

Susan G. Komen North Jersey

# Pink Tie Party

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Taking a **Pink Leap** Forward

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Sponsorship Opportunities



# *Pink Tie Party*

**March 16, 2018  
The Grove  
Cedar Grove, NJ**

## ***Individual Honoree***

***Jennie Silecchia***

**15 year volunteer**

## ***Corporate Honoree***



Horizon Blue Cross Blue Shield of New Jersey

## ***Medical Honoree***



Dear Friend,

For over twenty years, Komen North Jersey has been making an impact on our promise to save lives and end breast cancer forever. We have:

- Invested over \$25 million into lifesaving research and local community grants.
- Supported survivors and provided breast health services to underserved communities.
- Educated thousands of women and men about breast health and breast cancer.
- Made a significant impact on the lives of survivors and their families.

However, 40,000 people still lose their lives to breast cancer each year. Susan G. Komen has always believed that where you live should not determine whether you live, and for decades Komen and its network of Affiliates has worked to level the playing field for medically underserved populations. With our **BOLD** goal to reduce the number of breast cancer deaths in the U.S. by 50% by 2026, we will step up our fight to ensure that all people—especially the most vulnerable among us—have access to and utilize high quality breast cancer care. And, our commitment to the most promising, innovative and meaningful research will never waver. We will not stop until every woman and man with breast cancer can be told: “There is hope – and help – for you.”

With your help, we are taking a **BOLD** leap forward to meet this goal. We will continue to fund research that saves the lives of our North Jersey neighbors affected by breast cancer and achieve breakthroughs that will lead us to the cures. Only together can we make the impact we need to meet our **BOLD** goal and fight this disease. Please join us.

Thank you in advance for your generous support. We look forward to seeing you at the Pink Tie Party.

Sincerely,

Your Komen North Jersey Pink Tie Party Co Chairs:

*Michele Caselnova*

Chief of Staff, Dun & Bradstreet

*Connie Harbison*

Baker & Taylor

*Timothy Harbison*

Director, National Account Management,  
Horizon Blue Cross Blue Shield of New Jersey

# *Pink Tie Party Sponsorship Opportunities*

*Support Susan G. Komen North Jersey and our promise to save lives and end breast cancer forever through one of the following sponsorship opportunities.*

## **Celebrating Life \$50,000**

Logo on all event collateral as Presenting Sponsor\* ▪ Highlighted in all media and advertising ▪ Speaking opportunity ▪ Co-branded area of event ▪ Use of Komen North Jersey and Pink Tie Party logos ▪ Recognition throughout event ▪ Logo on Pink Tie Party and Komen North Jersey webpages ▪ Logo on BidPal auction system ▪ Centerfold ad ▪ Premiere seating for up to 24 guests (two tables of 10 or 12) ▪ Co-branded favors to attendees ▪ Social media recognition

## **Funding the Cures \$35,000**

Logo on all event collateral ▪ Recognition throughout the event ▪ Use of Komen North Jersey and Pink Tie Party logos ▪ Co-branded area of event ▪ Logo on Pink Tie Party and Komen North Jersey webpages ▪ Logo on BidPal auction system ▪ Full page ad (inside front, inside back, or back cover) ▪ Reserved seating for up to 24 guests (two tables of 10 or 12) ▪ Social media recognition ▪ Mention in press releases and advertising

## **Partner in the Promise \$25,000**

Logo on all event collateral ▪ Recognition throughout the event ▪ Use of Pink Tie Party logo ▪ Logo on Pink Tie Party webpage ▪ Logo on BidPal auction system ▪ Full page ad ▪ Reserved seating for up to 12 guests (one table of 10 or 12) ▪ Social media recognition ▪ Mention in press releases and advertising

## **Pledging Hope \$10,000**

Logo on invitations and emails ▪ Recognition throughout the event ▪ Logo on Pink Tie Party webpage ▪ Half page ad ▪ Reserved seating for up to 12 guests (one table of 10 or 12) ▪ Social media recognition

## **Making an Impact \$5,000**

Logo on Pink Tie Party webpage ▪ Recognition throughout the event ▪ Half page ad ▪ Reserved seating for 10 guests (one table of 10)

