

2018

Pink Aid  
Luncheon  
&  
Fashion  
Show

SPONSORSHIP  
OPPORTUNITIES

**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.

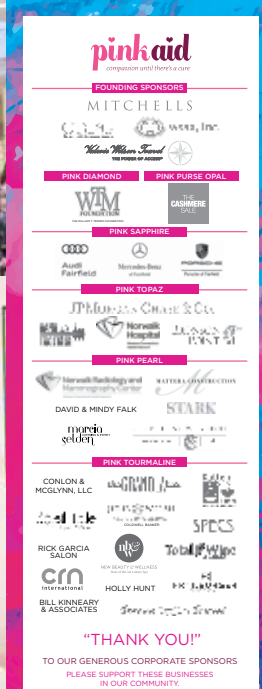
Financial Assistance with Rent & Utilities ♡ Breast Cancer Screening & Diagnostic Testing ♡ Recovery Bras & Garments ♡ Breast Prostheses ♡ Family Support ♡ Wigs ♡ Food Cards ♡ Transportation to and from Treatment ♡ Post-Surgical Support ♡ Lymphedema Sleeves ♡ Crisis Counseling ♡ Outreach Programs ♡ Integrated Wellness Programs





“J.P. Morgan is proud to sponsor Pink Aid and support their mission of helping underserved women undergo breast cancer treatment with dignity. We are excited to partner with an organization that provides much needed access to screening as well as financial and emotional support for women and their families in our community.”

**TIMOTHY R. POWERS, EXECUTIVE DIRECTOR & BANKER,  
J.P. MORGAN PRIVATE BANK**



## SPECIAL THANKS TO OUR 2017 SPONSORS

### FOUNDING SPONSORS:

MITCHELL STORES ♥ CTC&G (CONNECTICUT COTTAGES & GARDENS) ♥ VALERIE WILSON TRAVEL ♥ WSAA

**PINK STAR DIAMOND SPONSOR:** THE WILLIAM T. MORRIS FOUNDATION ♥ THE CASHMERE SALE

**PINK SAPPHIRE SPONSORS:** AUDI FAIRFIELD ♥ MERCEDES-BENZ OF FAIRFIELD ♥ PORSCHE FAIRFIELD

**PINK TOPAZ SPONSORS:** BAND TOGETHER CT ♥ BRONSON POINT MANAGEMENT ♥  
JP MORGAN CHASE & CO. ♥ NORWALK HOSPITAL

**PINK PEARL SPONSORS:** DAVID FALK/NEWMARK KNIGHT FRANK ♥ MARCIA SELDEN CATERING & EVENTS ♥  
MATTERA CONSTRUCTION CO., LLC ♥ NORWALK RADIOLOGY CONSULTANTS  
♥ SHOPE RENO WHARTON ARCHITECTURE ♥ STARK

**PINK TOURMALINE SPONSORS:** BILL KINNEARY & ASSOCIATES ♥ CONLON & MCGLYNN, LLC  
♥ CRN INTERNATIONAL ♥ FRAN BURGER REALTY GROUP ♥ THE GRANOLA BAR ♥  
JULIE WALSH REALTOR/COLDWELL BANKER ♥ KATTEN MUCHIN ROSENMAN LLP ♥ NEW BEAUTY & WELLNESS  
♥ RICK GARCIA SALON ♥ SOLEIL TOILE ♥ SPECS ♥ SUPERIOR SEAFOOD ♥ TOTAL WINE & MORE



