



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.

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



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





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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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Office of Philanthropy
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The Smarter Choice for Care

M+ 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

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.