



20TH ANNIVERSARY

PARTICIPATION OPPORTUNITIES

JULY 29, 2017

NOVA'S ARK PROJECT
WATER MILL, NY

FOR 20 YEARS... THE MOST ANTICIPATED SHOPPING EVENT IN THE HAMPTONS

Ovarian Cancer Research Fund Alliance's (OCRFA) Super Saturday New York is proudly celebrating its 20th year as one of the most fashionable and successful annual fundraising events in the Hamptons.

Dubbed by The New York Times as the "Rolls-Royce of garage sales," this daylong fundraiser brings over 2,000 celebrities, editors, media influencers, designers, bargain lovers, and families for a one-of-a-kind designer garage sale with over 100 designer brands in all categories offered at 30-50% off retail. Onsite activities include a kids' carnival with rides and vintage games, a fabulous raffle, and delicious food and drink for all ages.

Super Saturday
2016 raised nearly
\$3.5 million for
**OCRFA's research
and support
programs.**



THE NEED

Ovarian cancer is one of **the deadliest cancers for women**. One reason is that there is **no early detection test**, so most cases are diagnosed when the disease is advanced.

Ovarian cancer is the

5TH LEADING CAUSE

of cancer deaths in American women.

200,000

WOMEN IN THE US ARE CURRENTLY LIVING WITH **OVARIAN CANCER**

1 OUT OF 10

grants are typically funded by OCRFA and the number of applications **continues to grow steadily**

OUR IMPACT

PRIVATE SECTOR FUNDING



FEDERAL FUNDING

OCRFA has been instrumental in securing



\$2.2 BILLION

IN FEDERAL FUNDING SINCE 1998

for federal ovarian cancer awareness and research

SINCE 1998, WE'VE FUNDED

\$70 MILLION

in private research, including



255 SCIENTISTS

at nearly



70 LEADING MEDICAL INSTITUTIONS

EDUCATING HEALTH PROVIDERS

OVER **11,000** STUDENTS

a year learn about risk factors and symptoms from

700 SURVIVORS



OCRFA

Ovarian Cancer Research Fund Alliance

PAST SUPPORTERS — YOU'RE IN GOOD COMPANY



Kelly Ripa



Alec Baldwin



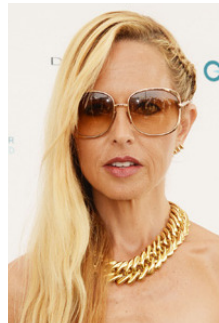
Donna Karen



Edie Falco



Brooke Shields



Rachel Zoe



Gayle King



Liev Schreiber



Molly Sims



t h e o r y



ALEX AND ANI

rag & bone



THE ROW

RALPH LAUREN

VALENTINO



J BRAND

WAYS TO PARTICIPATE

GARAGE SALE

THE ASK

- Participants are asked to donate a minimum of 200 pieces. New items, high quality samples, and special merchandise are all welcome. Donated product is sold at 30-50% off retail with all sales benefitting OCRFA.
- Each designer booth is required to raise a minimum of \$2,500. **Anything above and beyond \$2,500 is a charitable donation to OCRFA. Participants do not profit from Super Saturday.**
- Registration fee of \$300 for first-time vendors to cover the cost of the booth rental/set-up fee. The fee for returning brands is \$200. This fee is non-refundable should the vendor withdraw from the event.
- Each vendor must provide 2-3 staff members to manage garage sale booth.
- Designers are responsible for covering all shipping costs to OCRFA's warehouse prior to the event.
- OCRFA does not provide return shipping post event.

THE BENEFITS

- Opportunity to purchase up to 3 discounted designer entry tickets.
- One adult gift bag.
- Donor listing on invitation, day-of event program and OCRFA website.
- Donations are tax-deductible for the wholesale price of the items.



GIFT BAGS

THE ASK

- Quantity: 1,600 adult bags and 400 kids bags for NY event
(Please note that you may donate to both the adult and kids bags but are not required to do so)
- Full-size products are required (no sample sizes). Promotional items or paper products (including gift cards) are not accepted UNLESS attached to an actual item
- Variety of items permitted (does not need to be the same product)

THE BENEFITS

- 2 regular admission adult tickets to the event plus one adult gift bag
- Donations are tax-deductible
- Donor listing on invitation, day-of event program and OCRFA website.
- There is NO FEE to participate in the gift bag



