

NEWS Bash

October 21, 2025
Royal Sonesta Hotel Washington, DC
Benefiting [Breast Care for Washington](#)

2025 Sponsorship Opportunities

Founded in 2009, NewsBash is the breast cancer charity founded by the leading anchorwomen from every station in Washington. Each year, hundreds of supporters, survivors, politicians and friends come together for the evening to help raise awareness for breast cancer and to raise funds for breast cancer causes. To date, we have donated \$480,000 to local breast cancer causes.

Pink Ribbon Headline Sponsorship - \$15,000

Title sponsorship of the event with logo placement and recognition throughout the evening.

- Opportunity for company representative to introduce one of the evening's featured speakers
- Invitation and registration page logo inclusion
- Onsite on-screen logo inclusion
- Primary step and repeat logo inclusion
- Inclusion in press release and all outward communications (pending date)
- Opportunity for inclusion in Mammogram Maven gift bag
- 10 tickets to the event
- Inclusion in NewsBash social media



Announcing Sponsors (3 available)- \$10,000

Featured as a main sponsor of the event with logo placement and recognition throughout.



- Registration page logo inclusion
- Onsite on-screen logo inclusion
- Step and repeat logo inclusion
- Inclusion in press release (pending date)
- Opportunity for Mammogram Maven gift bag inclusion
- One on-stage mention by emcee during the event
- Inclusion in NewsBash social media
- 8 tickets to the event

Mammogram Maven Sponsorship \$7,500

Your logo included as the sole logo on our Mammogram Maven donor wall

- Registration page logo inclusion
- Onsite on-screen logo inclusion
- Opportunity for inclusion in Mammogram Maven gift bag
- 4 tickets to the event
- Inclusion in NewsBash social media



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2025 Sponsorship Menu (page 2/2)

Photo Booth Sponsorship - \$5,000 1 available

Sponsor the event photo booth and have your logo included on all prints and emails.

- Registration page logo inclusion
- Onsite on-screen logo inclusion
- 4 tickets to the event
- Inclusion in NewsBash social media



Custom Sponsorships: Beginning at \$3,000

Sponsor a brand activation for the event. Possible activations could include:



- Glitter Tattoo Station - pink glitter tattoos for guests
- DJ - music for the evening (with signage recognition)
- Fashion Sketches
- Custom Activation

Beyond activation, brand will receive recognition on/in

- Registration page logo inclusion
- Onsite on-screen logo inclusion
- 2 tickets to the event
- Inclusion in NewsBash social media

Mammogram Maven Donation Gift Bag - In-kind cost of 50 gift bag items

Inclusion in an exclusive gift bag for those who buy a Mammogram Maven ticket, a \$300 VIP ticket which covers the cost of practical care for women battling breast cancer. Limited to 50.

**Tickets are not included in this sponsorship*

- Inclusion in 50 gift bags
- No coupons; product must be approved by NewsBash
- Listing on event registration page
- Onsite logo recognition in sponsor thank you reel at event
- Post-event photo and tag in Newsbash 2025 Facebook album

To reserve your sponsorship, please contact Rose Harris, rose@thebrandguild.com. Thank you!