



Raise Money with

B.R.A.'s Red Carpet Program

Dear Event & Sponsorship Coordinator:



Our Green Initiative Project, the **B.R.A.™** Collects old bra's to reduce Landfill (currently collecting THROUGH the **Girl Scouts and Participating Retailers**), and recycles them into Red Carpet Cushion.

If bra's have underwire (steel), it is extracted, segregated and SOLD to Metal Recyclers for a donation to Breast Cancer Research.

Our **B.R.A.™** Red carpet has been adopted by many Innovative VIP, Charity and Celebrity Events. Typically, the event raises \$5,000-\$20,000 with our platform.

Images from Oscar suites, Femmy's and Baldwin Events.



Each **EVENT** offers the **B.R.A.™** Red Carpet **to a Sponsor**. The concept is attracting an average of \$7,000 per Event, adding to the Event's Income. The **B.R.A.™** SUPPLIES the carpet, cushion, posters, plaques and a PRE-PAID RECYCLING TUBE, so there is no WASTE after the Event. [bra recycling shop-Red Carpet](http://bra-recycling-shop-Red-Carpet)

The **B.R.A.™** FEE OF \$1,000 is only paid, when & if, the Event attracts a sponsor.

Got Space in your VIP goody-bags? We can print a Sponsored Bra Recycling Envelope. Sponsors promote ANY message on the envelope and the recipient gets to participate in a GREEN INITIATIVE made possible by the Sponsor. Events keep a large majority of all Sponsor fee's.

Wanna try it for your next fundraiser or event?

Best, Kathleen Kirkwood, Founder **B.R.A.™**
Cell: 646/472-9594 **or e-mail** Kathleenkirkwood@brarecyclingagency.com



POWERED BY **QWASI**

All plaques and posters are **TEXT ENABLED** powered by **Qwasi....the MOBILE text provider for QVC, Macy's & Intuit**

We have provided **B.R.A.™** Red Carpet for the Alec Baldwin fundraiser, and Hyatt Hotels was the sponsor for \$25,000 for the Event (**B.R.A.™** received same flat fee of \$1,000)