ONLINE AUCTION AND RAFFLE

ONLINE AUCTION HOSTED BY CHARITYBUZZ

Provide your brand with international exposure

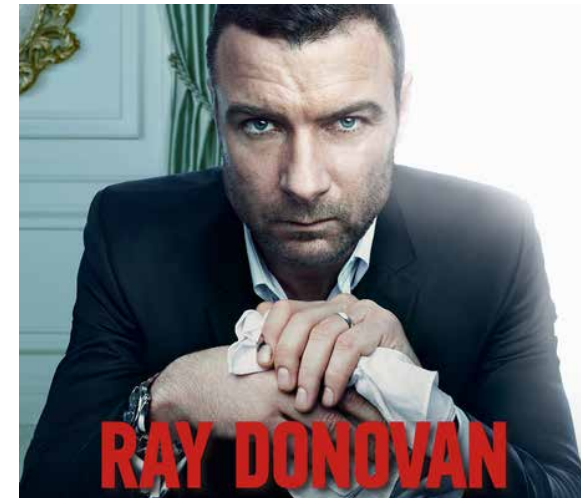
- 75,000 registered bidders in 110 countries; 80% of bidders in the top 1% of household incomes. Website receives over 400,000 unique monthly visitors.
- Bidding opens 2 weeks prior to Super Saturday at www.charitybuzz.com/supersaturday

Donate a unique auction package such as:

- Tickets to exclusive events like Fashion Week, VIP access to film premieres, concerts or sporting events, and personal shopping sprees from luxury designers.
- One-of-a-kind designer apparel
- Meet & greets with top celebrities, musicians or athletes; signed memorabilia
- Set visits or walk-on roles in hit TV shows
- Luxury travel and spa treatments
- Corporate internships

ON-SITE RAFFLE

- Luxury raffle items including amazing trips, jewelry, handbags, one-of-a-kind experiences and more
- Minimum retail value of each item is \$1,500
- Company listed on invitation, day-of event program and OCRFA website



HAVE LUNCH WITH CAST OF
RAY DONOVAN WHEN YOU
VISIT THE SET IN LOS ANGELES

Current Bid: \$0.00

Estimated Value: \$5,000.00

20 days left (Tue, 15 Jul 2014 4:00:00 PM EDT)

YOU MUST BID AT LEAST \$450.00

+ Watchlist

Ask a Question


Search for item | LOGIN / REGISTER

HOME CHARITIES CHARITYBUZZ BIDDING NEWS ABOUT US CONTACT

HOME / BAUME & MERCIER WATCH

BAUME & MERCIER WATCH

Let Closed



Description Price Point Shipping Lot Details

♥YOUR BID SUPPORTS: [Ovarian Cancer Research Fund](#)

This Baume & Mercier Linea watch features a 27mm polished and satin-finished stainless steel case, Quartz movement, decorated case back, 0.4 carat diamond set mother-of-pearl dial with riveted indexes, date function, a polished satin-finished bracelet that is interchangeable with a back satin strap. This watch is water resistant to 50 meters and comes with 4 interchangeable straps.

Donated By: Baume & Mercier

QVC PRESENTS SUPER SATURDAY LIVE

WHEN & WHERE

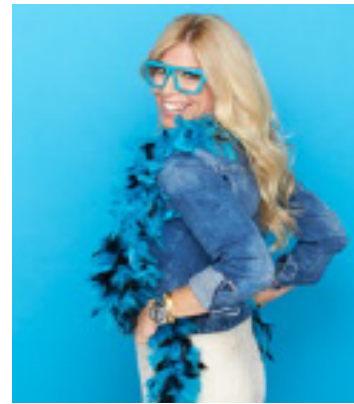
- PR editorial product placements target June & July publications
- QVC Presents Super Saturday LIVE digital platforms launch the first week in July
- July 29, 2017 – dedicated broadcast, various remote live hits throughout the day and Facebook Live.

WHO: Designers and brands are invited to donate product, which is sold at half the MSRP price, with funds delivered to Ovarian Cancer Research Fund Alliance (OCRFA). The pricing handle

creates a shopping frenzy! QVC Presents Super Saturday LIVE has generated more than \$11 MILLION since 2007.

WHAT: The month long multi-platform promotion allows participating designers and brands the opportunity to connect with a national consumer audience while showcasing a brand's charitable commitment to OCRFA. Promotion includes PR outreach, robust digital platforms with social media and broadcast presence from the Super Saturday fairgrounds.

Please note: all vendor contributions are voluntary and not a requirement to conduct business with QVC.








