph Fitness, a specialized 12-week program offered at no-cost to the survivor that is designed specifically to assist in regaining strength and stamina after cancer treatment. These small group classes are taught by Triumph's certified cancer exercise specialists. It is the only program of its kind in the Greater Sacramento area and has proudly served our community since 2005.

Funds raised through Cancer is A Drag will be used to support both Triumph Cancer Foundation and Sacramento Rainbow Chamber. Triumph Cancer Foundation will use the funds to expand services in a few ways to support our local LGBTQ+ community. First, with capacity building to offer more Triumph Fitness classes to adult cancer survivors at no cost. And second, to develop a special workshop series and educational fitness booklet to be distributed to members of the LGBTQ+ community – and other underserved groups in our region. With this in mind, Triumph plans to continue a collaboration with the Rainbow Chamber to broaden existing programs and reach more people (who otherwise may not have access to Triumph); helping them to get started with an exercise routine that is safe and effective after treatment.



For the Cancer is A Drag event, we anticipate 250-300 attendees. The event will celebrate diversity, equity and inclusion through a multi-layered evening that directly benefits Triumph Cancer Foundation and Sacramento Rainbow Chamber and will include the following components:

- VIP Champagne Welcome
- Fashion Show and Drag Show Party with appetizers, cocktails & dancing
- Dress Sale and Dress Donation Sponsorships - Macy's Roseville generously donated over a thousand formalwear dresses to Triumph to support the Foundation's work with cancer survivors in a unique way. Most sponsorships and ticket sales will include a certificate that can either be redeemed for a brand new dress OR provide the opportunity for the certificate holder to donate their dresses to a selected organization.
- Dress Fund-A-Need will offer guests an opportunity to become Dress Angels by "sponsoring" dress donations for selected local charities and individuals in-need. Funds raised will directly support Triumph's services for survivors.
- Opportunities for individuals to be "styled" as a Drag King or Queen for the night

The ripple effect of this event will truly be amazing in terms of the impact it will have on our diverse local community! We hope that you will consider being a part of this inclusive celebratory evening by joining us as a sponsor for the first ever Cancer is a Drag event!

Thank you for your consideration,

Pam Whitehead, Executive Director
Triumph Cancer Foundation
pwhitehead@triumphfound.org

Lisa Troshinsky-Fox, Development Director
Triumph Cancer Foundation
lisa@triumphfound.org

Fred Palmer, Executive Director
Sacramento Rainbow Chamber
info@rainbowchamber.com

Triumph Cancer Foundation

Mailing Address:

2443 Fair Oaks Blvd #345 Sacramento, CA 95825

Tax ID: 45-3968833

Sacramento Rainbow Chamber of Commerce

1026 Florin Road Suite 381

Sacramento, CA 95831



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR OUR RAINBOW SPONSOR!: \$20,000 (1 available)

- Tickets: 10 Guests + 10 Drink Tokens (1 per guest)
- Dress “Certificates”: 24 “Dress Certificates” (for personal use or charitable donation)
- Early VIP: Early dress shopping access on Dress Sale Day.
- VIP Champagne Welcome reception for 10 guests + entrance to Show and Party
- Social Media Spotlights: featured segment in Triumph and Uptown Studios newsletter on your business &/or relationship + social promotion(s)
- Speaking Opportunity at Event
- Logo included in all print and digital collateral/materials
- Website: “Presenting Sponsor” recognition on Event website
- Event Recognition: Logo on Sponsor posters at Event
- Swag: Logo on Swag Bag or Swag Tag + collateral and/or promotional materials in Swag Bag
- Sponsor Logo in Event Ad in Outward Magazine

PLATINUM - \$12,500 (2 Available)

