

SPONSORSHIP OPPORTUNITIES

# HAUTE HALLOWEEN BASH

OCTOBER 4, 2025  
OLD ANGLERS INN  
POTOMAC, MD

In honor of National Breast  
Cancer Awareness Month

**BENEFITTING**

# **EBEAUTY**

**COMMUNITY FOR CANCER SUPPORT**

[WWW.EBEAUTY.COM](http://WWW.EBEAUTY.COM)

# Welcome to the HAUTE HALLOWEEN BASH

## MEET CAROLYN KELLER

Founder & Chair

EBeauty Community for Cancer Support

Carolyn Callahan Keller is a two-time breast cancer survivor who understands firsthand the impact of hair loss during treatment. When she lost her hair to chemotherapy, she experienced the emotional weight it carried – and the confidence a simple wig could restore.

Determined to make sure no woman faces cancer without this vital resource, Carolyn founded EBeauty. Since 2011, Maryland-headquartered EBeauty has grown into the only national nonprofit providing free, high-quality wigs and community support to women undergoing treatment.

Carolyn's leadership has been recognized nationally and locally, including honors from the **President George H. W. Bush Points of Light Foundation**, selection as a **L'Oréal Paris Woman of Worth**, and recognition by **WTOP** as a **Washington D.C. Hometown Hero**.

## TO SPONSOR OUR WORK

Sponsorships available from \$1,000-\$10,000+

*Reserved seating  
for sponsors only*

SCAN TO RESERVE  
YOUR SPONSORSHIP



“

*“You reminded me of who I was when I had forgotten. This wig changed how I carried myself through the hardest part of treatment.”*

~ Wig Recipient, 2023

”

# OUR STRATEGY, AT A GLANCE

EBeauty is dedicated to improving the quality of life for women undergoing cancer treatment – by providing free wigs and community support services.



### Pay It Forward Program

Gently used wigs are donated by survivors, refurbished by beauty schools, and redistributed to women in need, all at no cost to patients.



### Hospital Partnerships

We work with 90+ hospitals to provide on-site wig access at the point of care, reducing barriers for patients to essential cancer resources during treatment.



### Day of Beauty Events

We host national and local “Beautiful You” events that pamper and empower cancer patients with hair loss, combining beauty services & emotional support.



We offer newsletters, education, and community stories that help women feel seen, supported, and celebrated.

### WHY IT WORKS

- **Low Overhead, High Impact:** \$25 = one woman served.
- **Innovative Model:** Only nonprofit providing free wigs to cancer patients in all 50 states.
- **Scalable & Sustainable:** Partnership-based, volunteer-supported, and donor-driven.



*“Thank you so much. I’m so happy I could cry. My husband thinks I look so pretty with both wigs. You have changed my life.”*

Wig Recipient, 2024





# THE HAUTE HALLOWEEN BASH

*a showstopping evening for a powerful cause*

OCTOBER 4, 2025 | OLD ANGLERS INN | 8PM - MIDNIGHT | DRESS TO THRILL

## WHAT TO EXPECT

Join us as we kick off **National Breast Cancer Awareness Month** and the **Halloween season** with an unforgettable evening of costumes, cocktails, and connection—under the stars and firelight at the **historic Old Anglers Inn** in **Potomac, Maryland**.

Be swept away by dazzling performances from the renowned **New Century Dance Company**, along with interactive entertainment, craft cocktails, and hauntingly elegant vibes. From the firelight to the dance floor, every detail is designed to enchant.

All proceeds benefit **EBeauty's Pay It Forward Program**, which provides free wigs and support services to women undergoing cancer treatment.

## FEATURING

- Dance performances & interactive entertainment
- Music and dancing under the stars
- Elevated hors d'oeuvres & open bar w/ craft cocktails
- Silent auction featuring luxury goods & experiences
- Honoring survivors & celebrating community
- Magical ambiance at a historic venue
- Creative costumes & prizes

## WHY IT MATTERS

Every \$25 raised helps EBeauty provide a free wig to a woman undergoing cancer treatment. Your participation helps restore dignity, confidence, and hope - one woman at a time.

