



Fourth Annual goPINK Fun Run/Walk

May 2019

Dear Friends,

The goPINK Project takes place during the month of October, Breast Cancer Awareness Month. This year we are celebrating 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. Since its beginning in 2010, **goPINK has raised \$215,000 to support cancer patients and we are still going strong!**

We are excited to host the Fourth Annual **goPINK Fun Run/ Walk**. Community support is extremely important to **goPINK** and we are relying on donations to make the Fun Run/Walk a success.

WHAT: **Fourth Annual goPINK Fun Run/Walk** – to fund free massage, Reiki, reflexology and more for patients at Middlesex Health Cancer Center.

WHEN: Sunday, September 22, 2019, 9 – 11 a.m., 8:30 a.m. registration

WHERE: Middletown High School Track and Field
200 LaRosa Lane (off of Newfield Street), Middletown, CT

REQUEST: Sponsorship, prize and in-kind donations – see attached for details

goPINK began with local salons placing pink streaks or pink extensions in people's hair, beards, or wigs! It has grown to be a community-wide event that is SO much MORE! Last year we partnered with 40 businesses including restaurants, gyms, jewelers, and toy stores - the list goes on!

WHY SUPPORT 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.

WE NEED YOUR HELP! We are asking our friends in the community to support the **goPINK Fun Run/ Walk** by becoming a sponsor, donating a prize or items needed for the event. Our success is due to the generous support of community members.

We are humbled every year by the outpouring of support and we thank you for your support this year. Thank you for considering our request.

Sincerely,

Tony Sharillo
goPINK Fun Run/Walk Chairperson



Fourth Annual goPINK Fun Run/Walk

SPONSORSHIP LEVELS

Sponsors will be recognized in all goPINK Fun Run/Walk marketing materials and at the event.

	Runner's High \$5,000	Second Wind \$2,500	Warm-Up \$1,000	Cool-Down \$750	Jogger \$500	Walker \$250
Inclusion on event signage, day of event	X Logo	X Logo	X Logo	X Listing	X Listing	X Listing
Inclusion in marketing materials	X Logo	X Logo	X Logo	X Listing	X Listing	X Listing
Complimentary Run/Walk entry tickets	20	10	8	6	4	2
Goody Bag insert opportunity	X	X	X	X	X	
Recognition on goPINK web site	X Logo	X Logo	X Logo	X Listing		
Recognition on goPINK Facebook page	X	X	X	X		
Mentions by emcee during event	X	X	X			
Vendor table day of event	X	X	X			
Company banner displayed at event	X Stadium Entrance	X				
Speaking opportunity at event	X					

Sponsorship deadline is August 6, 2019, for inclusion in marketing materials.

Note:

In kind donations such as Dunk Tank, DJ, etc. will receive the sponsorship level that meets the value donated.

Questions: Email thegopinkproject@gmail.com

*All donations are tax deductible to full extent of the law.
You will receive a thank you letter for tax purposes.*



Fourth Annual goPINK Fun Run/Walk

YES! I (we) would like to participate in the Fourth Annual goPINK Fun Run/Walk.

REGISTRATION FORM

SPONSORSHIP LEVELS

\$5,000 \$2,500 \$1,000 \$750 \$500 \$250

CASH DONATIONS

Your support helps offset event expenses.

\$100 \$75 \$50 \$25 \$_____ other

IN-KIND DONATION

Please contact us to arrange for delivery/pick-up prior to event start time.

Item:	Quantity:	Item:	Quantity:
<input type="checkbox"/> Water	# _____	<input type="checkbox"/> Sports drinks	# _____
<input type="checkbox"/> Granola bars	# _____	<input type="checkbox"/> Protein bars	# _____
<input type="checkbox"/> Other _____			# _____

PRIZE/GIVE-AWAY DONATION

We are seeking raffle prizes and smaller gift items for give-aways at the event. Please contact us to arrange for delivery/pick-up prior to event start time.

Item description _____

Quantity _____ Approx. value per item _____

Name _____

Business/Group name _____

Address _____

Phone _____ Email _____

Please list company name as follows _____

All donations are tax deductible to full extent of the law. You will receive a thank you letter for tax purposes.

Make checks payable to: Middlesex Health, memo: goPINK Fun Run

Mail to: Middlesex Health
goPINK Fun Run/Walk
Office of Philanthropy
28 Crescent Street, Middletown, CT 06457
Or give online to: <http://middlesexhealth.org/gopinkfunrun>

Questions: Email
thegopinkproject@gmail.com