- Tickets: 8 Guests + 8 Drink Tokens (1 per guest)
- Dress “Certificates”: 16 “Dress Certificates” (for personal use or charitable donation)
- Early VIP dress shopping access on Dress Sale Day
- VIP Champagne Welcome reception for 8 guests + entrance to Show and Party
- Social Media Spotlights: featured segment in Triumph and Uptown Studios newsletter on your business &/or relationship + social promotion(s)
- Logo included in all print and digital collateral/materials
- Website: logo & link on Event website
- Event Recognition: Logo on Sponsor posters at Event
- Swag: Collateral and/or promotional materials in Swag Bag
- Sponsor Logo in Event Ad in Outward Magazine

GOLD - \$10,000

- Tickets: 6 Guests + 6 Drink Tokens (1 per guest)
- Dress “Certificates”: 12 “Dress Certificates” (for personal use or charitable donation)
- Early VIP Dress shopping access on Dress Sale Day
- VIP Champagne Welcome reception for 6 guests + entrance to Show and Party
- Social Media Spotlights: featured in Triumph newsletter & social media
- Logo included in all print and digital collateral/materials
- Website: logo & link on Event website
- Event Recognition: Logo on Sponsor posters at Event
- Swag: Collateral and/or promotional materials in Swag Bag
- Sponsor Logo in Event Ad in Outward Magazine

SILVER - \$5,000

- Tickets: 4 Guests + 4 Drink Tokens (1 per guest)
- Dress “Certificates”: 8 “Dress Certificates” (for personal use or charitable donation)
- Early VIP Dress shopping access on Dress Sale Day
- VIP Champagne Welcome reception for 4 guests + entrance to Show and Party
- Social Media: Business tagged in social media posts about event
- Logo included in all print and digital collateral/materials
- Website: logo & link on Event website
- Event Recognition: Logo on Sponsor posters at event
- Swag: Collateral and/or promotional materials in Swag Bag
- Sponsor Logo in Event Ad in Outward Magazine

BRONZE - \$2,500

- Tickets: 2 Guests + 2 Drink Tokens (1 per guest)
- Dress “Certificates”: 6 “Dress Certificates” (for personal use or charitable donation)
- Early VIP Dress Shopping access on Dress Sale Day
- VIP Champagne Welcome reception for 2 guests + entrance to Show and Party
- Social Media - Your business tagged in social media promotions for the event.
- Logo included in all print and digital collateral/materials
- Website: logo & link on Event website

COPPER - \$1,250

- Tickets: 2 Guests + 2 Drink Tokens (1 per guest)
- Dress "Certificates": 4 "Dress Certificates" (for personal use or charitable donation)
- VIP Champagne Welcome reception for 2 guests + entry to Show and Party
- Website: logo & link on Event Website

DRESS ANGEL - \$1,000

- Sponsor the donation of 10 Dresses directly to a high-need / underserved organization.
- Receive recognition for the donation (business or personal)
- Logo or name included in all print and digital collateral/materials
- Website: logo & link on Event website

DANCING DUO - \$750

- Tickets: 2 Guests + 2 Drink Tokens (1 per guest)
- Dress "Certificates": 2 "Dress Certificates" (for personal use or charitable donation)
- VIP Champagne Welcome reception for 2 guests + entry to Show and Party

SPECIAL TICKET OPTIONS:

STRIKE A POSE - YOUR CHANCE TO BE QUEEN OR KING FOR A NIGHT - \$1000 (limited)

*Ever wonder what it would be like to be a Drag Queen or King for the Night? **Would you like to participate in the actual Cancer is a Drag Show** - or simply be glammed up for photos? Here's your chance!*

- Select an outfit in advance and arrive early to the party. Our pros will style you (hair and make-up) so that you can partake in the Drag Show - or simply enjoy the party in Drag, if you choose!
- Keep the outfit (Dress of your choice for Drag Queen from Triumph's Dress Warehouse, or for Drag Kings a Macy's Roseville Galleria outfit valued at up to \$150) that you model.
- VIP Champagne Welcome Reception
- Photo opportunity (if desired)

QUEEN OR KING FOR A NIGHT - \$500

Ever wonder what it would be like to be a Drag Queen or King for the Night? Here's your chance!

