



POWER OF PINK

A Breast Cancer Awareness Luncheon

Proposal for Sponsorship

September 26, 2023
Roanoke, Virginia
11:00am – 1:30pm



Virginia Breast Cancer Foundation
Catherine Warren, Senior Director of SWVA
Catherine @vbcf.org or 540.202.2649
www.vbcf.org

WHO WE ARE

The Virginia Breast Cancer Foundation (VBCF) is the only statewide, state-based breast cancer organization serving Virginians. We provide education and advocacy programs to support all Virginians affected by breast cancer. VBCF's small staff is headquartered in Richmond and Roanoke and with the help of volunteers, provide Virginians with accurate, up-to-date information on breast cancer. Your funds stay local. 100% of the net funds raised serve Virginians. VBCF is not part of a national organization. Our staff and volunteers are Virginians helping Virginians.

JOIN THE FIGHT

VBCF is doing important work across the entire state of Virginia. Each year there are 7,100 women and men in our service area who are diagnosed with breast cancer and 1,100 women and men who die from breast cancer. We are dedicated to this mission and will not stop until our goal to eradicate breast cancer has been fulfilled. The money we raise through events like the Power of Pink Luncheon is used to provide Virginians with knowledge and a voice on the breast cancer journey. We offer individualized resource coordination, free breast health educational materials; newly diagnosed, caregiver, and survivorship packets; advocacy for improved health public policy and research dollars for the state, and funding for screening and diagnostic breast health services for uninsured and underinsured.

VBCF has established a Roanoke office to better serve the Southwestern part of our state. In 2022, VBCF announced the creation of the Southwest Virginia Screening and Diagnostic Fund with an investment of \$75,000 to provide mammograms, ultrasounds, biopsies and more to uninsured and underinsured women and men in Southwest Virginia. Our 2022 investment provided over 350 services and helped three women receive a breast cancer diagnosis. In 2023, we invested an additional \$190,000 into the SWVA Screening and Diagnostic Fund. These funds are being distributed through our partners in Roanoke, Lynchburg, Southside and Abingdon.

POWER OF PINK LUNCHEON

The Virginia Breast Cancer Foundation Power of Pink Luncheon is a fun, elegant afternoon of dining, educating and survivor/fighter celebrations that is not to be missed. The 2022 event brought out over 300 women and men to support our mission and raised over \$106,000. The program included a local speaker and keynote speaker. In the first 2 years, the event has raised almost \$200,000 to support our mission to eradicate breast cancer.

The 2023 event is scheduled for September 26, 2023 at the Hotel Roanoke. Speaker details to come!

SPONSORSHIP REQUEST

As a Power of Pink 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:

- Industry exclusivity at Diamond Level
- Acknowledgement banner on VBCF website
- Logo on Power of Pink Luncheon invitation
- Logo and link to company website on VBCF Power of Pink website
- Individual company recognition on Social Media channels
- Opportunity for social media co-branded images/video
- Company recognition in VBCF e-newsletter in September and October
- Company recognition in VBCF print newsletter in Fall 2023
- 2 tables of 9 (18 seats total) at the Luncheon
- Recognition by emcee
- Logo on event program cover
- Logo (individual) on screen during event program
- Giveaway item opportunity
- Space for table display at Luncheon
- Sponsor acknowledgement in program – full page
- Name listed in 2024 annual report and sponsorship brochure

RUBY SPONSOR - \$7,500

Benefits:

- Logo on Power of Pink Luncheon invitation
- Logo and link to company website on VBCF Power of Pink website
- Individual company recognition on Social Media channels
- Opportunity for social media co-branded images/video
- Company recognition in VBCF e-newsletter in September and October
- Company recognition in VBCF print newsletter in Fall 2023
- 1 table of 9 at the Luncheon
- Recognition by emcee
- Logo (group) on screen during event program
- Giveaway item opportunity
- Sponsor acknowledgement in program – full page
- Name listed in 2024 annual report and sponsorship brochure

SAPPHIRE SPONSOR - \$5,000

Benefits:

- Logo on Power of Pink Luncheon invitation
- Logo and link to company website on VBCF Power of Pink website
- Company recognition on Social Media channels
- Company recognition in VBCF e-newsletter in September and October
- Company recognition in VBCF print newsletter in Fall 2023
- 1 table of 9 at the Luncheon
- Recognition by emcee
- Logo (group) on screen during event program
- Giveaway item opportunity
- Sponsor acknowledgement in program – half page
- Name listed in 2024 annual report and sponsorship brochure

EMERALD SPONSOR - \$2,500

Benefits:

- Logo and link to company website on VBCF Power of Pink website
- Company recognition on Social Media channels
- Company recognition in VBCF e-newsletter in September and October
- 1 table of 9 at the Luncheon
- Recognition by emcee
- Logo (group) on screen during event program
- Sponsor acknowledgement in program – quarter page
- Name listed in 2024 annual report and sponsorship brochure

PEARL SPONSOR - \$1,000

Benefits:

- Logo and link to company website on VBCF Power of Pink website
- 2 VIP seats at Luncheon
- Logo (group) on screen during event program
- Sponsor acknowledgement in program – quarter page
- Name listed in 2024 annual report and sponsorship brochure

TABLE SPONSOR - \$1,000

Benefits:

- 1 table of 9 at the Luncheon
- Sponsor acknowledgement in program – listing
- Name listed in 2024 annual report

SMALL BUSINESS SUPPORTER - \$500

Benefits:

- 1 seat at Luncheon
- Sponsor acknowledgement in program – quarter page

Thank you for considering support of the Power of Pink Luncheon and joining the Virginia Breast Cancer Foundation in our mission to eradicate breast cancer.

Thank you to our 2022 Sponsors:

DIAMOND



RUBY



SAPPHIRE

BOXLEY

EMERALD



Ginny Jarrett

PEARL

- American National Bank
- Dominion Risk Advisors
- EC Pace
- Freedom First Credit Union
- Lewis Gale Regional Health System - Sarah Cannon
- Marsh & McLennan Agency
- Partners in Financial Planning
- PathGroup
- Roanoke Valley Orthodontics – Dr. David Jones