



THE PINK FUND PRESENTS

DANCING FOR THE SURVIVORS

Entertaining, Inspiring & Educating

ABOUT THE PINK FUND

A breast cancer diagnosis can destroy the financial health and well-being of the patient and their family. While in active treatment, many patients are unable to work and experience a loss of income that can result in catastrophic financial losses and the need to rebuild financial health. We believe that patients should not have to choose between their house payment OR their treatment. The Pink Fund is the "AND" in many scenarios.

The Pink Fund was born from Molly MacDonald's own breast cancer experience. Diagnosed at a time of job transition, the disease, while unlikely to take her life, took her livelihood. When unable to GET HELP, Molly decided to GIVE HELP.

The Pink Fund provides financial support to help meet critical expenses of housing, transportation, utilities, and insurance for breast cancer patients in active treatment. Since 2006, The Pink Fund has provided more than \$6 million in financial assistance to breast cancer patients and their families.



DANCING WITH THE SURVIVORS 2021 KICK-OFF DANCE PARTY

In 2021, we took the celebration to the heart of downtown Detroit with a kick-off dance party in Campus Martius Park, complete with a live band, DJ and dance performances. Live news coverage from Fox2 and CW lead to a national spot on Good Morning America - scan here to watch!



Dates: October 1, 2021–October 31, 2021

Digital Reach:



312% INCREASE IN IMPRESSIONS
137% INCREASE IN ENGAGEMENT



3,740 FOLLOWERS



141,921 POST IMPRESSIONS
6,489 POST ENGAGEMENTS



13,067 UNIQUE EMAIL ADDRESSES
7,901 EMAIL OPENS



4.3% INCREASE IN FOLLOWERS
1,555 PAGE IMPRESSIONS



12,000 WEBSITE USERS FOR THE CAMPAIGN PERIOD

NATIONAL PRESENTING



LOCAL PRESENTING

JOAN PRIMO AND DAVID YARED

SEED FOUNDATION



LAURA SEGAL

CAROL ZIECIK





DANCING FOR THE SURVIVORS 2022

This is the 10th anniversary hosting our signature Dancing For The Survivors® event! Join us in celebrating breast cancer survivors who thrive in their recovery, and make a difference in the lives of other cancer patients. This event entertains, inspires, and educates the public about the financial burdens of a breast cancer diagnosis.

This year, we will celebrate Breast Cancer Awareness Month on October 7th with a dance party in Downtown Detroit. This event will spread awareness of the financial impact breast cancer patients and their families face, all the while raising funds to support breast cancer patients in treatment. There will be a national push across our social channels that will feature our past dancers presenting an educational campaign throughout October.



SPONSORSHIP OPPORTUNITIES

	Presenting \$25,000	Cha Cha \$20,000	Waltz \$10,000	Tango \$5,000	Rumba \$2,500	Swing \$1,000	Friend \$500
Designation as presenting sponsor with dedicated video at kick off event							
Prominent logo/company name on The Pink Fund homepage with direct link to company page							
Prominent logo/company name on Dancing For The Survivors webpage with direct link to company page							
Logo/company name on Dancing For The Survivors webpage							
Logo/company name displayed at kickoff event							
Dedicated 10' x 10' space or 2 tickets to the VIP area at kickoff event							
Verbal recognition in welcome message at kickoff event							
Logo displayed on all Dancing For The Survivors social media posts							
Recognition in The Pink Fund's digital newsletter							
Display of logo/company name on all marketing materials							
Dedicated social media post leading up to, or during, the event	4	3	2	1			

*Please contact us directly for custom sponsorship packages.





SPONSOR INFORMATION

COMPANY _____

CONTACT NAME _____

ADDRESS _____

PHONE _____ EMAIL _____

YES! I would like to be a sponsor for Dancing For The Survivors 2022

\$20,000 Cha Cha Sponsor

\$2,500 Rumba Sponsor

\$10,000 Waltz Sponsor

\$1,000 Swing Sponsor

\$5,000 Tango Sponsor

\$500 Friend Sponsor

PAYMENT INFORMATION

Check enclosed

Credit card

Please send me an invoice

NAME ON CREDIT CARD _____

CARD NUMBER _____

BILLING ADDRESS _____ EXP. _____

_____ CVV _____

SIGNATURE (FOR CREDIT CARD) _____

PLEASE SEND COMPLETED FORM TO:
THE PINK FUND | PO BOX 603 | BLOOMFIELD HILLS, MI 48303
OR JENNIFER@THEPINKFUND.ORG