- Select an outfit in advance and arrive early to the party. Our pros will style you (hair and make-up) so that you enjoy the party in Drag!
- Keep the outfit (Dress of your choice for Drag Queen from Triumph's Dress Warehouse, or for Drag Kings a Macy's Roseville Galleria outfit valued at up to \$100) that you model.
- VIP Champagne Welcome Reception

VIP SINGLE TICKET - \$175 (Tickets on sale online)

- Ticket for 1 person to Event + 1 Drink Token
- Dress "Certificate": 1 Dress Certificate (for personal use or charitable donation)
- VIP Champagne Welcome Reception

SINGLE TICKET DETAILS (Tickets on sale online)

- \$100/per person - Entrance to event. Includes appetizers + glass of wine.
- Dress "Certificate": 1 Dress Certificate (for personal use or charitable donation)
-

**BUY TICKETS
TO EVENT HERE:**



UNDERWRITING AND IN-KIND OPPORTUNITIES AVAILABLE:

Contact Event Chair Lisa Troshinsky-Foxlisa@triumphfound.org to customize your underwriting / donation opportunities.

- Alcohol (champagne / wine)
- Appetizers / Dessert Bites
- Decorations
- Hair / Make-Up Artists
- Flowers
- Print Materials
- Entertainment
- Photobooth
- Photographer



ABOUT THE BENEFICIARIES:

Triumph Cancer Foundation

Triumph Cancer Foundation, a Sacramento-based 501(c)(3) charitable organization, was founded to fill a critical gap in the cancer care protocol – specifically to provide cancer survivors with guidance on how to safely, and effectively, exercise after treatment. **Triumph Fitness**, our signature program, is a tailored 12-week physical fitness program, designed for adult cancer survivors and led by Triumph's staff of certified cancer exercise specialists. Our instructors possess the required knowledge and skills needed to work with cancer survivors, most of whom have unique physical challenges due to their cancer treatment.

Triumph Fitness is offered in both in-person and virtual format on a trimester basis **at no-cost to the survivor**. Small groups of fellow survivors have the opportunity to share this experience together - creating both accountability and comradery while exercising. It is the **ONLY** program of its kind in the Greater Sacramento Metro area, and due to its effectiveness, receives referrals from all the major cancer centers in the region. **Since launching in 2005, over 1,500 cancer survivors have graduated from Triumph Fitness.** In addition to Triumph Fitness, Triumph Cancer Foundation offers a variety of other fitness-focused programs to graduates that are designed to keep survivors active and to promote a healthy lifestyle.

Published medical research indicates that cancer survivors who exercise and engage in physical activity report less exhaustion, as well as an increase in health, wellness, mental resilience, and overall quality of life - while reducing their risk of recurrence. The impact of cancer treatment on a survivor's wellbeing can be profound, and may include loss of muscle mass, balance issues, extreme fatigue, depression and reduced stamina. Re-engaging in exercise, or beginning for the first time, can be difficult for a survivor who doesn't "recognize" their new body, fears injuring themselves, and has low self-esteem. Unfortunately, when most survivors complete treatment, their healthcare teams may "release them back into the real world" without practical or tangible advice regarding "where to begin" on their own with an exercise plan to rebuild their bodies. Oftentimes, survivors describe this feeling as if they were "dropped off the conveyor belt" and are consequently left feeling even more alone.

Although Triumph Fitness is offered at no-cost to the survivor, it is not covered by insurance. Our Foundation invests \$1,500 in each survivor to enroll them in our initial 12-week program, raising the necessary funds to pay for staff, equipment and expenses related to the program. When surveyed, 90% of our participants stated they would not have been able to participate if required to pay for our services. This is a direct result of "financial toxicity" – a term used to describe the financial burden following a cancer diagnosis. And it is why it was the goal of our Founder, to make Triumph Fitness available at no cost to the participant, thereby removing a potential financial barrier. Our Foundation also recognizes the drastic need to reach those survivors in our region who have even less access to education and resources following cancer treatment; those in high-need underserved communities. One such community is the LGBTQ+ population.

