

BREAST CANCER RESOURCE CENTER'S

# ARTBRA®

*Elegance Unbound*

**Presented by**

TEXAS  ONCOLOGY

*More breakthroughs. More victories.®*

**SATURDAY, JUNE 7, 2025 | FAIRMONT AUSTIN**  
**ARTBRAAUSTIN.BCRC.ORG**

# **SPONSOR IMPACT REPORT 2025**

# ARTBRA®

*Elegance Unbound*

## PRESENTING SPONSOR

TEXAS  ONCOLOGY

*More breakthroughs. More victories.®*

## LEGACY SPONSOR



## STEP & REPEAT SPONSOR



## COMMUNITY ROOTS SPONSOR



## VIP RECEPTION SPONSOR

The Willing & Abels

## AFTER PARTY SPONSOR



## REGISTRATION SPONSOR



## VIP CHAMPAGNE SPONSOR



## ADVOCACY SPONSORS



Dr. Kent Macaulay

Alison Raffalovich



## SUPPORT SPONSORS



Dr. Heather King



Sue & David Sheppard



## FOR LIFE SPONSORS



Judy Pesek & Ron Skipper



Carol Willingham

## IN-KIND SPONSORS







## THANK YOU SPONSORS!



Art Bra® Austin would not be possible without the extraordinary generosity of our sponsors. Your commitment powers more than a dazzling evening, it fuels vital programs that provide personalized support, education, and hope to thousands of individuals in Central Texas impacted by breast cancer. From patient navigation to wellness programming, your contributions help ensure that no one faces a breast cancer diagnosis alone.

Because of you, Art Bra® Austin continues to be a vibrant celebration of creativity, resilience, and community. You have turned the runway into a stage for empowerment, giving breast cancer survivors and thrivers the opportunity to share their stories and shine. Every sponsorship, every dollar, and every show of support makes a lasting difference in the lives we serve. We are deeply grateful for your partnership, and your belief in our mission makes a lasting difference in the lives of the individuals and families we serve.





# WEBSITE MARKETING



## 3.5K Users

From January to June 2025, the Art Bra® Austin website welcomed new visitors eager to discover the event, meet our inspiring models, and learn about the sponsors who make it possible.

## 2,800 Visitors

Arriving through organic search, these visitors reflect the event's strong online visibility and ensure sponsor recognition reaches people actively seeking information, inspiration, and ways to support the cause.

## 11K Page Views

This level of engagement shows that visitors explored the site's stories, artistry, and sponsor features—amplifying brand exposure and reinforcing each sponsor's role in making an impact for those affected by breast cancer.

The Art Bra® Austin website serves as the digital spotlight for our signature event, connecting thousands of visitors to the heart of the celebration. More than just an event hub, it's 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 website and featured prominently across key pages. This ensures that every site visit reinforces their role as champions of BCRC's mission and their dedication to empowering those affected by breast cancer.





# Social Media Impact

Our social media platforms are powerful tools for amplifying 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. Every interaction not only builds excitement for the event but also reinforces Sponsors' commitment to supporting BCRC's mission and the community we serve.

**Total Reach & Visibility: January – June 2025**

**96,687 views** on Facebook   **40,473 views** on Instagram   **2,337 views** on LinkedIn









# Email Impact

Our email campaigns deliver sponsor recognition directly to an engaged and attentive audience. Between January and June 2025, branded messages featuring sponsor logos and recognition were sent to 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; making email a powerful channel for reinforcing sponsor impact and commitment to BCRC's mission.

## 13.6K Subscribers

A dedicated audience who engaged with every campaign, receiving event updates, inspiring stories, and prominent sponsor highlights.

## 12 Emails

Sent to our entire subscriber base, each branded with sponsors' logos and level recognition.



### Meet the Models of Art Bra® Austin 2025: Elegance Unbound

Get ready for an evening like no other. These bold, brilliant individuals are taking the spotlight—each one bringing their own story, their own power, and their own elegance to the runway. Dressed in jaw-dropping, artist-designed creations, our 2025 models embody what it means to rise, shine, and support others through breast cancer.

