



10th Annual goPINK

A benefit for Middlesex Health Cancer Center patients
Entire month of October 2019

Honoring **Andrea M. Malon, M.D.** for her years of service to patients and the community as a renowned breast and oncologic surgeon and medical director of Middlesex Health Cancer Center.

SPONSORSHIP OPPORTUNITIES

We're proud to celebrate the 10th 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 \$215,000 to goPINK since 2010, which has helped more than 1,200 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 10th anniversary of goPINK by becoming a sponsor.



goPINK has raised
more than \$215,000
since 2010.
40 businesses
participated in 2018.



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

The Smarter Choice for Care
M+ Middlesex
Health
Cancer Center



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SPONSORSHIP

BENEFITS

\$5,000 Sponsorship Level

- Lead sponsor placement in the following promotional materials:
 - Facebook posts (11,000+ followers)
 - 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)
- Promotional opportunity and table at goPINK Party
- 12 tickets to goPINK Party

\$2,500 Sponsorship

- Prominent sponsor placement in the following promotional materials:
 - Facebook posts (11,000+ followers)
 - 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)
- Eight tickets to goPINK Party

\$1,500 Sponsorship

- 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)
- Four tickets to goPINK Party



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goPINK Party

Tuesday, October 8, 2019

Baci Grill, Cromwell

Music • Hors D'oeuvres • Wine and Beer Tastings • Raffle Prizes

The goPINK Party kicks off a month of fundraising and fun during the month of October, Breast Cancer Awareness Month. Donations help cover the costs of integrative medicine therapy for all cancer survivors served by Middlesex Health Cancer Center, including those with breast cancer.

SPONSORSHIP OPPORTUNITIES

goPINK Champion - \$1,000

- Underwrites 16 integrative medicine sessions for cancer patients at Middlesex Health Cancer Center
- Ten tickets to goPINK Party
- Public recognition during Party
- Inclusion on the following promotional materials
 - goPINK Party web page
 - Middlesex Health goPINK web page
 - Logo on signage at goPINK Party

goPINK Music Sponsor - \$750

- Underwrites 12 integrative medicine sessions for cancer patients at Middlesex Health Cancer Center
- Eight tickets to goPINK Party
- Public recognition during Party
- Inclusion on signage near the music

goPINK Raffle Sponsor - \$500

- Underwrites 8 integrative medicine sessions for cancer patients at Middlesex Health Cancer Center
- Six tickets to goPINK Party
- Inclusion on signage at Raffle Prize table

goPINK Friend - \$250

- Underwrites 4 integrative medicine sessions for cancer patients at Middlesex Health Cancer Center
- Four tickets to goPINK Party
- Inclusion on signage at Party

goPINK VIP - \$125

- Underwrites 2 integrative medicine sessions for cancer patients at Middlesex Health Cancer Center
- Two tickets to goPINK Party
- Inclusion on signage at Party



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MH Middlesex
Health
Cancer Center



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

Honoring **Andrea M. Malon, M.D.**

Contact Name:

Business Name:

Address:

Phone:

Fax Number:

Email:

SPONSORSHIP OPPORTUNITIES

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

GoPINK Sponsorships

- \$5,000 Sponsor
- \$2,500 Sponsor
- \$1,500 Sponsor

GoPINK Party Sponsorships

- \$1,000 - Champion
- \$750 - Music Sponsor
- \$500 - Raffle Sponsor
- \$250 - Friend
- \$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 Kathleen.Russo@midhosp.org

Please return the completed form and payment by August 31
for inclusion in all promotional materials.