To learn more about Triumph Cancer Foundation, visit our website at triumphfound.org.



**Recapturing lives after cancer
with exercise-focused programs.**

**Mailing Address: 2443 Fair Oaks Blvd #345 Sacramento, CA 95825
Tax ID 45-3968833 triumphfound.org**



Rainbow Chamber of Commerce & Rainbow Foundation

Established in 2001, the **Sacramento Rainbow Chamber of Commerce and Rainbow Chamber Foundation** serve LGBTQ+ and allied business owners and our community. The Chamber offers a prosperous and inclusive community that connects local business owners with resources to network, generate business visibility and create lasting friendships.

The **Rainbow Chamber's mission** is to provide Sacramento LGBTQ+ & allied business owners with access to business growth opportunities, benefit resources & networking. We believe our dedication to the LGBTQ+ community & allies encourages a diverse business environment that is inclusive and highlights Sacramento as a city leading the way for diverse and equitable businesses.

Through our 5013(c) non profit Rainbow Chamber Foundation, we host a number of charity events that provide funding to LGBTQ+ and allied scholarship programs, LGBTQ+ health organizations, Queer prom and more. The philanthropic work of the Rainbow Chamber and our Foundation has raised and donated over \$375k in donations to local charities and has awarded more than 100 scholarships to LGBTQ+ and allied students.

Business Networking

Free or low-cost monthly networking mixers, new member orientations and special events offer members the opportunity to meet new customers, develop beneficial business relationships and have fun.

Professional Development

Workshops and seminars presented by Rainbow Chamber members or community partners offer members the opportunity to gain new skills and access resources to help their businesses thrive and grow.

Business Certifications

In partnership with our corporate partner SMUD, we provide free workshops to help member businesses get certified as a SEED SMUD small business vendor. Rainbow Chamber can assist with certifications through partnerships with other corporate members, the State of California Department of General Services, CPUC, Siemens Mobility, local transportation companies and top medical health providers.

In partnership with the National Gay & Lesbian Chamber of Commerce, we help member businesses that are at least 51% LGBTQ+-owned become certified as an LGBTQ+ Business Enterprise. As a Rainbow Chamber member benefit, the \$400 cost of certification is waived.

To learn more about the Rainbow Chamber & Rainbow Foundation, visit rainbowchamber.com.



Address: 1026 Florin Rd Suite 381 Sacramento, CA 95831
rainbowchamber.com

CANCER IS A DRAG! SPONSORSHIP FORM

Please complete and send with check.

1. Please make checks out to "Triumph Cancer Foundation".
2. Complete the Cancer is A Drag! Donor Form
3. Send checks and form to:

Attn: Pam Whitehead, Executive Director
Triumph Cancer Foundation, Inc.
Mailing Address:
2443 Fair Oaks Blvd. #345
Sacramento, CA 95825



YES! I WOULD LIKE TO BE A SPONSOR OF CANCER IS A DRAG!:

- PRESENTING - \$20,000
- PLATINUM - \$12,500
- GOLD - \$10,000
- SILVER - \$5,000
- BRONZE - \$2,500
- COPPER - \$1,250
- DRESS ANGEL - \$1,000
- DANCING DUO - \$750



I WOULD LIKE TO DONATE \$_____ TO TRIUMPH CANCER FOUNDATION

NAME: _____

COMPANY: _____

STREET: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

EMAIL: _____

All donors will receive a donor acknowledgement letter from Triumph Cancer Foundation for tax documentation. Triumph Cancer Foundation is a registered 501(c)(3) nonprofit organization, Tax ID 45-3968833. All monetary donations are tax deductible. **Please note that proceeds will be shared with the Sacramento Rainbow Chamber and Foundation. All donations related to Dresses will be directed specifically to Triumph Cancer Foundation.**

Thank you for supporting Triumph Cancer Foundation & the Rainbow Chamber!

QUESTIONS? Please contact our Event Chair Lisa Troshinsky-Fox
lisa@triumphfound.org 916-882-3880