

Hotel Indigo
16th May 2026

beyond
the
scar.

The Breast Cancer
FOUNDATION 

www.breastcancerfoundation.ky



Beyond the Scar is more than a fashion show, it is a powerful celebration of resilience, confidence, and life beyond diagnosis. Returning in 2026 after a sold-out and deeply moving inaugural event, Beyond the Scar brings together fashion, storytelling, and community to spotlight breast cancer warriors who redefine beauty on their own terms.

Hosted by the Breast Cancer Foundation, this unforgettable evening blends high fashion with authentic narratives, creating a runway experience that is emotional, empowering, and inspiring.



THE IMPACT

The inaugural Beyond the Scar Fashion Show exceeded all expectations, delivering a night filled with breathtaking fashion, emotional storytelling, and unity. Models — all breast cancer warriors — walked the runway with confidence, proving they are so much more than their scars.



Beyond the Scar is dedicated to redefining beauty by showcasing stories of resilience, strength, and survival through fashion. The event challenges traditional norms and encourages a broader conversation about self-worth, healing, and empowerment.

EMPOWERMENT THROUGH FASHION: CELEBRATING BREAST CANCER SURVIVORS

Why sponsor Beyond the Scar

- Align your brand with empowerment, strength, and resilience
- Gain premium brand visibility before, during, and after the event
- Support breast cancer warriors and the mission of the Breast Cancer Foundation
- Connect with an engaged, values-driven audience
- Be part of a fashion experience that truly changes lives



THE EVENT

- Event: Beyond the Scar Fashion Show 2026
- Date: Saturday, May 16, 2026
- Venue: Hotel Indigo
- Audience: Community leaders, supporters, fashion lovers, survivors, advocates, media
- Tickets: \$250 Premium Seating / \$150 General Admission

SPONSORSHIP

Headline Haute Sponsor \$10,000

- (Exclusive – Two Available)
- Headline sponsor recognition in all event materials and media
- Prominent logo placement on stage backdrop and step-and-repeat
- Logo included on all digital, print, and social media promotions
- Full-page advertisement in the event program
- On-stage verbal recognition during the show
- Opportunity to include branded item in guest gift bags
- 10 complimentary Premium tickets

Blush Runway Sponsor \$5,000

- Logo placement on selected event signage
- Logo inclusion on website, social media, and press materials
- Dedicated social media recognition (minimum of 3 curated posts across BTS & BCF platforms)
- Half-page advertisement in the event program
- Verbal recognition during the event
- 4 complimentary Premium Seating tickets

Rose Chic Sponsor \$3,000

- Logo inclusion on website and event program
- Quarter-page advertisement in the program
- Group sponsor recognition during the event
- 4 complimentary tickets

Ticket Price

\$250 Premium Seating (incl Rose)
\$150 General Admission

A close-up photograph of a person's chest. A horizontal surgical scar is visible on the right side of the chest, partially covered by a pink bra strap. The skin is light-toned and shows some texture. The bra strap is a vibrant pink color with a ribbed texture.

CONTACT

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