

LOVE LOCAL

Sip, shop and support Runway



Love Local at a Glance:

- Outdoor event involving local shops and vendors
- Speakers will highlight Runway's work as well as stories from local families affected by breast cancer
- Shops donate a percentage of revenue to Runway
- Currently in towns surrounding Boston, MA
- Ticketed event with over 250 people in attendance
- Sponsored by local, town and city brands and companies
- Visit www.runwayforrecovery.org/events for more information



“ As a small business owner your immediate community becomes a special sort of family. Relationships are developed and nourished back & forth. It is the living meaning of “it takes a village.” Holiday has been a proud supporter Runway for Recovery for a decade (or more?!) The first Love Local Concord event was beautiful, inspiring and FUN. It’s a party (with cookies! Drinks! Shopping! And mostly HEART). A meaningful way to gather, join hands, and support local breast cancer survivors and their families. I CANNOT wait for Love Local Concord this year!”

Jessika Goranson, Owner of Holiday

Businesses that have participated in years prior:

Concord

- | | |
|--------------------|----------------------|
| Stores: | Joy Street |
| Blue Dry Goods | Poppies with Purpose |
| Dotted i | |
| French Lessons | Restaurants: |
| Artisans Way | Adelita |
| Holiday | Concord Cheese Shop |
| J. McLaughlin | Fiorella’s |
| JACK + TOBA | Woods Hill Table |
| Patina Green | |
| Sara Campbell | |
| Thoreauly Antiques | |
| Clay | |

Newburyport

- | | |
|-------------------|------------------------|
| Stores: | Soak & Shoreline |
| Charleston & Coco | Sea Bags |
| Salt & Grove | MK Bennati |
| STIK | |
| FaceFood | Restaurants: |
| Vaalbara | Nu Kitchen |
| Wheat | Tuscan Sea Grill & Bar |
| J. McLaughlin | Port Tavern |
| Meraki | Bar25 |
| Shine | Sea Level |
| Edit | Vera |
| Wild Clover | Brine |
| Lively Kids | The Paddle Inn |
| French Twist | The Poynt |
| Smitten | |

Runway for Recovery provides families with a continuum of support along their journey with breast cancer. We create community by hosting events and providing services that create joy and inspire hope. With shared understanding we celebrate survivors, honor legacies and fund families.

Models and funded families represent every socio-demographic, race, ethnicity, and age. **Breast Cancer affects everyone.**

The vast majority of dollars raised goes to support our Family Grants which range from **\$10-30K per family**. Below are some of the many ways these grants may be used.

Since 2007

850 Models celebrated

10,000 guests/donors inspired

\$2.5 million in funding families



Summer Camp Fees
Extracurricular Activities
Playgroup Sessions



Meal Support
House Cleaning
Professional Organizer



Counseling Services
Support Groups
Alternative Healing/
Wellness



Childcare Services
Tutoring/
Academic Support
Books and Supplies

How you can help: Funds are needed to continue to provide free programming to models—The Runway Show, The Recovery Retreat, and our Mentorship Program. Funds are needed for our families who apply for a Family Grant. \$5K can give one family groceries for the year.

SPONSORSHIP

Sponsorship Levels	Premier Pink Partner \$3,000	Major Influencer \$1,500	Vital Supporter \$500
Sponsorship of Love Local with public mention	✓		
Dedicated email/social media post featuring your family or business sent to mailing list of R4R's mailing list of 5,000+ donors and social media followers	✓	✓	✓
Business logo featured on website	✓	✓	✓
Exposure on social media	✓	✓	✓
Tickets	8	4	2
Name and/or logo feature on event publicity and at event	Logo	Logo	Logo

TESTIMONIALS

“For kids who would otherwise only associate breast cancer with suffering and fear, Runway gives them a new lens to think about their mom’s experience, a community of people who know what it’s like, and some tangible programs that can help make their lives a bit better.”

“I love the support and sense of celebration that the event imparts to participants and attendees as well. The event is a celebration- cancer does not usually bring a feeling of celebration.”

“Having our children walk with us is really special. My kids look forward to this event every year. They love the community that you have created and they feel safe, loved and a part of something big that is helping out others with breast cancer. There’s not a lot of events that do that well and you have knocked it out of the park.”

“The ripple effect of Runway is boundless. It brought our family even closer, it brought friends together who hadn’t seen each other in so long, and it brought those who were feeling empty since [our sister’s] death a place to heal and for some closure and connection.”

*Runway models are those who are previvors, currently in treatment or past treatment for breast cancer, and/or the legacies of those who have passed away from breast cancer.



Please email Olivia (olivia@runwayforrecovery.org) to confirm your sponsorship level