

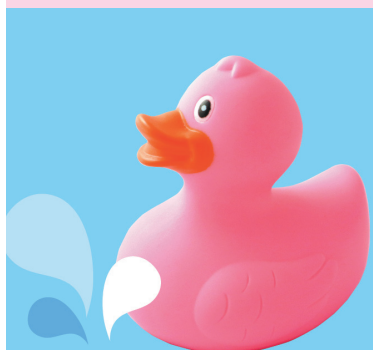


goPINK Party

Thursday, October 28

5 – 7 p.m.

Café Fiore, Cromwell



goPINK Duck Race

Monday, November 1

2 p.m.

Live on Facebook

12th Annual **goPINK**

A benefit for Middlesex Health Cancer Center patients

Entire month of October 2021

Honoring Robert J. Levy, M.D. for his years of service to patients and the community as a medical oncologist.

SPONSORSHIP OPPORTUNITIES

We're proud to celebrate the 12th anniversary of goPINK. Donations help cover the costs of integrative medicine therapy for all cancer survivors served by Middlesex Health Cancer Center, including those with breast cancer.

Integrative medicine complements conventional cancer treatment. It focuses on the whole person – mind, body and spirit, and can help many patients find relief from pain, neuropathy and other cancer-related symptoms. Patients who are cared for by Middlesex Health Cancer Center in Middletown and Westbrook can choose from acupuncture, reflexology, massage therapy and more.

Our generous community has donated more than \$280,000 to goPINK since 2010, which has helped more than 1,500 cancer patients receive free integrative medicine therapy.

Founded in 2010 by EG Salon in Middletown, Connecticut, the project has grown to include 40 participating salons, businesses and schools.

We invite you to support the 12th anniversary of goPINK by becoming a sponsor.

Middlesex Health
Office of Philanthropy
28 Crescent Street
Middletown, CT 06457
860-358-6200





goPINK Party

**Thursday, October 28
5 – 7 p.m.
Café Fiore, Cromwell**

goPINK Duck Race

**Monday, November 1
2 p.m.
Live on Facebook**

SPONSORSHIP OPPORTUNITIES, CONTINUED

goPINK Champion - \$5,000

- Benefits integrative medicine therapy for 25 cancer patients
- Lead sponsor placement in the following promotional materials:
 - Social Media Posts on Middlesex Health and goPINK Project pages
 - Health system website event page (20k unique monthly visitors)
 - Posters displayed at participating businesses and other venues
 - E-blast (4,000+ emails)
 - Health system employee newsletter (3,000+ emails)
- Public recognition and signage at goPINK Party on October 28
- 12 tickets to goPINK party on October 28
- Public recognition during livestream of goPINK Duck Race on November 1

goPINK Benefactor - \$2,500

- Underwrites integrative medicine therapy for 14 cancer patients
- Prominent sponsor placement in the following promotional materials:
 - Social Media Posts on Middlesex Health and goPINK Project pages
 - Health system website event page (20k unique monthly visitors)
 - Posters displayed at participating businesses and other venues
 - E-blast (4,000+ emails)
 - Health system employee newsletter (3,000+ emails)
- Public recognition and signage at goPINK Party on October 28
- 8 tickets to goPINK party on October 28
- Public recognition during livestream of goPINK Duck Race on November 1

goPINK Partner - \$1,500

- Underwrites integrative medicine therapy for 8 cancer patients
- Inclusion on the following promotional materials:
 - Health system website event page (20k unique monthly visitors)
 - Posters displayed at participating businesses and other venues
 - E-blast (4,000+ emails)
 - Health system employee newsletter (3,000+ emails)
- Public recognition and signage at goPINK Party on October 28
- 4 tickets to goPINK party on October 28
- Public recognition during livestream of goPINK Duck Race on November 1
- Social media tags

goPINK Patron - \$1,000

- Underwrites integrative medicine therapy for 6 cancer patients
- Inclusion on the following promotional materials:
 - Health system website event page (20k unique monthly visitors)
 - Posters displayed at participating businesses and other venues
 - E-blast (4,000+ emails)
 - Health system employee newsletter (3,000+ emails)
- Public recognition and signage at goPINK Party on October 28
- 2 tickets to goPINK party on October 28.
- Public recognition during livestream of goPINK Duck Race on November 1
- Social media tags



goPINK Party

**Thursday, October 28
5 – 7 p.m.
Café Fiore, Cromwell**

goPINK Duck Race

**Monday, November 1
2 p.m.
Live on Facebook**

SPONSORSHIP OPPORTUNITIES, CONTINUED

goPINK Pink Sponsor - \$750

- Underwrites integrative medicine therapy for 4 cancer patients
- Inclusion on health system website event page (20k unique monthly visitors)
- Public recognition and signage at goPINK Party on October 28
- Sponsor ducks entered into goPINK duck race
- Social media tags

goPINK Quack Sponsor - \$500

- Underwrites integrative medicine therapy for 3 cancer patients
- Inclusion on health system website event page (20k unique monthly visitors)
- Public recognition and signage at goPINK Party on October 28
- Sponsor ducks entered into goPINK duck race
- Social media tags

goPINK Friend - \$250

- Underwrites integrative medicine therapy for 2 cancer patients
- Inclusion on health system website event page (20k unique monthly visitors)
- Sponsor duck entered into goPINK duck race

goPINK VIP - \$125

- Underwrites integrative medicine therapy for 1 cancer patient
- Inclusion on health system website event page (20k unique monthly visitors)
- Sponsor duck entered into goPINK duck race



A benefit for **Middlesex Health Cancer Center** patients

Honoring **Robert J. Levy, M.D.**

Contact Name: _____

Business Name: _____

Address: _____

Phone: _____

Fax Number: _____

Email: _____

Social Media Tags (for recognition): _____

SPONSORSHIP OPPORTUNITIES

I/We would like to become an event sponsor at the following level:

- | | |
|--|---|
| <input type="checkbox"/> \$5,000 Champion | <input type="checkbox"/> \$750 - Pink Sponsor |
| <input type="checkbox"/> \$2,500 Benefactor | <input type="checkbox"/> \$500 - Quack Sponsor |
| <input type="checkbox"/> \$1,500 Partner | <input type="checkbox"/> \$250 - Friend |
| <input type="checkbox"/> \$1,000 Patron | <input type="checkbox"/> \$125 - VIP |

Please return this completed form with full payment to:

(checks payable to: Middlesex Health)
Middlesex Health, Office of Philanthropy
28 Crescent Street • Middletown, CT 06457
or fax to: 860-358-6568
or email Sarah.Moore@midhosp.org

Please return the completed form and payment by September 3
for inclusion in promotional materials.

For more information contact Sarah Moore at
860-358-8704 or Sarah.Moore@midhosp.org