



Sponsorship Proposal

A FUNDRAISER

Pink Gala:

Celebrating five years fighting
breast cancer, one family at a time

October 20, 2023

7 PM: Sponsor Cocktail Hour
8 - 10 PM: Program & Entertainment

Eleven 11 Studip
Farmington Hills, MI

Contact

Phone 313-720-4934
Website www.pinklist.org
Email events@pinklist.org



The Pink List

Introduction

The Pink List

Our goal is to not only further raise awareness around breast cancer but to also provide those impacted by breast cancer with resources and financial support. This year, The Pink List will also be celebrating its 5th year as a center for breast cancer education and support. Your sponsorship for the Pink Gala is needed to make it a success!

Please review the sponsorship levels to decide how you may want to support our Pink Gala. The information in this packet describes each level of support and the benefits for your business at that level. Once you have decided, please fill out the commitment form and return it to us at events@pinklist.org.

Your support in assisting breast cancer patients and their families across the country through these trying times is greatly appreciated. We look forward to hearing from you!

Contents

TOPICS OF THE PROPOSAL



The Pink List

02. INTRODUCTION

04. ABOUT US

05. ABOUT THE EVENT

06. SPONSORSHIP BENEFIT

07. SPONSORSHIP PACKAGE

About Us

Breast cancer may be rare in young adults; however, more than 250,000 living in the United States today were diagnosed under age 40. In young adults, breast cancer tends to be diagnosed in its later stages and more aggressive. Young adults have a higher mortality rate, as well as a higher risk of metastatic recurrence). A diagnosis can leave you feeling unprepared for health and treatment decisions you have to make. It can also put unexpected stress on your everyday life, your family, and your job.

Here at The Pink List, we are driven by two goals: to assist families facing breast cancer and to serve as a center for breast cancer education. We strive to ensure that young adults are both aware of the signs/symptoms of breast cancer and the resources available for those affected by breast cancer. In addition to providing education, The Pink List also offers resources for those diagnosed with breast cancer.

Since starting this organization in 2018, The Pink List has dedicated itself to help families that are affected by breast cancer. This is done through our Pink Kits and Pink Ride Program. Our Pink Kits equip breast cancer patients undergoing treatment with items to help ease some of the side effects. The Pink Ride Program was created to provide free transportation to treatments, surgeries, or treatment related appointments.

Sending over 100 Pink Kits across the country each year and committing to 25 rides or gas cards, The Pink List is here to fight breast cancer one family at a time.

About The Event



Raising nearly \$7,500 over the last 5 years with an average of 85 attendees per event, proceeds have been used to support families facing breast cancer.

Our events consist of:

- Age
 - 80% 21-35
 - 15% 36 - 55
 - 5% 56+
- Gender
 - 85% Women
 - 15% Men
- Metro Detroit residents

This year, The Pink List is celebrating its 5th anniversary as a breast cancer nonprofit organization. The pink-filled evening will allow guests learn more about breast cancer in young adults, support breast cancer patients and their families, and familiarize themselves with The Pink List.



Event Highlight

To educate guests about breast cancer in young adults.

Highlight those organizations and individuals making a difference in the community.

Make guests aware of how they can join the fight against breast cancer.

Raise money to buy supplies for our Pink Kits and provide free transportation for breast cancer patients undergoing treatment.

Benefits for Sponsor



The Pink List

Our 2023 fundraising goal is to raise \$10,00 to further fund our current programs and begin new ones. We understand that to properly assist our community, financial support from organizations and businesses like yours is essential.

CONNECT WITH YOUR CUSTOMERS

What better way to communicate your values with customers than by sponsoring events that match theirs?

INCREASE SALES AND BRAND AWARENESS

Through title sponsorship, speaking to guests in-person, branded items for thank-you bags, and having your brand displayed throughout the venue, you'll be an integral part of the event.

TELL YOUR STORY

Tell a whole new audience how much your business cares about breast cancer and families facing hardships.

Sponsorship Package



The Pink List

All packages include:

- 3-5 social media mentions (Facebook, Twitter, Instagram, and TikTok)
- Logo and business profile included in event program
- Logo and link to your brand's website on the event's webpage and newsletters
- Opportunity to provide collateral materials, goody bags, and additional promotional materials to attendees
- Brand recognition in event marketing material (flyers, social media posts, billboards, press releases, and more)
- Verbal recognition at the event
- Dedicated cocktail hour

Pink Sponsor - \$250+	<ul style="list-style-type: none"> • 2 tickets • Quarter page ad in event program
Mauve Sponsor - \$500+	<ul style="list-style-type: none"> • 4 tickets • Third-page ad in event program • Opportunity to sponsor a raffle for attendees
Rose Sponsor - \$1,000+	<ul style="list-style-type: none"> • 1 table for 6 people with company logo and business name visible • Half-page ad in event program • Logo recognition on promotional material and event signage
Orchid Sponsor - \$2,500+	<ul style="list-style-type: none"> • 1 table for 6 people with company logo and business name visible • Full-page ad in event program • 30-second video ad at event • Logo on step and repeat • Logo recognition on promotional material and event signage
Champagne Sponsor (Presenting Sponsor) - \$5,000	<ul style="list-style-type: none"> • 1 table for 8 people with company logo and business name visible • Full-page ad in event program • Promotional space with an opportunity to provide approved giveaways • 1-minute video ad • Logo on step and repeat • Opportunity to sponsor a raffle for attendees • Opportunity to speak to guests at the event live or through a pre-recorded video to be featured on social channels • Logo recognition on promotional material and event signage



The Pink List

**Thank you!
Hope you are
interested!**

Contact

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