



Where Fashion Meets Philanthropy



One runway. One community. *Endless impact.*

Since 2009, Rock Your Style® has brought together local leaders, businesses and supporters for an unforgettable evening where fashion becomes a catalyst for connection, generosity and lasting impact.

Together, we've proven that when a community comes together with purpose, a single evening can create an impact that lasts far beyond the runway.

What makes Rock Your Style unique isn't just what happens on the runway. It's what happens because of it.

Each year, community leaders, survivors, advocates and supporters step onto the runway to share their stories, champion a cause and inspire generosity. Together with our supporters and sponsors, we transform one evening into meaningful impact that extends far beyond the stage.

For the 2026 event, Rock Your Style is proud to work alongside the NYOH Community Cancer Foundation to raise critical funds that provide financial assistance, supportive services and resources for local individuals and families navigating cancer.

We're inviting you to be part of that story.

Enclosed, you'll find our 2026 Sponsorship Opportunities, outlining the many ways your organization can become part of this year's event. To maximize sponsorship benefits, we ask that you confirm your commitment by August 15.

Thank you for considering a sponsorship with Rock Your Style. Together, we can create an unforgettable evening where fashion meets philanthropy and every step down the runway brings hope to someone who needs it most.

Fashionably Yours,

Takara Wiles

Takara Wiles, PCM®
Founder, Rock Your Style®
Event Producer, PNGN Collective LLC

Rachel Hye Youn Rupright

Rachel Hye Youn Rupright, MSW
Foundation Administrator
NYOH Community Cancer Foundation

2026 Sponsorship Opportunities

SATURDAY, SEPTEMBER 26, 2026 • EMPIRE LIVE • ALBANY, NY • 6:00–10:00 P.M.

One runway. One community. *Endless impact.*

Every year, Rock Your Style® brings together local leaders, businesses and supporters for an unforgettable evening where fashion becomes a catalyst for connection, generosity and lasting impact.

Since 2009, Rock Your Style® has worked alongside local nonprofit organizations to create meaningful impact through fashion and philanthropy. For the 2026 event, proceeds will benefit the NYOH Community Cancer Foundation, supporting financial assistance, supportive services and resources for local cancer patients and their families.

Sponsorship Levels

Sponsorship Benefits	Presenting* \$25,000	Haute Couture \$5,000	Trendsetter \$2,500	Luxe \$1,000	Vogue \$500	Honorary Committee \$250
Event Tickets	10	6	6	4	2	1
Premier Reserved Seating	✓	✓				
Presenting Recognition & Brand Integration	✓					
Digital Invitation Recognition	Premier Logo	Logo	Logo	Name	Name	Name
Event Website Recognition	Premier	Featured	Featured	Recognition	Recognition	
Event Signage Recognition	Premier	Featured	Featured			
Commemorative Look Book	Back Cover Full-Page Ad	Full-Page Ad	Half-Page Ad	Recognition	Recognition	Recognition
Social Media Recognition	Multiple Spotlights	Dedicated Spotlight	Dedicated Spotlight			
Recognition During Program	Welcome Remarks	Stage Recognition	Stage Recognition			Recognition
Eligible to Receive Model Sponsor Recognition**	✓	✓	✓	✓	✓	

***Sponsors at any sponsorship level who contribute \$2,500 or more toward an individual runway model's fundraising commitment receive additional model sponsor recognition during the event and in select event materials.*

*Presenting Sponsor

As the exclusive presenting sponsor, your organization will receive customized recognition and activation opportunities designed to align with your marketing, community engagement and philanthropic goals. Sponsorship benefits are tailored to each presenting sponsor and may include presenting recognition through event branding (e.g., Rock Your Style® presented by Company XYZ), subject to mutual approval, premier brand integration and the opportunity to welcome guests during opening remarks.

Model Sponsorship Opportunities

One of the most unique aspects of Rock Your Style® is our runway models. Each participant commits to raising at least \$2,500 in support of the NYOH Community Cancer Foundation.

Organizations and individuals may choose to designate \$2,500 or more of their sponsorship toward an individual runway model's fundraising commitment or make a separate model sponsorship.

Model Sponsor Recognition includes:

- Recognition as the model's sponsor during the runway slideshow
- Recognition alongside the model in the commemorative Look Book
- Recognition during the model's runway presentation

Organizations sponsoring multiple models will receive recognition for each model they fully sponsor.

Every Sponsorship Makes an Impact

Every sponsorship directly benefits the NYOH Community Cancer Foundation and helps provide financial assistance, support programs and resources for individuals and families navigating cancer throughout our community.

Together, we can create an unforgettable evening where fashion meets philanthropy and every step down the runway helps change lives.

About the NYOH Community Cancer Foundation

The NYOH Community Cancer Foundation is a registered 501(c)(3) nonprofit organization and serves as the official fiscal sponsor of Rock Your Style®.

The Foundation receives and administers all charitable proceeds from the event, directing funds toward financial assistance, support programs and resources that improve the lives of local cancer patients and their families.

Sponsorships and charitable contributions are tax-deductible to the extent permitted by law. A tax acknowledgment letter will be provided.

Ready to Support?

Thank you for considering a sponsorship with Rock Your Style®. To confirm your sponsorship, please contact the NYOH Community Cancer Foundation or return your completed sponsorship commitment form.

Sponsorship Commitment

Organization _____

Contact _____

Email _____ Phone _____

Sponsorship Level

☐ Presenting Sponsor – \$25,000

☐ Luxe – \$1,000

☐ Haute Couture – \$5,000

☐ Vogue – \$500

☐ Trendsetter – \$2,500

☐ Honorary Committee – \$250

Model Sponsorship (Optional)

☐ I would like to sponsor a runway model's fundraising commitment (\$2,500+).

Preferred Model (if known) _____

Please note: Model pages officially open up on Wednesday, August 12, at 8:00 pm. Prior to then, models are unable to receive donations towards their campaign.

Payment Options

Please select your preferred payment method:

☐ Please invoice our organization.

☐ Check enclosed or mailed to:

NYOH Community Cancer Foundation

449 Route 146, Suite 101

Clifton Park, NY 12065

☐ Pay online by credit card

Questions About Sponsoring?

Rachel Hye Youn Rupright

NYOH Community Cancer Foundation

449 Route 146, Suite 101, Clifton Park, NY 12065

rachel.rupright@nyoh.com

Office: (518) 373-3950

Direct: (518) 373-3900 x3936