



BREAST CANCER FOUNDATION  
OF CENTRAL FLORIDA

[BCFCF.org/Events](https://bcfcf.org/events)

# 2022 Sponsorship Opportunity

Power in Pink 2022



## About BCFCF

Breast Cancer Foundation of Central Florida (BCFCF) is modeled after our parent chapter, the Breast Cancer Foundation of the Ozarks (BCFO). BCFO was founded by Mary Beth O'Reilly, matriarch of O'Reilly Auto Parts, in 2000 and currently provides help and hope to thousands of families in the Ozarks.



The mission of the Breast Cancer Foundation of Central Florida (BCFCF) is to ease the financial worries of local, Central Florida breast cancer patients and their families. No one should have to choose between paying essential household bills or paying for medical treatment. The foundation's financial assistance program helps breast cancer patients with non-medical financial expenses, such as rent or mortgage payments, utility payments, car repairs or payments, or gas for treatment travel, while a patient is in active treatment. By providing peace of mind, patients can focus on recovery rather than looming bills. In addition, we have a children's fund that provides financial compensation for each child in the household upon initial application approval and during the holidays. Furthermore, through awareness initiatives we share both facts and myths about breast cancer, spread the word that breast cancer can affect ALL ages AND sexes, and are passionate about advocating for early detection and yearly mammogram screenings.



## Contact

✉ [powerinpink5k@gmail.com](mailto:powerinpink5k@gmail.com)

\*The Breast Cancer Foundation of Central Florida is a 501(c)3 nonprofit organization as designated by the IRS. The Foundation's EIN number is 43-1881450.

# Sponsorship Opportunity

Sponsoring a Breast Cancer Foundation of Central Florida event provides a unique opportunity to partner with health care centers, companies, organizations, and advocates in communities throughout Central Florida to have a direct and immediate impact on the lives of breast cancer patients and their families.

BCFCF is proud of the collaborative relationships we have established with hospitals and clinics, vendors, corporations, local businesses, and organizations to work together to help those affected by breast cancer.



## A Patient's Thank You

"I worked out, I drank kale smoothies. I wasn't supposed to have breast cancer. I should have been worried about my 18 month old...not fighting cancer, yet here I was. Thankfully BCFCF stepped in and I didn't have to worry about the time I took off work to FIGHT! I could be with my family and think about what was really important."

— Jennifer Hadsock, Grant Recipient —

## We appreciate your continued support

In 2021, BCFCF experienced another exponential jump in client assistance--\$173,347 was distributed to almost 100 families across Central Florida and \$18,800 (additional) was delivered to assist the children of those families. We expect the 2022 numbers to far surpass 2021. Since inception in 2016, we have provided over \$410,000 in client assistance.

Thank you for considering a community partnership. We look forward to working with you and helping to change the lives of local, Central Florida breast cancer patients who are in need. "Individually, we are bright. Collectively, we are brilliant!"



# POWer in Pink

## In-Person 5K Race and Virtual 26.2 Month-Long Marathon Challenge

This is the third year of the in-person 5k (the original hosted by our very own patient and breast cancer survivor, Jen Hadsock) and the third of the virtual challenge, to be held in September as a precursor to Breast Cancer Awareness Month. We want to help breast cancer patients pack a POWERful PUNCH to situational hardship stemming from a breast cancer diagnosis! Participants complete the 5k in person by running or walking. However, if done virtually, they choose HOW and WHERE to do the miles: run, walk, bike, swim, or even skate indoors or outdoors. Virtual miles to be completed September 1-30, 2022.



<b>Date:</b>	<b>Saturday, September 17, 2022</b>
<b>Location:</b>	<b>Tiger Town Parking Lot at Joker Marchant Stadium in Lakeland</b>
<b>Time:</b>	<b>8:00 am</b>
<b>Expected Attendance:</b>	<b>250+pp</b>
<b>Event Website:</b>	<b><a href="http://BCFCF.org/power-in-pink">BCFCF.org/power-in-pink</a></b>

## Sponsor Levels

### PRESENTING SPONSOR - \$5,000

(ONE AVAILABLE)

- QUOTE IN PRESS RELEASE AND SIGNIFICANT REFERENCE IN ARTICLES ABOUT EVENT
- PROMINENT LOGO RECOGNITION ON WEBSITE, MEDIA, AND ALL MARKETING MATERIALS
- LOGO RECOGNITION ON SOCIAL MEDIA
- LOGO ON FINISHER MEDAL LANYARDS
- PREMIER 10'X10' LOCATION FOR COMPANY AT PROMOTIONAL AREA ON SPONSOR ROW (TENT, TABLE, AND CHAIRS PROVIDED BY SPONSOR)
- PROMINENT LOGO ON BACK OF EVENT T-SHIRT
- 2 SPONSORED EMAIL BLASTS TO PARTICIPANTS
- 5 COMPLIMENTARY REGISTRATIONS FOR POWER IN PINK 5K
- ADDITION OF MATERIALS PROVIDED IN PARTICIPANT BAGS (PROVIDED BY SPONSOR)