## SPONSORSHIP LEVELS

Benefit of Sponsorship	Pink Diamond Title \$20K	Pink Sapphire \$15K	Pink Topaz \$10K	Pink Pearl \$5K	Pink Tourmaline \$2.5K
Reserved Seats at Fashion Show	6 VIP	4 VIP	4 Preferred	2 Preferred	2 Reserved
Reserved On-site Parking	3 Cars	2 Cars	2 Cars	2 Cars	1 Car
Ad in Event Program	Full Page	Full Page	1/2 Page	1/2 Page	1/2 Page
Company Logo Included in Step and Repeat	♥				
Acknowledgement From Stage	♥				
Event Ad in CTC&G	♥	♥			
Prominent Signage at Guest Check-in	♥	♥	♥		
Naming Opportunities*	♥	♥	♥		
Publicity in Mitchells M Lifestyle Magazine	♥	♥	♥	♥	
Invitation to VIP event during the year	♥	♥	♥	♥	♥
Electronic Media Display at Event	♥	♥	♥	♥	♥
Extensive Promotion Thru Pink Aid Website & Social Media	♥	♥	♥	♥	♥
Name on Event Materials & Press	♥	♥	♥	♥	♥

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



## SPONSORSHIP BENEFITS

- ♥ Event Advertising in ***Connecticut Cottages & Gardens*** reaches 416,000 readers in July/August & September 2018 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 5,000 of Fairfield County's Most Influential Women
- ♥ Recognition in ***Pink Ink***, Pink Aid's Biannual Newsletter, sent to more than 5,000 readers
- ♥ Recognition on ***pinkaid.org*** and in robust social media program (Facebook, Instagram, Twitter, LinkedIn)
- ♥ ***Program & signage recognition*** at sold out annual event with 500+ attendees
- ♥ ***Digital seal of recognition*** for your corporate promotion.

"We're passionate about supporting the local community. We found the work of Pink Aid extremely important and inspiring to so many of our families. We are proud to partner with Pink Aid as a Pink Sapphire sponsor and drive toward helping fulfill the mission."

**TERRY DOLL, SALES & MARKETING DIRECTOR,  
PENSKE AUTOMOTIVE GROUP INC.**

### GUEST SPEAKERS



*Geralyn Lucas 2017*  
*Joan Lunden 2016*  
*Jennifer Griffin 2015*  
*Lara Logan 2014*  
*Jane Green 2013*  
*Hoda Kotb 2012*  
*Deborah Roberts 2011*

### FASHION SHOW HOSTS



*Veronica Beard 2017*  
*Vince 2016*  
*Donna Karan 2015*  
*Michael Kors 2014*  
*Brunello Cucinelli 2013*  
*Ralph Lauren 2012*  
*Escada 2011*



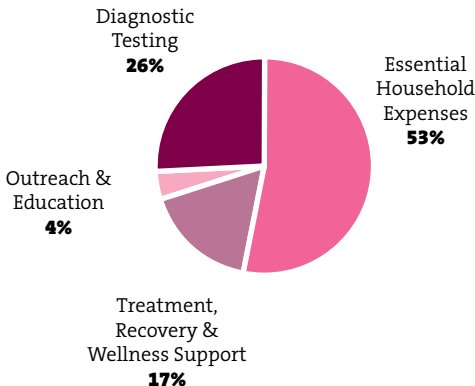
## MEETING OUR MISSION

# \$3.6 MILLION AWARDED!

## TO 23 CT ORGANIZATIONS AND INDIVIDUALS

American Cancer Society ♥ Ann's Place ♥ Breast Cancer Emergency Aid Foundation ♥ Cancer Care , Inc. ♥ Connecticut Sports Foundation Against Cancer, Inc. ♥ Danbury Hospital ♥ Day Kimball Healthcare Discovery for a Cure ♥ Gilda's Club Westchester ♥ Griffin Hospital Hartford Hospital ♥ Middlesex Hospital ♥ Necessities, Inc. The Norma F. Pfriem Breast Care Center ♥ Norwalk Hospital Foundation Saint Francis Hospital & Medical Center ♥ St. Vincent's Medical Center Foundation ♥ Stamford Hospital ♥ Support Connection, Inc. Triple Negative Breast Cancer Foundation ♥ Western CT Health Network Witness Project of CT, Inc. ♥ Yale-New Haven Hospital

### WHERE THE MONEY WENT



### PINK AID'S PINK PURSE

