



THE PINK FUND presents

Dancing for The Survivors

Shake it! Share it! Support it!

PRESENTING SPONSOR:





2021

SOCIAL MEDIA AND MARKETING CAMPAIGN

Dancing With The Survivors® is The Pink Fund's annual signature event celebrating breast cancer survivors who thrive in their recovery, and make a difference in the lives of other cancer patients. This event entertains, inspires, and educates the public about the financial burdens of a breast cancer diagnosis.

2021 holds a unique opportunity for sponsors to capitalize on the digital reach built by our 2020 virtual celebration, in addition to the national and local media attention gained through The Pink Fund's PR, social, and partnership efforts.

This year, our campaign will kick off in October in Downtown Detroit, and run through the month with individuals and organizations nationwide, "dancing" to make a difference. This campaign will spread awareness of the financial impact breast cancer patients and their families face, all the while raising funds to support breast cancer patients in treatment.

DANCING WITH THE SURVIVORS 2020 VIRTUAL CELEBRATION

In 2020, we weren't able to come together at what would have been our 8th Annual Dancing With The Survivors event. Instead, we reimagined the event as a virtual celebration.

Dates: October 1, 2020 - December 1, 2020

Digital Reach:



248% increase in followers
117,538 impressions



8% increase in follows
720% increase in mentions



94,338 post impressions
5,522 post engagements



17,367 unique email addresses
14,413 email opens



140% increase in followers
172% increase in page impressions



16,276 website users for the
campaign period

NATIONAL



LOCAL PRESENTING

JOAN PRIMO & DAVID YARED

SEED FOUNDATION



CAROL ZIECIK

LAURA SEGAL



BEST IN SHOW



SIGNATURE



2021

ABOUT THE PINK FUND






A breast cancer diagnosis can destroy the financial health and well-being of the patient and their family. While in active treatment, many patients are unable to work and experience a loss of income that can result in catastrophic financial losses and the need to rebuild financial health.

The Pink Fund was born from Molly MacDonald's own breast cancer experience. Diagnosed at a time of job transition, the disease, while unlikely to take her life, took her livelihood. When unable to GET HELP, Molly decided to GIVE HELP.

The Pink Fund provides financial support to help meet critical expenses of housing, transportation, utilities, and insurance for breast cancer patients in active treatment. Since 2006, The Pink Fund has provided more than \$5 million in financial assistance to breast cancer patients and their families.



SPONSORSHIP OPPORTUNITIES

	SOLD Presenting \$25,000	Cha Cha \$20,000	Waltz \$10,000	Tango \$5,000	Rumba \$2,500	Swing \$1,000	Friend \$500
Designation as presenting sponsor with dedicated video at kick off event							
Prominent logo/company name on The Pink Fund homepage with direct link to company page							
Prominent logo/company name on Dancing With The Survivors webpage with direct link to company page							
Logo/company name on Dancing With The Survivors webpage							
Logo/company name displayed at kickoff event							
Dedicated 10' x 10' space at kickoff event							
Verbal recognition in welcome message at kickoff event							
Verbal recognition in wrap-up video							
Logo displayed on all Dancing With The Survivors social media posts							
Recognition in The Pink Fund's digital newsletter							
Display of logo/company name on all marketing materials							
Dedicated social media post leading up to, or during, the campaign	4	4	2	1			

*Please contact us directly for custom sponsorship packages.



SPONSOR INFORMATION

COMPANY _____

CONTACT NAME _____

ADDRESS _____

PHONE _____ EMAIL _____

YES! I would like to be a sponsor for Dancing For The Survivors 2021

☐ \$20,000 Cha Cha Sponsor

☐ \$2,500 Rumba Sponsor

☐ \$10,000 Waltz Sponsor

☐ \$1,000 Swing Sponsor

☐ \$5,000 Tango Sponsor

☐ \$500 Friend Sponsor

PAYMENT INFORMATION

☐ Check enclosed

☐ Credit card

☐ Please send me an invoice

NAME ON CREDIT CARD _____

CARD NUMBER _____

BILLING ADDRESS _____ EXP. _____

_____ CVV _____

SIGNATURE (FOR CREDIT CARD) _____

PLEASE SEND COMPLETED FORM TO:
THE PINK FUND | PO BOX 603 | BLOOMFIELD HILLS, MI 48303
OR JENNIFER@THEPINKFUND.ORG

The PINK FUND
REAL HELP NOW