## PLATINUM SPONSOR - \$2,500

- PROMINENT LOGO RECOGNITION ON WEBSITE, MEDIA, AND ALL MARKETING MATERIALS
- LOGO RECOGNITION ON SOCIAL MEDIA
- PRIME 10'X10' LOCATION FOR COMPANY AT PROMOTIONAL AREA ON SPONSOR ROW (TENT, TABLE, AND CHAIRS PROVIDED BY SPONSOR)
- PRIME LOGO ON BACK OF EVENT T-SHIRT
- 3 COMPLIMENTARY REGISTRATIONS FOR POWER IN PINK 5K
- ADDITION OF MATERIALS PROVIDED IN PARTICIPANT BAGS (PROVIDED BY SPONSOR)



## GOLD SPONSOR - \$1,000

- LOGO RECOGNITION ON WEBSITE
- RECOGNITION ON SOCIAL MEDIA
- 10'X10' LOCATION FOR COMPANY AT PROMOTIONAL AREA ON SPONSOR ROW (TENT, TABLE, AND CHAIRS PROVIDED BY SPONSOR)
- LOGO ON BACK OF EVENT T-SHIRT
- 2 COMPLIMENTARY REGISTRATIONS FOR POWER IN PINK 5K
- ADDITION OF MATERIALS PROVIDED IN PARTICIPANT BAGS (PROVIDED BY SPONSOR)



## SILVER SPONSOR - \$500

- NAME RECOGNITION ON WEBSITE
- RECOGNITION ON SOCIAL MEDIA
- 10'X10' LOCATION FOR COMPANY AT PROMOTIONAL AREA ON SPONSOR ROW (TENT, TABLE, AND CHAIRS PROVIDED BY SPONSOR) -OR- ADDITION OF MATERIALS PROVIDED IN PARTICIPANT BAGS (PROVIDED BY SPONSOR)
- NAME ON BACK OF EVENT T-SHIRT
- 1 COMPLIMENTARY REGISTRATION FOR POWER IN PINK 5K

## BRONZE SPONSOR - \$250

- NAME ON BACK OF EVENT T-SHIRT



Power in Pink sponsorship commitment/payment deadline: Presenting and Platinum sponsorships must be received by July 15 to ensure inclusion in marketing materials. All sponsorships must be received by August 31 to ensure inclusion on registrant T-shirts.



# Sponsorship guidelines may be subject to change.



- Event sponsorship commitment and payment deadline: Presenting and Platinum sponsorships must be received by July 15 to ensure inclusion in marketing materials. All sponsorships must be received by August 31 to ensure inclusion on registrant T-shirts.
- CDC and local guidelines with social distancing protocols must be followed.
- All sponsorships are nonrefundable. BCFCF events are held “rain or shine.” BCFCF is not responsible for cancellation of certain aspects of an event, including entertainment, due to inclement weather.



# Sponsorship Commitment

For recognition purposes, please indicate how your sponsorship should read:

Company \_\_\_\_\_

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

## Sponsorship Level

- ☐ Presenting.....\$5,000    ☐ Gold.....\$1,000    ☐ Bronze.....\$250  
☐ Platinum.....\$2,500    ☐ Silver.....\$500

### PAYMENT OPTIONS

Payment is accepted via credit card or check. Please mail this form and payment to the address at bottom of page. You can also register to sponsor online at [www.bcfcf.org/power-in-pink](http://www.bcfcf.org/power-in-pink)

☐ Credit Card No. \_\_\_\_\_

Expiration Date \_\_\_\_\_

CVV \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

☐ Check Payable to BCFCF \_\_\_\_\_



BREAST CANCER  
FOUNDATION  
OF CENTRAL FLORIDA

P.O. Box 2508  
Lakeland, FL 33806  
Email: [powerinpink5k@gmail.com](mailto:powerinpink5k@gmail.com)

Thank you for your consideration!

Sincerely,

BCFCF POWER in Pink Committee Members: Jennifer Hadsock, Amy Long, Mandy Middleton,  
Sarah Sengsouvanna, and Tony Trotti



[www.BCFCF.org](http://www.BCFCF.org)