

# PINK *Promise*

Breast Cancer Awareness Luncheon



## Proposal for Sponsorship

**October 13, 2020**  
**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 60+ Komen affiliates worldwide, covering a 42 city/county service area with education and local grant funding.

## JOIN THE FIGHT

Susan G. Komen Virginia Blue Ridge is doing important work in our 42 city/county service area. Each year there are 1,039 women and men in our service area who are diagnosed with breast cancer and 226 women and men who die from breast cancer. We are dedicated to this mission and will not stop until our promise to end breast cancer forever has been fulfilled. 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 for uninsured and underinsured women as well as breast cancer research.

## PINK PROMISE LUNCHEON

The Virginia Blue Ridge Pink Promise Luncheon is a fun, elegant afternoon of dining, educating and survivor/fighter celebrations that is not to be missed. The Seventh Annual Pink Promise Luncheon will be held on October 13, 2020. Due to Covid-19 Pandemic, the 2020 event is being re-imagined for the safety of all of our guests and supporters. Instead of gathering as one group, our tables will gather separately at a location of their choice. We will provide a "Luncheon in a Box" to include meals, programs, centerpiece and more and will stream the program.

Our keynote speaker is **Chaunte' Lowe**. Chaunte's story is of determination perseverance and strength. Not only is Lowe a mother of 3, a wife and a finance professional; she is also a professional athlete, an American Record Holder, a 4-time Olympian, a 3-Time World Championship medalist, and 12 times US National Champion. She was diagnosed with triple negative breast cancer in June of 2019. Chaunte' is training for her 5<sup>th</sup> Olympic Games in Tokyo while undergoing treatments for breast cancer.

In the first six years, the Pink Promise Luncheon has raised over \$500,000 to support our mission of a world without breast cancer. In 2019, we hosted over 450 women and men at the event.

## 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 website
- Individual company recognition on Social Media channels
- Opportunity for social media co-branded images/video
- Company recognition in Affiliate newsletter in September and October
- 2 tables of 9 for the Luncheon
- Name recognition at table
- Recognition by emcee
- Logo on event program cover
- Logo (individual) on screen during event program
- Giveaway item opportunity
- Sponsor acknowledgement in program – full page, back cover
- 8 complimentary entries for Race for the Cure
- Name listed in 2021 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 website
- Individual company recognition on Social Media channels
- Opportunity for social media co-branded images/video
- Company recognition in Affiliate newsletter in September and October
- 1 table of 9 for the Luncheon
- Recognition by emcee
- Logo (group) on screen during event program
- Giveaway item opportunity
- Sponsor acknowledgement in program – full page
- Name listed in 2021 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 website
- Company recognition on Social Media channels
- Company recognition in Affiliate newsletter in September and October
- 1 table of 9 for the Luncheon
- Recognition by emcee
- Logo (group) on screen during event program
- Giveaway item opportunity
- Sponsor acknowledgement in program – half page
- Name listed in 2021 annual report and sponsorship brochure

## **EMERALD SPONSOR - \$2,500**

### **Benefits:**

- Logo and link to company website on Komen Pink Promise website
- Company recognition on Social Media channels
- 1 table of 9 for the Luncheon
- Recognition by emcee
- Logo (group) on screen during event program
- Sponsor acknowledgement in program – quarter page
- Name listed in 2021 annual report and sponsorship brochure

## **PEARL SPONSOR - \$1,000**

### **Benefits:**

- Logo and link to company website on Komen Pink Promise website
- 2 VIP seats
- Logo (group) on screen during event program
- Sponsor acknowledgement in program – quarter page
- Name listed in 2021 annual report and sponsorship brochure

## **TABLE SPONSOR - \$1,000**

### **Benefits:**

- 1 Table of 9
- Sponsor acknowledgement in program – listing
- Name listed in 2021 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.

Thank you to our 2019 Pink Promise Sponsors:

**Carilion Clinic**  
**Fink's Jewelers**  
**Kroger**  
**American National Bank & Trust**  
**Boxley**  
**Lewis Gale**  
**Blue Ridge Cancer Care**  
**Berglund Automotive**  
**Carter Machinery**

**Draper Aden Associates**  
**Pinnacle Financial Partners**  
**Davenport**  
**Dominion Risk Advisors**  
**EC Pace**  
**Freedom First**  
**Friendship Foundation**  
**Roanoke Valley Orthodontics**  
**Woodland Hills**