## **Ad Journal**

Full-Page Ad \$1,000 ▪ Half-Page Ad \$500 ▪ Quarter Page Ad \$250 ▪ Friend Listing \$100

*\*The Celebrating Life Presenting Sponsor will be accommodated on a first come, first serve basis. Subsequent sponsors in the same category will not be included as a Presenting Sponsor upon commitment but will receive comparable benefits.*

# *Your Support Makes a Difference*

## *2017-2018 Komen North Jersey Community Grants*

### **Bergen Volunteer Medical Initiative**

- **Women's Health Initiative Breast Health Program**-The nurse navigator provides breast health education and assists with screenings, follow-up appointments, and monitors compliance.

### **Breast Cancer Emergency Aid Foundation**

- **Helping Hand**-Provides financial assistance for non-medical needs to breast cancer patients in treatment.

### **Cancer Care**

- **Comprehensive Financial Assistance for Women with Breast Cancer**-Provides assistance with treatment care, including: transportation, child care, pain medication and lymphedema supplies.

### **Foundation for Morristown Medical Center**

- **Reaching the Underserved Latino & African American Community**-Increase breast cancer awareness and screenings for African American and Latina women in Morris County.

### **Hoboken Family Planning**

- **Cancer Prevention and Wellness Project**-Diagnose breast cancer at the earliest possible stage and obtain treatment for the patient.

### **Newark Beth Israel Medical Center**

- **Open Ear: Helping Newark Women with Breast Cancer Program**-Provides breast cancer patients with psychosocial and practical support and provides educational programs on breast health & breast cancer.

### **Northwest New Jersey Community Action Partnership, Inc.**

- **Warren County Breast Health Awareness Project**-Provides a culturally responsive approach to increase knowledge of early screening throughout Warren County.

### **Overlook Medical Center**

- **Breast Cancer Continuum of Care for Underserved African-American & Hispanic Women at Overlook**-Supports at-risk African American and Hispanic women, by providing women access to screening and diagnostic tests, and providing pre-diagnostic breast cancer navigation.

### **Somerset Health Care Foundation**

- **Senos Sanos (Healthy Breasts)**-Addresses an identified need for breast health education among Latinas.

### **Trinitas Regional Medical Center**

- **Breast Health Outreach Coordinator**-Improves the community's breast cancer awareness and education levels, while encouraging early screening and detection among women.
- **The Trinitas Prescription for Breast Cancer Survival Program**-Provides navigation for women through treatment including diagnostic testing assistance for low-income, underinsured women.

### **Zufall Health Center**

- **Lay Breast Health Patient Navigation in Sussex County**-Assists low-income women in Sussex County to enter and maneuver through the Breast Cancer Continuum of Care.

# Pink Tie Party Confirmation

Thank you for supporting Susan G. Komen North Jersey and the 2018 Pink Tie Party.

Please indicate how you would like to support Susan G. Komen North Jersey's Pink Tie Party:

◦ I would like to be a sponsor (please check box)

Celebrating Life \$50,000    Funding the Cures \$35,000    Partner in the Promise \$25,000    Pledging Hope \$10,000    Making an Impact \$5,000

◦ I would like to place an ad in the Auction Journal (please check size)\*

Full Page (\$1,000)    Half Page (\$500)    Quarter Page (\$250)    Friend Listing (\$100)   \*Ads must be received by February 9, 2018.

◦ I would like to purchase \_\_\_\_\_ tickets (\$400 each)   ◦ I would like to purchase \_\_\_\_\_ tables of 10 (\$4,000 each)

◦ I would like to make a donation of \$\_\_\_\_\_ in honor of \_\_\_\_\_

Total Amount to support Pink Tie Party: \$\_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

For sponsorships, a contract will be forthcoming. Sponsorship benefits are time sensitive. Please return confirmation form by December 1, 2017 to:

Kelly Nagle Witkowski, Executive Director

44 Middle Ave, Summit, NJ 07901 | kwitkowski@komennorthjersey.org

(p) 908-277-2904 x209 | (f) 908-277-6050

