

Mad About Pink

Saturday, April 30, 2016

JW Marriott Hotel



AN EVENING OF 60'S SOPHISTICATION BENEFITTING **KOMEN AUSTIN**



Amy Mosier and Karin Foster

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Karin & Robert Foster and Amy & Adam Mosier

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Presented by

TEXAS ONCOLOGY

More breakthroughs. More victories.®

**susan g.
komen.®**
AUSTIN

Saving lives locally. Fighting breast cancer globally.

WHY YOUR SUPPORT MATTERS

Susan G. Komen® Austin is committed to saving lives locally and fighting breast cancer globally. Komen Austin raises almost 2 million dollars annually to support our mission – to save lives and end breast cancer forever. With charitable giving plans and strategies underway for FY16, please consider allocating funds to support and attend these highly anticipated events.

KOMEN AUSTIN BY THE NUMBERS

75 - % of funds raised that stay in our community to save lives locally

11 - Million dollars that Komen Austin has invested since 1999 into providing local breast health services

5 – Number of counties we serve (Bastrop, Caldwell, Hays, Travis, Williamson)

25 - % goes to global research studies to find the cures

64,000 – Breast health services provided in our community over the last 5 years



Sponsorship Benefits and Details

	Presenting Sponsor \$20,000	The Roger Sterling \$15,000	The Don Draper \$10,000	The Joan \$5,000	The Betty \$3,000
Venue/Gobo Signage	■				
Media & Event Advertising	Prominent logo	Logo in Ad	Logo in Ad		
Pink! Tables & Seats	2 tables (20 seats)	1.5 tables (10 seats; 5 seats)	1 table (10 seats)	1 table (10 seats)	1 table (10 seats)
VIPINK! Cocktail Reception	20 tickets	16 tickets	10 tickets	10 tickets	10 tickets
Recognition on Save the Date	Prominent logo	Logo	Logo	Name	
VIPINK Valet Parking	10	8	6	2	
Event Program (ad provided by sponsor)	Inside Cover Full Page 4C	Full Page 4C	Full Page 4C	½ Page 4C	Name
Event email campaign (27,000+) & Social Media	Prominent Logo 4 targeted emails 4 social media	Logo 3 targeted emails 3 social media	Logo 2 targeted emails 2 social media	Name 1 targeted email 1 social media	1 social media
Event signage/Table recognition	Prominent	■	■	■	■
Event website	Logo	Logo	Logo	Logo	Name



Targeted Marketing Opportunities

	VIPink Cocktail, Pink Diamond Awards & Club Pink \$7,500	PINK! Bar Sponsor \$5,000	VIPINK! Valet Parking \$3,500	Dessert Sponsorship \$3,000
Logo recognition during the specified targeted marketing opportunity	■	■	■	■
Opportunity for branded promotional items	■	■	■	■
Media and Event Advertising	As it relates to opportunity	As it relates to opportunity	As it relates to opportunity	As it relates to opportunity
Pink Tables and Seats				
Recognition on invitation (800+)				
VIPINK Valet Parking				
Event Program				
Event email campaign (27,000+) + Social Media				
Event Signage/Table recognition	■	■	■	■
Event Website	Logo	Logo	Name	Name

Sponsors will enjoy exclusive recognition in their sponsored area and will be available to the first donor who pledges their commitment. Target marketing opportunities can be a combination of cash/in-kind (3/4 needs to be cash). Please contact us to learn more about opportunities and benefits.

Libby Tilley, Development Director, Komen Austin – ltalley@komenaustin.org; 512.684.3874





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Karen Shultz

1 in 8 women will have to fight breast cancer in her lifetime.

Through its community health care grantees, Susan G. Komen Austin funding makes critical breast health services accessible to uninsured and underinsured women and men in Bastrop, Caldwell, Hays, Travis and Williamson Counties.

 #madaboutpinkatx  @komenaustin

www.komenaustin.org

512.473.0900