



2022-2023 SPONSORSHIP OPPORTUNITIES



*Align Your Organization with
a Uniquely Compassionate Mission*

pinkaid
compassion until there's a cure

Pink Aid's Mission

To provide compassionate support, critical resources and emergency financial assistance to underserved breast cancer patients and their families.

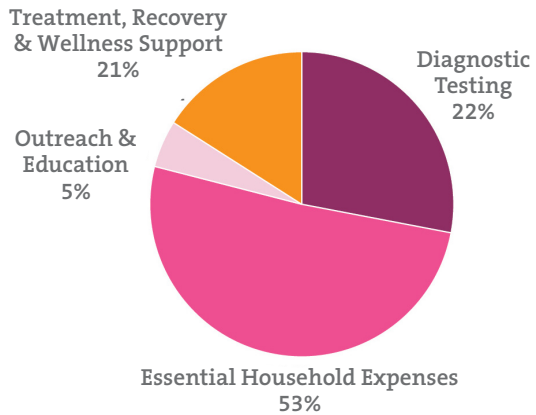
Pink Aid's Vision

To compassionately empower individuals throughout the entire breast cancer cycle: from outreach and screening in underserved communities; to wellness, recovery and financial assistance during treatment; to encouraging survivors to heal by helping and inspiring others.

Where The Funds Go...

20,000+

BREAST CANCER PATIENTS AND THEIR FAMILIES HELPED



“ONE OF THE SADDEST THINGS FOR ME TO SEE IS PATIENTS WHO ARE BATTLING BREAST CANCER, AND YET ALSO STRUGGLING WITH THEIR MOST BASIC FINANCIAL NEEDS. UNTIL THE PINK PURSE, I HAD NEVER ENCOUNTERED AN ORGANIZATION THAT CAN HELP PATIENTS WITH THEIR MOST BASIC NEEDS IN FINANCIAL CRISIS WITH JUST A 24 OR 48 HOUR TURNAROUND.”

*Dr. Elisa Rush Port
Associate Professor of Surgery,
Icahn School of Medicine at Mount Sinai Hospital.
Cofounder/Director of the Dubin Breast Center at
the Tisch Cancer Institute, Mount Sinai Health System*

HOUSEHOLD EXPENSE FINANCIAL ASSISTANCE ♥ FOOD CARDS
BREAST SCREENING & DIAGNOSTIC TESTING ♥ POST-SURGICAL SUPPORT



MEETING OUR MISSION

MORE THAN
\$4.5 MILLION*
AWARDED!

2022 CT GRANT RECIPIENTS:

Ann's Place ♥ Breast Cancer Emergency Aid Foundation
CancerCare ♥ Connecticut Cancer Foundation ♥ Danbury Hospital
Gardner's House ♥ Greenwich Hospital ♥ Griffin Hospital
Hartford Hospital ♥ The Hospital of Central Connecticut
Middlesex Hospital ♥ Norma Pfriem Breast Center
Norwalk Hospital Foundation ♥ The Pink Chair Project
Sails Up 4 Cancer ♥ Saint Francis Hospital and Medical Center
St. Mary's Hospital Foundation ♥ St. Vincent's Medical Center
Stamford Health ♥ Support Connection ♥ Yale New Haven Hospital

*as of April 18, 2022

PINK AID'S PINK PURSE

Over 2,100 breast cancer patients, in 27 different states, have received emergency aid totaling more than \$1.8 Million dollars!



Pink Aid is the only national organization providing emergency financial assistance to breast cancer patients in dire need within just a few days, helping keep families afloat during this critical time.

Direct Assistance for Breast Cancer Patients

OPPORTUNITIES TO SUPPORT PINK AID

Whether it's an Annual Luncheon & Fashion Show for 600 women, or a bake sale at a local middle school, Pink Aid is always grateful for it's sponsors, and is proud to recognize their generosity in as many ways as possible.



BENEFITS OF A SPONSORSHIP

- ♥ TICKETS TO THE EVENT
- ♥ YOUR ORGANIZATION'S NAME ON THE SAVE-THE-DATE AND INVITATION SENT TO OVER 7,500 PEOPLE
- ♥ RECOGNITION IN PINK INK, PINK AID'S BI-ANNUAL NEWSLETTER, SENT TO MORE THAN 7,500 READERS
- ♥ RECOGNITION ON PINKAID.ORG
- ♥ EVENT JOURNAL & SIGNAGE RECOGNITION AT THE EVENT
- ♥ PROMOTION VIA SOCIAL MEDIA, WITH OVER 4,000 FOLLOWERS ON FACEBOOK AND OVER 5,000 FOLLOWERS ON INSTAGRAM
- ♥ DIGITAL SEAL OF RECOGNITION FOR YOUR CORPORATE PROMOTION

BREAST PROSTHESES ♥ FAMILY SUPPORT ♥ WIGS ♥ LYMPHEDEMA SLEEVES
♥ TRANSPORTATION TO AND FROM TREATMENT ♥ OUTREACH PROGRAMS



2022 EVENT SPONSORSHIP LEVELS

Benefit of Sponsorship	\$35K +	\$20K+	\$15K	\$10K	\$5K	\$2.5K
Name on Marketing Materials	Premier Sponsor	Title Sponsor	Pink Aid Sponsor	Pink Aid Sponsor	Pink Aid Sponsor	Event Sponsor
Reserved Seats at Fashion Show	Please contact us	Please contact us	2 VIP	2 Preferred	2 Preferred	2 Reserved
Reserved On-Site Parking	Please contact us	Please contact us	2 Cars	2 Cars	1 Car	
Ad in Event Journal	Please contact us	Please contact us	Full Page	Full Page	Full Page	Half Page
Company Logo on "Step-and-Repeat"	Please contact us	Please contact us				
Prominent Signage	Please contact us	Please contact us	♥	♥	♥	♥
Invitation to VIP Event during the year	Please contact us	Please contact us	♥	♥	♥	♥
Electronic Media Display at Event	Please contact us	Please contact us	♥	♥	♥	
Promotion via Pink Aid Website	Please contact us	Please contact us	Name & Logo	Name & Logo	Name	Name
Promotion via Social Media	Please contact us	Please contact us	♥	♥	♥	♥
Inclusion in Press	Please contact us	Please contact us	♥	♥		

For more information or to become a sponsor, please contact:
susanr@pinkaid.org

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