

PINK *Promise*

Breast Cancer Awareness Luncheon



Proposal for Sponsorship

Monday, October 16, 2017
Hotel Roanoke
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 100 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 818 women and men in our service area who are diagnosed with breast cancer and 172 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 Fourth Annual Pink Promise Luncheon will be held on Monday, October 16, 2017 at the Hotel Roanoke. Our keynote speaker is Nikia Hammonds-Blakely. Nikia Hammonds-Blakely was first diagnosed with breast cancer when awareness and treatment options were far from where they are today. It was 1994, she was 16 years old and felt powerless in her situation. But that didn't keep her quiet for long. This is the story of an incredible young woman who found her voice in the midst of a life-long journey with breast cancer.

In the first three years, the Pink Promise Luncheon has raised over \$225,000 to support our mission of a world without breast cancer. In 2016, we hosted 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 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 2018 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 2018 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 2018 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 2018 annual report and sponsorship brochure

PEARL SPONSOR - \$1,000

Benefits:

- 2 VIP seats
- Sponsor acknowledgement in program - quarter page
- Name listed in 2018 annual report and sponsorship brochure

TABLE SPONSOR - \$1,000

Benefits:

- 1 Table of 9
- Sponsor acknowledgement in program - listing
- Name listed in 2018 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.