



PINK FUND PRESENTS

DANCING FOR THE SURVIVORS[®]

Entertaining, Inspiring & Educating

2023 SPONSORSHIP OPPORTUNITIES

REAL HELP FOR THE OTHER PART OF THE FIGHT[®]

FRIDAY, OCTOBER 13, 2023

7:00 P.M. - 11:00 P.M.

The Mint
27000 Evergreen Road
Lathrup Village, MI

Dancing in honor of those touched by a breast cancer diagnosis.

WWW.PINKFUND.ORG

PINK FUND
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ABOUT DANCING FOR THE SURVIVORS®



Join Us

SPONSOR THE 2023
DANCING FOR THE
SURVIVORS® GALA

ENTERTAINING

The Mint will be transformed into a sea of PINK with an evening of delicious food, delectable desserts and an exciting, moving program. Guests will have opportunities to support breast cancer patients with a silent auction, raffle and paddle raise.

INSPIRING

Featured dancers perform as survivors or on behalf of a survivor, give testimonials and much more. You will hear stories highlighting how diverse the breast cancer experience is for patients, and become aware of the amazing impact financial support makes for these families.

EDUCATING

Patients from diverse backgrounds of ethnicity, race, age and gender are affected by breast cancer and the need for additional support through treatment. Breast cancer is a wide and varied disease, and we educate through sharing stories from and about survivors in their unique journeys.



"DANCING GAVE ME THE JOY I THOUGHT I HAD LOST WITH THIS DISEASE. THE BASIC REQUIREMENT OF KEEPING YOUR HEAD UP WHILE DANCING BROUGHT THE COURAGE I NEEDED TO BE THE CARING CLINICIAN FOR MY COMMUNITY." ~DARYA D.

ABOUT PINK FUND



" I know all too well how stressful it is to struggle financially while fighting cancer, and I'm determined to help prevent other women, men, and their families from the same."

MOLLY MACDONALD, FOUNDER AND CEO



\$7,004,114.37

IN FINANCIAL ASSISTANCE DISTRIBUTED

A breast cancer diagnosis can destroy the financial health and well-being of patients and their families. 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.

Pink Fund provides financial support to help meet critical expenses of housing, transportation, utilities, and insurance for breast cancer patients in active treatment across the country.

We work through networks of health systems, caregivers and other organizations to provide awareness of the need, availability of support, and education to all towards mitigating financial toxicity of a cancer diagnosis.

YOUR SPONSORSHIP DOLLARS IN ACTION



We know breast cancer patients are making difficult choices. YOUR support ensures every eligible patient gets help from Pink Fund.

Sponsorship dollars make Dancing For The Survivors a® night of true inspiration and celebration of survivorship.

Bring your team, your network and your friends to enjoy this evening of impact and insight. Partnering with Pink Fund exemplifies your dedication to social impact, and allows attendees to share in your efforts. Create rapport, build culture, and celebrate those we love and those we may have lost to this disease.

SPONSOR BENEFITS

Sponsors benefit from dynamic content across multiple social media platforms while receiving increased visibility for your company and your brand. Partnering with Pink Fund not only promotes a positive brand, we target multiple demographics to bring awareness and education to provide REAL HELP FOR THE OTHER PART OF THE FIGHT.®

Digital Reach for October 1–31, 2022:



542% increase in followers
43,465 impressions



117% increase in retweets
72% increase in impressions



94% increase in post impressions
6,078 post engagements



12,791 unique email addresses



43% increase in followers
18% increase in page impressions



12,165 website users for the campaign period





SIGNATURE SPONSOR: THE BALLROOM \$50,000

- 20 Tickets (2 tables of 10), with 2 complimentary drink tickets per guest
- Designation as signature sponsor with dedicated video on 5 screens
- Sponsorship check presentation photo to be used in media release
- CEO of Pink Fund available to speak at sponsor's corporate function
- Logo/company name on Pink Fund homepage with direct link to company page
- Logo/company name on Dancing for the Survivors webpage with direct link to company webpage
- Logo/company name on printed and digital invitation
- Recognition during our online auction rolled out the week before the event
- Display of logo/company name on all marketing materials, including placement in our breast cancer awareness month digital newsletter
- 6 Dedicated social media posts leading up to and after the event
- Media coverage locally and nationally with dedicated press releases and advertising
- Opportunity to display or distribute promotional items at the event
- Inclusion on table tent listing sponsors in all restrooms
- First right of refusal for 2024 sponsorship





