

BREAST CANCER RESOURCE CENTER'S

# Art Bra®

Radiance Reclaimed

PRESENTED BY



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Saturday, June 6, 2026 | Fairmont Austin

[ARTBRAAUSTIN.BCRC.ORG](http://ARTBRAAUSTIN.BCRC.ORG)

# SPONSOR IMPACT REPORT

## 2026



◆ PRESENTING SPONSOR ◆



◆ DIAMOND SPONSORS ◆



◆ PLATINUM SPONSORS ◆



◆ GOLD SPONSORS ◆



◆ SILVER SPONSORS ◆



◆ BRONZE SPONSORS ◆



◆ SAPPHIRE SPONSORS ◆

Health Bank One · Carol Willingham · Baylor Scott & White Rehab · Pfizer  
Carpenter & Langford · Moody Bank · St. David's

◆ PEARL SPONSORS ◆

Sterling Acura · YMCA of Central Texas · HappinessPlasticSurgery.Com

◆ MEDIA SPONSORS ◆



◆ IN-KIND SPONSORS ◆



# THANK YOU SPONSORS

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**To our sponsors, thank you. Because of you, no one in Central Texas faces breast cancer alone.**

Your generosity reaches far beyond one unforgettable evening. It becomes a phone call answered by a certified navigator who has faced breast cancer herself. It becomes a ride to treatment, a bill quietly covered in an impossible month, and a support group where someone hears the words “me too” for the very first time. Every gift you made becomes care, given freely to the people who need it most.

Art Bra® Austin is so much more than a runway. It is a room full of survivors and thrivers standing in their own light, sharing their stories, and showing all of us what courage truly looks like. You helped build that stage. You gave people living with breast cancer a place to shine, and you gave an entire community a reason to hope.

We are profoundly grateful for your partnership and your belief in this mission. Thank you for standing beside us, and beside every person and family we are honored to serve.



*With heartfelt gratitude,*  
**BREAST CANCER RESOURCE CENTER**



# WEBSITE MARKETING

The Art Bra® Austin website is the digital spotlight for our signature event, connecting thousands of visitors to the heart of the celebration. It is a dynamic platform where our community learns about the cause, meets the models, previews the artistry, and sees the impact of every sponsorship. Sponsors receive premium visibility, with their logos linked to their websites and featured across key pages, so every visit reinforces their role as champions of BCRC's mission.

## USERS

▲ 40%\*

# 4.9K

NEW VISITORS TO THE SITE

## ORGANIC

▲ 39%\*

# 3.9K

FOUND US THROUGH SEARCH

## PAGE VIEWS

▲ 18%\*

# 13K

PAGES EXPLORED

## THE DIGITAL SPOTLIGHT

**BREAST CANCER RESOURCE CENTER'S**  
**Art Bra®**  
 Radiance Reclaimed  
 PRESENTED BY  
 TEXAS ONCOLOGY

**About Art Bra® Austin**

Art Bra® Austin is a one-of-a-kind runway experience where art, fashion, and purpose collide—bringing together an engaged audience of physicians, community leaders, patients, and advocates. Featuring original designs worn by breast cancer survivors, the event delivers powerful storytelling in a bold, celebratory setting.

In 2026, we're embracing the future of fashion with sustainability at its core. Designers are encouraged to create with intention—using innovative materials, natural fibers, and thoughtful design practices that prove glamour and responsibility can shine together.



# SOCIAL MEDIA IMPACT

Our social platforms amplify the visibility of Art Bra® Austin and the sponsors who make it possible. Through dynamic posts, engaging stories, and behind-the-scenes moments, we connect with a diverse and passionate audience, building excitement for the event while reinforcing our sponsors' commitment to BCRC's mission and the community we serve.

● FACEBOOK

▲ 17%\*

112,950

VIEWS

● INSTAGRAM

▲ 124%\*

90,783

VIEWS

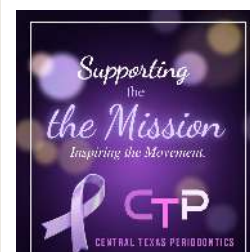
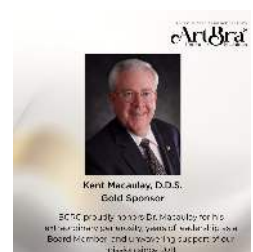
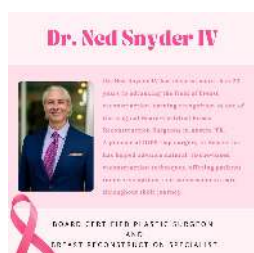
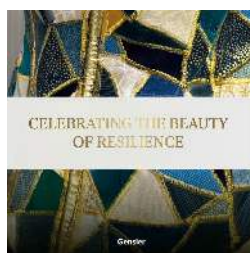
● LINKEDIN

▲ 412%\*

11,977

IMPRESSIONS

## SPONSOR SPOTLIGHT





# EMAIL IMPACT

Our email campaigns deliver sponsor recognition directly to an engaged and attentive audience. Between January and June 2026, branded messages featuring sponsor logos and level recognition reached thousands of subscribers, ensuring consistent visibility and meaningful connections. With every send, we share event updates, highlight sponsor support, and inspire our community to take action.

