**Organization and Timing:**

The “Think Pink Fashion Show” will be taking place on Saturday, October 19th, 2013 at 2pm at the Metropolitan Pavilion in the South Pavilion room. Initial planning for the fashion show will take place a November 2012, allowing eleven months for negotiations to take place over the course of the year. Planners, along with Susan G. Komen will be reaching out to Victoria’s Secret and four (4) local upcoming designers to showcase designs specific to Breast Cancer Awareness. Partnership negotiations will begin in December of 2012 and will end in March of 2013 to allow time for the committee to gather all information for the invitations and save the dates.

Upon reserving a location, “Think Pink” committee will begin researching venues one year prior to the event. Since the committee has a general idea of how the show will run, the Metropolitan Pavilion will be booked in December 2012 when partnership negotiations begin. During this time, research for venue services will begin to ensure that the best pricing is available to the organization. Selection of in-house services (furniture, a/v) will take place March 2013 to allow “Save the Date” to be sent out and for a first response. Committee will also research outside vendors for staging equipment, drapery, and lighting. This will all be done in March 2013 so that the vendors can work with the venue to ensure the best product for the location, as well as the best pricing with committee. Also during March, Susan G. Komen will work with committee to book Cheryl Crow as one of the guest speakers. This negotiation will take approximately one month and will be finalized by the beginning of April 2013. The contract will simply state there will not be a large live performance, but perhaps one or two songs, as she is being booked for her experience with breast cancer. The contract will also state that the only social media coverage will be put on by SGK, as Cheryl Crow is a partner in the organization.

During the month of April, board members of Susan G. Komen will sort through applicable women who are registered with the organization to model in the fashion show. This will allow designers to begin their draft designs for models, which include 10 women chosen by Susan G. Komen. All women will be from the Manhattan area be chosen by board members by Friday, May 10th, 2013 to allow time for SGK to speak with candidates. On May 10th, candidates will meet with designers, including PINK by Victoria’s Secret for measurements and style preferences. This will then lead to self-made appointments, including final fitting, up until October 10th.

Volunteers from Susan G. Komen and the four local designers will split catering, beverages, rentals, and décor amongst themselves. Catering negotiations will begin May 15th, 2013 and end July 15th, 2013 by the close of business (5pm). During this time, SGK will work with PepsiCo, Ciroc, Baked by Melissa, Anthony’s Ocean View to make a donation plan for food and beverage items for the event. From this, organizations will have their items displayed based on dollar amount (i.e. Ciroc = premier bar placement). Menu from Anthony’s Ocean View and Baked by Mellissa will be finalized July 17th, 2013 by the end of business by the catering committee.

During September, committee members will meet with the Metropolitan Pavilion to make any final payments and decisions for the room, such as linens, dishes, and set-up. After all final payments are made, the organization will begin to construct a timeline for the “Day of Coordination” which will begin at 6am the morning of October 19th to allow enough time to set up the stage, seating area, drapery, lighting, as well as begin to pick-up any catering unless being delivered. Around 12pm, volunteers that have yet to arrive will begin to arrive between 12pm and 12:30pm, respectively, allowing for any final modifications and enhancements. Beginning around 11am, patients, survivors, and models will arrive to allow adequate time for hair, makeup, light snacks (participants have been advised to eat a light, yet filling breakfast upon arrival. Opening numbers will be complete (beauty) by 1:30pm, followed by a briefing prior to curtain time. At 2pm, all guests will be addressed to take their seats, followed by opening remarks at 2:15pm until 2:25pm. The show will then begin at 2:30pm, with the names of each model announced, along with the name of the designer of the modeled pieces. Around 3pm, Cheryl Crow will take the stage for her remarks until 3:05pm, followed by the show. There will be a short intermission from 3:45pm to 4:00pm to allow guests to go to the restroom and enjoy refreshments. Show participants will also be provided refreshments and a resting time while one of the speakers is on stage during this time. At 3:55pm, guests will be asked to take their seats with the show beginning at 4:00pm.

**Marketing**

The “Think Pink Fashion Show” is an invitation only event however; there are ways to become involved with the Breast Cancer campaign. Our main tactics are “Save the Date” for Susan G. Komen donors, invitations for select guests and donors, as well as blog posts on the Susan G. Komen website. In regards to Cheryl Crow, Susan G. Komen will only be allowed to make any remarks via social media per contract statement. This is the initial marketing tool, as social media would take the show outside of its primary intimate goal.

Since there will be four (4) local designers, committee will allow these members to advertise their designs in their boutique or workstation (if in fashion school). This will allow members of the community a chance to ask questions to get involved (volunteers), attract donors, and create awareness of the cause. Victoria’s Secret may also advertise, however they will be limited to donation list-serves and a silent auction of designs (same Breast Cancer line, different designs) to raise money.

Committee will set up an Event Brite page to allow for donations aside from SGK and the designers. Event Brite is a tool used by organizations to simply check-in operations by allowing guests to register and pay/donate online without the hassle of doing so at the event. This may also be used for individuals who want to donate but are unable to attend, such as no-invites and long distance individuals.

Volunteers play a very large role in the “Think Pink Fashion Show.” Susan G. Komen will be putting out an e-mail to their top ten volunteers in New York City three months prior to the event (July 1st, 2013). This will allow substantial time for volunteers to RSVP to SGK, as well as make any personal arrangements they may need. Also, the local designers will place a mini poster announcing that volunteers are needed for the event in late August to gather volunteers from the surrounding area. Designers will be limited to registering four volunteers each. Volunteers will be responsible for assisting in arrivals, check-in, assistance to guest speakers, ensuring guests are properly seated, as well as any minor duties that may arise.