# TABLE & TICKET SPONSORSHIPS

## Vampire Lounge Sponsor | \$10,000

*\$9,000 tax deductible - 2 of 4 available*

- Fire Table Seating for 10 (tickets included)
- Pre-Event VIP Cocktail w/ Exclusive Dance Show Performance & Meet the Dancers
- Tableside cocktail & hors d'oeuvre service
- Valet parking for all guests
- Table in VIP-only section
- Premier logo placement (signage, emails, website)
- Social media features
- Step-and-repeat logo placement
- Verbal recognition at the event
- Newsletter spotlight
- *Supports wigs & services for 400 women*

## Werewolves' Lair Sponsor | \$5,000

*\$4,500 tax deductible - SOLD OUT!*

- Private Fire Pit Seating for 5 (tickets included)
- Pre-Event VIP Cocktail w/ Exclusive Dance Show Performance & Meet the Dancers
- Table-side cocktail & hors d'oeuvre service
- Table in VIP-only section
- Logo on signage & digital promotions
- Social media features
- Step-and-repeat logo placement
- Name in event program
- *Supports wigs & services for 200 women*

## Monster Mash Sponsor | \$2,500

*\$2,100 tax deductible - 5 of 11 available*

- Reserved table & seating for 4 (tickets included)
- Access to full bar and hors d'oeuvre stations
- Table in VIP-only section
- Logo on signage & emails & event program
- Social media features
- *Supports wigs & services for 100 women*

## Velvet Moon Sponsor | \$1,000

*\$600 tax deductible - 4 of 10 available*

- High-top table only for 4 (tickets included)
- Access to full bar and hors d'oeuvre stations
- Table in reserved area of main event space
- Group name and/or logo on table
- Name in event program
- *Supports wigs & services for 40 women*

# ACTIVATION SPONSORSHIPS

## Witch's Brew Main Bar Sponsor | \$7,500

1 available

*Become the exclusive sponsor of our main bar and conjure up the evening's signature cocktail!  
Your brand will be front and center at the most visited destination of the night.*

- Includes 6 event tickets
- Pre-Event VIP Cocktail w/ Exclusive Dance Show Performance & Meet the Dancers
- Naming rights for the Signature Cocktail
- Branded signage & cocktail napkins at the main bar
- Verbal recognition during event toast
- Step-and-repeat logo placement
- Name in event program
- Supports wigs & services for 300 women

## Magic Potion Martini Bar Sponsor | \$7,500

1 available

*This stand-alone martini bar will enchant guests with themed offerings (think: espresso martinis, glowing cocktails, or smoky dry ice pours).*

- Includes 6 event tickets
- Pre-Event VIP Cocktail w/ Exclusive Dance Show Performance & Meet the Dancers
- Exclusive branding at the martini bar
- Option to name a featured martini (e.g. "The Midnight Hex")
- Optional co-branded activation elements (e.g. take-home recipe cards)
- Step-and-repeat logo placement
- Name in event program
- Supports wigs & services for 300 women

## Phantom Carriage Valet Sponsor | \$5,000

1 available

*Ensure guests arrive and depart in style. Your name will ride along with every guest.*

- Includes 5 event tickets
- Pre-Event VIP Cocktail w/ Exclusive Dance Show Performance & Meet the Dancers
- Branded signage at valet stand
- Logo on all valet claim tickets; option to customize ticket with memorable message like "Your broomstick is ready"
- Verbal recognition from the stage

# ACTIVATION SPONSORSHIPS

## Mirror Mirror Photo Experience Sponsor | \$5,000

1 available

*Guests love capturing their haute looks! This activation combines the photobooth and step & repeat into one enchanted experience.*

- Includes 5 event tickets
- Pre-Event VIP Cocktail w/ Exclusive Dance Show Performance & Meet the Dancers
- Logo on all printed and digital photo strips
- Branding on backdrop and signage near booth
- Mention in our thank-you email featuring event photos
- Optional branded props
- Supports wigs & services for 200 women

## Enchanted Luxe Experience Sponsor | In-Kind

4 available

*Donors who contribute luxury, one-of-a-kind, or high-value auction items (e.g., destination getaways, VIP tickets, private dinners, designer items) will be recognized as Luxe Experience Sponsors.*

- Includes 2 event tickets
- Name/logo featured with your auction item display
- Special mention on our website & program
- Tax acknowledgement for fair market value
- Optional social media spotlight or donor feature

## Interested in Becoming a Sponsor?

Contact Carolyn Keller | [carolyn@eauty.com](mailto:carolyn@eauty.com) or Jennifer Greene | [jen@eauty.com](mailto:jen@eauty.com)

Or reach out to the committee member who shared this opportunity with you. All sponsorships benefit EBeauty Community, providing free wigs and support to women undergoing cancer treatment nationwide.

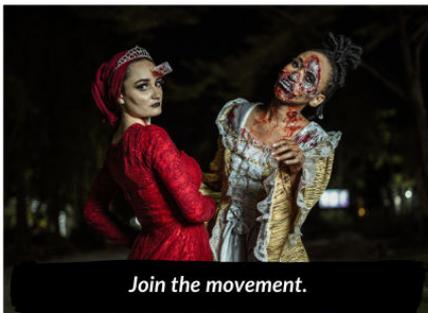
Custom sponsorship opportunities are also available. Let us create something magical together.

# WHY SPONSOR EBEAUTY

Empower women with dignity, hope, and care – while connecting your brand with meaningful impact, local leadership, & national reach. You’re supporting more than a one-night event – you’re uplifting thousands of women through every stage of their cancer journey.

