

2017

Pink Aid  
Luncheon  
&  
Fashion  
Show



S P O N S O R S H I P

O P P O R T U N I T I E S

**pinkaid**  
*compassion until there's a cure*



**Pink Aid's mission** is to help underserved local women survive breast cancer treatment with support and dignity, to provide screening to women in financial need, and to empower breast cancer survivors to heal by helping and inspiring others.

Financial Assistance with Rent & Utilities ♥ Breast Cancer Screening ♥ Recovery Bras & Garments ♥ Breast Prostheses ♥ Family Support ♥ Wigs ♥ Transportation to and from Treatment ♥ Post-Surgical Support ♥ Pink Aid Food Cards ♥ Crisis Counseling ♥ Outreach Programs ♥ Lymphedema Sleeves ♥ Integrated Wellness Programs... *And More*





“Breast cancer does not discriminate, affecting women of every age and income level. Pink Aid provides women and families from underserved communities with the critical tools and resources to confront the challenges of the disease with dignity and hope.”

PATRICIA J. PETERSEN, PRESIDENT & CEO,  
DANIEL GALE SOTHEBY'S INTERNATIONAL REALTY



## SPECIAL THANKS TO OUR 2016 SPONSORS

MITCHELLS ♥ BODYFLY ♥ THE CLAIRE FRIEDLANDER FAMILY FOUNDATION ♥ DANIEL GALE SOTHEBY'S INTERNATIONAL REALTY ♥ LATHAM & WATKINS LLP ♥ PRICEWATERHOUSECOOPERS LLP ABOFF'S PAINTS ♥ CARTER, DELUCA, FARRELL, & SCHMIDT, LLP ♥ DAVID LANDAU & ASSOCIATES DRS. RANDALL FEINGOLD, RON ISRAELI, PETER KORN, DAVID LIGHT AND JONATHAN BANK GELLERMAN ORTHODONTICS ♥ HELMS BROS. INC. ♥ KIMCO REALTY CORP. ♥ PRIME & HARBOR CLUB AT PRIME ♥ WELLS FARGO HOME MORTGAGE ♥ ADVANTAGE TITLE ♥ COASTAL PIPELINE PRODUCTS CORP. ♥ KEAN DEVELOPMENT COMPANY ♥ LOUGHLIN MANAGEMENT PARTNERS + COMPANY ORGANIC KRUSH ♥ PROCURE PROTON THERAPY CENTER, SOMERSET NJ ♥ RIVKIN RADLER, LLP SCHRODER & STROM, LLP ♥ SKANSKA ♥ SUNRISE OUTDOOR ADVERTISING





## SPONSORSHIP LEVELS

Benefit of Sponsorship	Pink Title \$25K	Pink Sapphire \$15K	Pink Topaz \$10K	Pink Pearl \$5K	Pink Tourmaline \$2.5K
Reserved Seats at Fashion Show	6 VIP	4 VIP	3 Up Front	2 Up Front	2 Reserved
Reserved On-site Parking	4 Cars	2 Cars	2 Cars	2 Cars	1 Car
Ad in Event Program	Full Page	Full Page	Full Page	Full Page	Half Page
Ad in Mitchells <i>M Lifestyle Magazine</i>	Full Page	Half Page			
Event Ad in <i>NYC&amp;G</i>	♥	♥			
Acknowledgment From Stage	♥	♥	♥		
Naming Opportunities*	♥	♥	♥		
Prominent Signage at Guest Check-in	♥	♥	♥		
Invitation to VIP Pre-Party	♥	♥	♥	♥	♥
Electronic Media Display at Event	♥	♥	♥	♥	♥
Publicity in Mitchells <i>M Lifestyle Magazine</i>	♥	♥	♥	♥	♥
Extensive Promotion Thru <i>Pink Aid</i> Website & Social Media	♥	♥	♥	♥	♥
Name on Event Materials & Press	♥	♥	♥	♥	♥

\*Naming opportunities may include but not limited to: Exclusive Pink Aid Luncheon Gift Bag, Survivor Fashion Show, Wall of Compassion, Dessert Party, Online Auction Website, Photo Booth, Sweat 4 Pink



## SPONSORSHIP BENEFITS

- ♥ Event Advertising in ***New York Cottages & Gardens*** reaches 208,000 readers in July/August & September 2017 issues
- ♥ Event Publicity in ***Mitchells' M Lifestyle Magazine***, which has a readership of over 40,000
- ♥ ***Save-the-Date, Invitation & E-mails*** sent to over 3,100 of Long Island's Most Influential Women
- ♥ Recognition in ***Pink Ink***, Pink Aid's Biannual Newsletter, sent to more than 3,100 readers
- ♥ Recognition on ***pinkaid.org*** and in robust social media program
- ♥ ***Program & signage recognition*** at sold out annual event with 300+ attendees
- ♥ ***Digital seal of recognition*** for your corporate promotion.

“Bodyfly is proud to support Pink Aid Long Island. Pink Aid and Bodyfly believe in empowering breast cancer survivors to heal by helping and inspiring others. Together, we will continue to help local women survive breast cancer with compassion, dignity and style.”

DR. CHARLOTTE RHEE, BODYFLY

## GUEST SPEAKERS



Geralyn Lucas, *author 2014*  
Marisa Acocella Marchetto,  
*graphic artist and author 2015*  
Ann Caruso, *celebrity stylist 2016*

## FASHION SHOW HOSTS



Mitchells  
*2014 & 2015*  
Escada *2016*  
Vince *2017*



MEETING OUR MISSION

**\$600,000  
AWARDED!**

**IN OUR FIRST 3 YEARS!**

**GRANTS TO 18 LI ORGANIZATIONS**

♥ Above C Level ♥ Adelphi NY Statewide Breast Cancer Hotline and Support Program ♥ Babylon Breast Cancer Coalition ♥ Brentwood Bay Shore Breast Cancer Coalition ♥ Brookhaven Memorial Hospital Medical Center Breast Cancer Survivorship Coalition ♥ Casting for Recovery ♥ Coalition for Women's Cancers at Southampton Hospital ♥ Huntington Hospital's Dolan Family Health Center ♥ Islip Breast Cancer Coalition ♥ Lean On Me ♥ Lucia's Angels ♥ Maurer Foundation for Breast Health Education ♥ Mercy Medical Center ♥ North Shore Neighbors ♥ Northwell Health Breast Cancer Hardship Fund ♥ Peconic Bay Medical Center ♥ Strength for Life ♥ West Islip Breast Cancer Coalition



**LAUNCHING  
LONG ISLAND'S  
PINK PURSE**

A new Pink Aid program to provide underserved breast cancer patients with emergency assistance for household expenses. Begins this summer.