Now's your chance to see them up close, support their campaigns, and reserve your seat at **Austin's most unforgettable night of the year.**

🌟 Click below to meet these extraordinary models and support their campaigns!

Ana Knoblen

Ash Davidson

Ashley Bell

Brandy Morgan

Cristal Jaimes

Diane Guerra

Didi Maloney

Emily Williams

Esther Lugo

Haley Somers

Heather Harper

Jennifer Johnson



On April 30, several of our 2025 models and Art Bra designers came together—and the energy was electric. From creative sparks to emotional moments, it was a powerful preview of what's to come.

**This year's show is packed with surprises and unforgettable moments.** *Elegance Unbound* is shaping up to be the most spectacular Art Bra Austin yet.

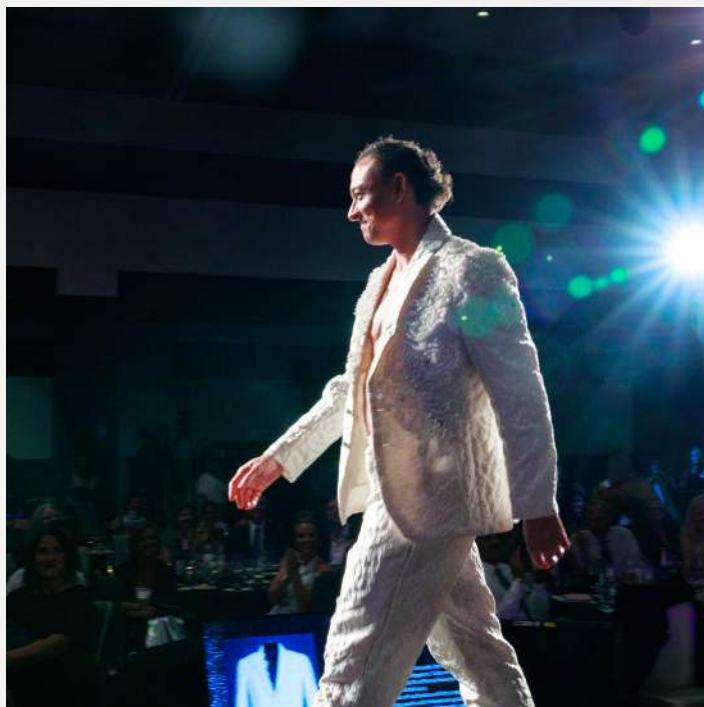


🎫 Tickets are going fast—don't wait to join us for this incredible night!

[Get Your Tickets!](#)

Fairmont Hotel, Austin, TX  
June 7, 2025







# Media and Press Impact

Media and press coverage play a vital role in expanding the reach of Art Bra® Austin beyond the event itself. Through television segments, radio interviews, and online articles, we share the stories, artistry, and mission behind the event with thousands across Central Texas and beyond. Every feature not only builds excitement for Art Bra® Austin but also spotlights our sponsors, showcasing their commitment to supporting BCRC and the individuals we serve.



**Daily Live Viewership 8,500+  
Households**

**CBS Austin Website Views  
10,500+ Weekly Views**

[We Are Austin Interview Watch Now](#)

[We Are Austin Interview Watch Now](#)



**Studio 512 Live Views  
1,600+**

**KXAN Website Views  
10,000+ Weekly Views**

[Studio 512 Interview Watch Now](#)

[Simple Health Interview Watch Now](#)



**250,000 Gross Impressions**







# Event Highlights

**Art Bra® Austin 2025  
Runway Photos**

**Austin Telco Step &  
Repeat Photos**

**SCARE for a Cure  
Photo Booth**

**Art Bra® Austin 2025  
Video**

**BCRC 30th Anniversary  
Video**

**Art Bra® Austin Event  
Program**

# Mission Impact

**BCRC 2024  
Annual Report**





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# THANK YOU!

WE RAISED OVER

# \$900,000



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@BCRC

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