## SPONSORSHIP BENEFITS

-  Visibility at one of Maryland’s most exciting & elegant Halloween events.
-  Alignment with a nationally respected cancer nonprofit.
-  Recognition in all promotional materials, press, and social media.
-  Direct impact on underserved patients across the United States.



## MEET OUR COMMITTEE

**Mark & Sara Reges**

*Old Anglers Inn Proprietors & Event Co-Chairs*

**Angie Goff**

*Fox 5 Anchor  
Event MC*

**Kevin Walling**

*Fox News Contributor  
Event MC*

Linda Briggs  
DJ Callahan  
Robin D’Alessandro  
Monte Durham  
Jennifer Greene  
Jaren & Jill Keller  
Erin Kirk  
Tim Martin

Maggie O’Neill  
Sharon Riser  
Diane Robertson  
Dan & Tiffany Sanders  
Michelle Schoenfeld  
Barbara Stohlman  
Maureen Weaver  
Janice Worth

## JOIN US THIS OCTOBER

Sponsorship levels available now  
from \$1,000 to \$10,000+



*Reserved seating for sponsors only*

To Discuss Customized Sponsorships:  
Carolyn Keller - [carolyn@ebeauty.com](mailto:carolyn@ebeauty.com)

## SOME OF OUR PAST EVENT SPONSORS



# MORE THAN HAIR

## WHY WIGS ARE ESSENTIAL IN CANCER CARE

About 900,000 women in the U.S. are diagnosed with cancer each year.  
Six in 10 undergoing chemotherapy will lose their hair.

### FAST FACTS

47%

of women say **hair loss is the most traumatic aspect** of chemotherapy.

75%

feel **less confident and attractive** after losing their hair.

\$\$\$

Wigs cost \$500 - \$3,000 – yet **most insurance plans do not** cover them.



Even for those with coverage, **delays and red tape** make timely access difficult.

FAST DELIVERY

EBeauty patients pay **\$0** and get wigs when they need them the most.

*“Knowing someone out there cared enough to send me this wig gave me strength.”*

Wig Recipient, 2025

### WHY IT MATTERS

#### HAIR AND IDENTITY

For many women, hair is deeply tied to their identity, femininity, and self-expression. Hair loss can cause emotional distress, isolation, and anxiety.

#### IMPROVING MENTAL HEALTH

Women who receive wigs report higher self-esteem, improved body image, and a sense of normalcy that helps them face treatment with strength.

#### FINANCIAL EQUITY

High wig costs put emotional recovery out of reach for low-income patients. EBeauty closes this gap by ensuring that no woman has to choose between dignity and affordability.

#### POSITIVE OUTCOMES

Better emotional support leads to lower depression, improved treatment adherence, and enhanced recovery outcomes.

#### IMMEDIATE ACCESS MATTERS

Hair loss starts within weeks of chemo. EBeauty eliminates red tape, so women don't wait months for insurance approvals—they get help right away.

# HOPE. HEALING. TRANSFORMATION.

*It all begins with a wig - and you.*

## SPONSOR THE HAUTE HALLOWEEN BASH

Help us reach more women in need of confidence and care.

Every \$25 raised = one woman supported.

Tax deductible donations | Custom packages available

Contact: [Carolyn@eauty.com](mailto:Carolyn@eauty.com)

[www.eauty.com](http://www.eauty.com)

on  [facebook.com/EBeautyCommunityInc](https://facebook.com/EBeautyCommunityInc)

 [instagram.com/EBeautyCommunity/](https://instagram.com/EBeautyCommunity/)



**Paul Mitchell Schools nationwide partner with EBeauty to clean, style, and refurbish donated wigs for women undergoing cancer treatment..**

# A NIGHT TO REMEMBER A PERFORMANCE LIKE NO OTHER

*featuring the electrifying talent of*

## NEW CENTURY DANCE COMPANY

Haute Halloween will feature immersive, live performances by the award-winning New Century Dance Company, known for captivating audiences with their theatrical flair and technical excellence. Based in Miami, they are one of the most in-demand performance troupes in the U.S., blending ballet, ballroom, world dance, and musical theater with stunning costuming and cinematic staging.

From private commissions to televised specials, New Century is the preferred entertainment partner for global brands, celebrities, and top-tier events.

### A HEART FOR MISSION

New Century is also deeply committed to cause-driven events. Their long-standing support of organizations like Make-A-Wish, the American Cancer Society, Habitat for Humanity, and EBeauty reflects their belief in giving back through performance.

This October, they bring that same passion to Haute Halloween—where spectacle meets purpose, and every performance helps provide wigs and support to women facing cancer treatment.

SEE MORE AT:

[www.newcenturydancecompany.com](http://www.newcenturydancecompany.com)