#KEEPIN *it* TEAL

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QVC PRESENTS SUPER SATURDAY LIVE - DONATION LEVELS AND BENEFITS

Donation Level	Platform	Benefits	Donation Amount
Digital		<ul style="list-style-type: none"> Item featured via QVC.com, mobile, tablets and social media platforms during promotion period. Eligible for PR editorial product placement pitches Brand inclusion in national Public Service Announcement (PSA) print campaign Brand inclusion in on-air end credits OCRFA will provide a letter for tax purposes. Shipment from vendor's U.S. warehouse to QVC DC at no cost to vendor 	\$5,000 to \$19,000 at Super Saturday price.
On-Air Without brand guest		<ul style="list-style-type: none"> Item featured on QVC Presents Super Saturday LIVE. Brief product presentation. <u>without</u> brand guest.. Multi platforms: QVC.com, Mobile, Tablet and Social Media exposure. Eligible for PR editorial product placement pitches Brand inclusion in national Public Service Announcement (PSA) print & video campaign Brand inclusion in on-air end credits OCRFA will provide a letter for tax purposes. Shipment from vendor's U.S. warehouse to QVC DC at no cost to vendor 	\$20,000 to \$39,000 at Super Saturday price
On-Air With Brand Guest		<ul style="list-style-type: none"> Item featured on QVC Presents Super Saturday LIVE on-air broadcast. Company representative invited to participate in the on-air broadcast All of the benefits listed from On-Air level above 	\$40,000 to \$99,999 at Super Saturday price
On-Air Platinum		<ul style="list-style-type: none"> All of the benefits listed from On-Air with Brand Guest level above. Plus prominent brand placement in Public Service Announcement (PSA) print & video. Plus focus on your brand for elevated marketing opportunities Extended Air-time for product presentation 	\$100,000 to \$249,999 at Super Saturday price
On-Air Double Platinum		<ul style="list-style-type: none"> All of the benefits listed from On-Air Platinum level above. Plus premier brand placement in Public Service Announcement (PSA) print & video. Plus focus on your brand for elevated marketing opportunities Extended Air-time for product presentation One additional on air exposure, the week leading up to the show 	\$250,000+ at Super Saturday price

SPONSORSHIP OPPORTUNITIES ALSO AVAILABLE



BEAUTY BAR

large product sampling areas with makeup touch-ups, mini facials, brow shaping or cool misting



HAIR BLOWOUTS

stylists on-site to keep ladies looking fresh while shopping



VIDEO GAME LOUNGE

dads and kids invited to get a first look at some of the newest gaming technologies



SAMPLING TRUCKS

offering a variety of items including hand massages, sweet treats, and product exposure



JUICE BARS



PRE-PACKAGED PRODUCT DISTRIBUTION

BENEFITS	PLATINUM (100K)	GOLD (50K)	SILVER (20K)	BRONZE (10K)	FOOD & BEVERAGE (2.5K)
Naming Opportunity for Event Sections	✓ (2)	✓ (1)			
Category Exclusivity	✓	✓	Partial category exclusivity		
Reserved Tables	3 with concierge service	2 with concierge service	1 with concierge service	10 Tickets with VIP access	
On-site Branded Activation and Tent	✓	✓	✓	✓	✓
Inclusion in TV Coverage	✓				
Inclusion in Press Release	✓	✓	✓	✓	
Logo Inclusion on Invites	✓	✓	✓ (Listing, no logo)	✓ (Listing, no logo)	✓ (Listing, no logo)
Inclusion in Social Media	✓	✓			
Logo Inclusion on Emails	✓ (All)	✓ (Minimum 3)			
Full Page Color Program Ad	✓	✓	✓ (Recognition, no ad)	✓ (Recognition, no ad)	✓ (Recognition, no ad)
Access to On-Site Photographer	✓	✓	✓	✓	✓
Inclusion on Step & Repeat	✓ (Prime placement and highest frequency)	✓			
Logo Inclusion on Event Signage	✓	✓	✓ (Listing only)		
Branded Shopping Bag Opportunity	✓				
Branded Shopping Bag Opportunity	✓	✓ (Product inclusion only)	✓ (Product inclusion only)	✓ (Product inclusion only)	✓ (Product inclusion only)
Logo on Staff and Volunteer T-shirts	✓	✓			
Logo on SS Webpages	✓	✓	✓	✓ (Listing, no logo)	✓ (Listing, no logo)
Verbal Recognition at Event	✓	✓			

SUPER *Ovarian Cancer
Research Fund Alliance*
 **SATURDAY**
NY

20TH ANNIVERSARY

JULY 29, 2017

NOVA'S ARK PROJECT
WATER MILL, NY

To learn more about the Garage Sale and Gift Bags
please contact Katie Dillon: kdillon@ocrfa.org

To learn more about our Sponsorship levels please
contact Nikki Wargo: nwargo@ocrfa.org