

PINK *Promise*

Breast Cancer Awareness Luncheon



Proposal for Sponsorship

2016
11:00am - 1:30pm



Virginia Blue Ridge Affiliate
Susan G. Komen
4910 Valley View Blvd., Suite 212
Roanoke, VA 24012
540.400.8222
540.529.7618

WHO WE ARE

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen®, now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$2 billion invested to date. Virginia Blue Ridge is one of 118 Komen affiliates worldwide, covering a 31 city/county service area with education and local grant funding.

JOIN THE FIGHT

Breast cancer is the second leading cause of cancer deaths and the most commonly diagnosed cancer in women across the United States. 1 in 8 women will be diagnosed with breast cancer in her lifetime but the good news is that if breast cancer is found early and confined to the breast, women have a 99% survival rate for 5 years. The mission of the Virginia Blue Ridge Affiliate is to end breast cancer forever. The money we raise through events like the Pink Promise Luncheon is used to fund screening and diagnostic mammograms, outreach and breast health education programs, as well as treatment assistance for uninsured and underinsured women.

PINK PROMISE LUNCHEON

The inaugural Pink Promise Luncheon was a runaway success! We were sold out with 400 women and men attending the event. We had two wonderful speakers: Dick Wall, husband of local author and breast cancer survivor, Carol Wall, and Dr. Judy Salerno, CEO and President of Susan G. Komen. We are thrilled to announce that we raised over \$65,000!! We had a sell-out event again in our second year and were thrilled to raise almost \$80,000.

The Virginia Blue Ridge Pink Promise Luncheon is a fun, rustic elegant afternoon of dining, educating and survivor celebrations that is not to be missed. We are in the midst of selecting a date, location and speaker for the 2016 event but plan on it being in September again this year.

Sponsorship Request

As a Pink Promise Sponsor, your company will help underwrite the expenses of the event. Your company will receive prominent recognition in every facet of the event and the related community outreach.

DIAMOND SPONSOR - \$10,000

Benefits:

- Rotating acknowledgement banner on Komen website
- Logo on Pink Promise Luncheon invitation

- Logo and link to company website on Komen Pink Promise page
- 2 tables of 9 at the Luncheon
- Name recognition at table
- Recognition by emcee
- Company logo on event program cover
- Company provided banner displayed at Luncheon
- Giveaway item opportunity at Luncheon
- Sponsor acknowledgement in program – full page, back cover
- Space for booth display at Race for the Cure
- 8 complimentary entries for Race for the Cure
- Name listed in 2016 annual report and sponsorship brochure

RUBY SPONSOR - \$7,500

Benefits:

- Logo on Pink Promise Luncheon invitation
- Logo and link to company website on Komen Pink Promise page
- 1 table of 9 at the Luncheon
- Name recognition at table
- Recognition by emcee
- Giveaway item opportunity at Luncheon
- Sponsor acknowledgement in program – full page
- Space for booth display at Race for the Cure
- 4 complimentary entries for Race for the Cure
- Name listed in 2016 annual report and sponsorship brochure

SAPPHIRE SPONSOR - \$5,000

Benefits:

- Logo on Pink Promise Luncheon invitation
- Logo and link to company website on Komen Pink Promise page
- 1 table of 9 at the Luncheon
- Name recognition at table
- Recognition by emcee
- Giveaway item opportunity at Luncheon
- Sponsor acknowledgement in program – half page
- 2 complimentary entries for Race for the Cure
- Name listed in 2016 annual report and sponsorship brochure

EMERALD SPONSOR - \$2,500

Benefits:

- Logo and link to company website on Komen Pink Promise page
- 1 table of 9 at the Luncheon
- Name recognition at table
- Recognition by emcee
- Sponsor acknowledgement in program – quarter page
- Name listed in 2016 annual report and sponsorship brochure

PEARL SPONSOR - \$1,000

Benefits:

- 2 VIP seats
- Sponsor acknowledgement in program – quarter page
- Name listed in 2016 annual report and sponsorship brochure

TABLE SPONSOR - \$1,000

Benefits:

- 1 Table of 9
- Sponsor acknowledgement in program – listing
- Name listed in 2016 annual report and sponsorship brochure

Thank you for considering support of the Pink Promise Luncheon and joining Susan G. Komen in our mission to end breast cancer forever.