CHA CHA SPONSOR \$25,000

- 10 Tickets (1 table of 10), with 2 complimentary drink tickets per guest
- Recognition at event as sponsor with rolling video on 5 screens
- Logo/company name on Pink Fund homepage with direct link to company webpage
- Logo/company name on Dancing for Survivors webpage with direct link to company webpage
- Logo/company name on printed and digital invitation
- Recognition during our online auction rolled out the week before the event
- Display of logo/company name on all marketing materials, including our digital breast cancer awareness month newsletter
- 4 Dedicated social media posts leading up to and after the event
- Media coverage locally and nationally with dedicated press releases and advertising
- Opportunities to display or distribute promotional items at the event
- Inclusion on table tent listing sponsors in all restrooms





WALTZ SPONSOR \$15,000

- 6 Tickets with 2 complimentary drink tickets per guest
- Recognition at event as sponsor with rolling video on 5 screens
- Logo/company name on Pink Fund homepage with direct link to company webpage
- Logo/company name on Dancing for Survivors webpage with direct link to company webpage
- Logo/company name on printed and digital invitation
- Recognition during our online auction rolled out the week before the event
- Display of logo/company name on all marketing materials, including our digital breast cancer awareness month newsletter
- 3 Dedicated social media posts leading up to and after the event
- Media coverage locally and nationally with dedicated press releases and advertising
- Opportunities to display or distribute promotional items at the event
- Inclusion on table tent listing sponsors in all restrooms





TANGO SPONSOR \$10,000

®

- 4 tickets to the event with 2 complimentary drink tickets per guest
- Recognition at event as sponsor with rolling video on 5 screens
- Logo/company name on Pink Fund homepage with direct link to company page
- Logo/company name on Dancing for Survivors webpage with direct link to company webpage
- Logo/company name on printed and digital invitation to company webpage
- Logo/company name on our printed and digital invitation
- Recognition during our online auction rolled out the week before the event
- Display of logo/company name on all marketing materials, including our digital newsletter
- 2 Dedicated social media posts leading up to and after the event
- Media coverage locally and nationally with dedicated press releases and advertising
- Opportunities to display or distribute promotional items at the event
- Inclusion on table tent listing sponsors in all restrooms





RUMBA SPONSOR \$5,000

- 4 tickets to the event with 2 complimentary drink tickets per guest
- Recognition at event as sponsor with rolling video on 5 screens
- Logo/company name on our printed and digital invitation to company webpage
- Logo/company name on printed and digital invitation
- Display of logo/company name on all marketing materials, including our digital newsletter
- Listed in general social media posts leading up to and after the event
- Inclusion on table tent listing sponsors in all restrooms

SWING SPONSOR (TABLE) \$2,500



- 10 tickets to the event with 2 complimentary drink tickets per guest





SPONSOR INFORMATION

COMPANY/FOUNDATION/INDIVIDUAL NAME:

CONTACT NAME

ADDRESS

PHONE

EMAIL

YES! I would like to be a sponsor for Dancing For The Survivors ® 2023

\$50,000 The Ballroom Sponsor

\$5,000 Rumba Sponsor

\$25,000 Cha Cha Sponsor

\$2,500 Swing Sponsor

\$15,000 Waltz Sponsor

\$250 Individual Ticket

\$10,000 Tango Sponsor

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:
PINK FUND | PO BOX 607 | SOUTHFIELD, MI 48037
OR MITZI@THEPINKFUND.ORG