## SUBSCRIBERS

# 14.3K

DEDICATED AUDIENCE

▲ 5%\*

## EMAILS SENT

# 12

BRANDED WITH SPONSOR RECOGNITION

## CAMPAIGN HIGHLIGHTS



### MODEL SCHOOL



On May 2, our models and designers came together at the Fairmont Austin for Model School, and it was a day to remember. Designers worked closely with each model on their looks, perfecting every detail of the final fittings to ensure each piece tells exactly the story it was meant to. Then came the moment everyone had been waiting for: the runway.

With the guidance of San Juanita Escobar, a former Art Bra® Austin model and BCRC client who knows this stage firsthand, each model had the chance to practice their runway walk, find their stride, and step fully into their confidence. Watching it all come together in that space was a powerful reminder of what this night is really about. These are real people, telling real stories, and on June 6, they are going to own every step of that runway.

We cannot wait for you to see them!

Model School proudly sponsored by RevitaLash®.



**Radiance Reclaimed** is brought to life through this year's designers, whose creations illuminate the powerful light each model carries, even as their experience has changed them in ways they never expected. Inspired by transformation, the designs reflect the beauty of reclaimed materials - reshaped, reimagined, and made even more meaningful - each piece reflecting the model's radiance, resilience, and inner beauty that is uniquely their own.

**On June 6** at the **Fairmont Austin**, their work will take center stage, and when our models step onto the runway, you'll feel the beauty, meaning, and emotion in every detail.





# MEDIA & PRESS

Media and press coverage extends the reach of Art Bra® Austin far beyond the ballroom. Through television segments, radio features, and online articles, the stories, artistry, and mission behind the event reach thousands across Central Texas, spotlighting our sponsors and the community we serve.



**8,500+**  
DAILY LIVE VIEWERSHIP  
(HOUSEHOLDS)

**10,500+**  
WEEKLY WEBSITE VIEWS



**1,600+**  
STUDIO 512 LIVE VIEWS

**10,000+**  
WEEKLY WEBSITE VIEWS



**250,000**  
GROSS IMPRESSIONS

## CBS AUSTIN

[Art Bra® Austin 2026 Returns to the Fairmont](#)



[A Design That Honors Beauty in Imperfection](#)



[We Are Austin: Strength, Survivorship & Radiance](#)



[50 Survivors Hand-Assemble a Custom Rug](#)



[Art Bra® Austin Raises \\$1.2 Million](#)



## KXAN

[Art Bra® Austin 2026 Returns to Raise Funds](#)



[KXAN Video Feature \(Watch\)](#)





# EVENT HIGHLIGHTS

Relive the magic of Art Bra® Austin 2026. Browse the full photo galleries, page through the event program, and watch this year's videos, then explore the year-round work of Breast Cancer Resource Center.

**Art Bra® Austin  
Website**



**Event Program**



**Photo Booth  
Gallery**



**Event Videos**



**Runway & Stage Gallery**

Photography by Tyler Schmitt



**Event Gallery**

Photography by Jon Currie



**Red Carpet Gallery**

Photography by Amarys Dejai



## MISSION IMPACT

A closer look at the breadth of care Breast Cancer Resource Center provides across Central Texas every year.

**BCRC 2025 Annual Report**



# FALL 2026 SPONSORSHIP OPPORTUNITIES

## KEEP THE MOMENTUM GOING!

This fall, BCRC offers meaningful sponsorship opportunities. Each event supports our mission of empowering those affected by breast cancer, and each offers a unique opportunity to engage with a different audience.



### PHYSICIAN NETWORKING RECEPTION

SEPTEMBER 17, 2026

Our invitation-only **Physician Networking Reception** brings together physicians and healthcare leaders from across Central Texas, including primary care, internal medicine, OB/GYN, radiology, surgery, medical oncology, radiation oncology, and other specialties, to strengthen relationships and collaboration across the continuum of patient care. For organizations seeking **physician-focused engagement**, the reception offers valuable visibility and networking opportunities with healthcare providers in an intimate, relationship-driven setting.



### BREAST CANCER AWARENESS MONTH

OCTOBER 2026

Demonstrate your commitment to **Breast Cancer Awareness Month** by partnering with BCRC to support community education, outreach, and access to trusted breast health resources throughout October.



OCTOBER 17, 2026

Our annual **Summit** is a full-day educational and wellness event for individuals diagnosed with breast cancer, from newly diagnosed to long-term survivors and those living with metastatic disease. Educational sessions will be available in both English and Spanish to ensure accessible, inclusive support for all. For organizations looking for **patient-focused engagement**, the Summit provides meaningful opportunities to connect directly with attendees through educational exhibits, resource sharing, and conversations that help patients make informed decisions throughout their care.

## CONTACT

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FOR MORE INFORMATION

BREAST CANCER RESOURCE CENTER'S

**ArtBra®**  
Radiance Reclaimed

PRESENTED BY

TEXAS  ONCOLOGY

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**THANK YOU!**

WE RAISED OVER

**\$1.2 MILLION**



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@BCRCOFTX



@BCRC

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