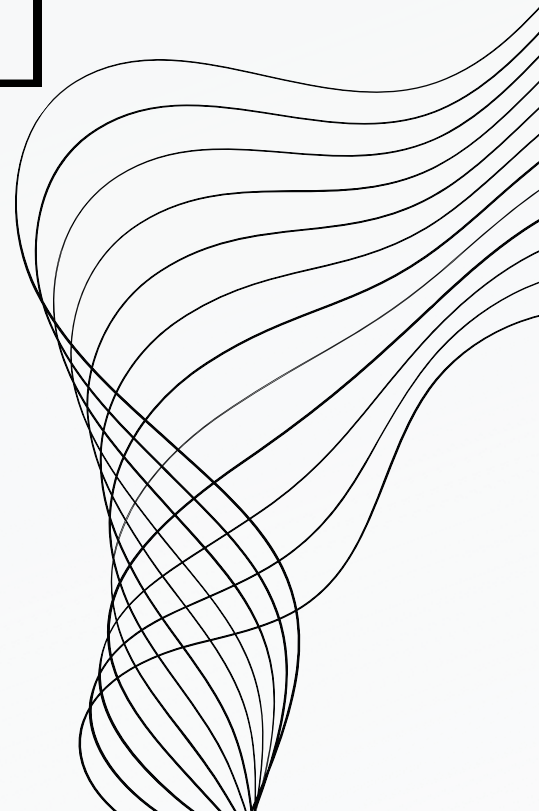




# NOTHING PINK

2024 SPONSOR PROSPECTUS



# NOTHINGPINK IN 2023

We are thrilled to announce that in 2023, we secured a home for NothingPink. *The Roots at NothingPink* will allow our organization to expand our outreach and community support in a tangible, accessible, and efficient way. Patients will be able to meet with our Patient Navigator, join our support community, and grab a medical planner and surgical care package to prepare them for the road ahead. We will host in-person and meaningful conversations at a time of great uncertainty. A physical location also allows us to better execute programming and education for both previvors, survivors, and co-survivors.

Previvors are defined as individuals who have an elevated predisposition to being diagnosed with cancer due to their family history. Survivors are those who have received a cancer diagnosis, regardless of where they are in treatment. A co-survivor is anyone who is there to lend support and be a caretaker for both previvors and survivors. Here at NothingPink, we are cognizant of the gravity of these roles and the need for these individuals to be supported and connect with others in similar seasons. Our mission remains clear and unwavering. Create awareness of hereditary breast and gynecological cancer and provide personalized support to individuals at high risk.



# WHAT'S INSIDE: 2024 SPONSORSHIP OFFERINGS

**01**

Global Sponsor: Highest-level Sponsorship and benefit opportunities.

**02**

Silver Sponsor: 2nd highest level sponsorships and benefit opportunities.

**03**

Spring Genes Matter Golf Tournament Sponsorships - 80-120 golf players battle in a golf scramble.

**04**

Fall NothingPink Gala Sponsorships - Evening seated dinner event with more than 300 in attendance.

**05**

NothingPink Home Sponsor - make educational programming and support available to the community.

**06**

Medical Journal Brand Placement- functional medical journals as a powerful tool to organize and plan recovery.

**07**

Education and Outreach - Opportunities for collaboration and education.



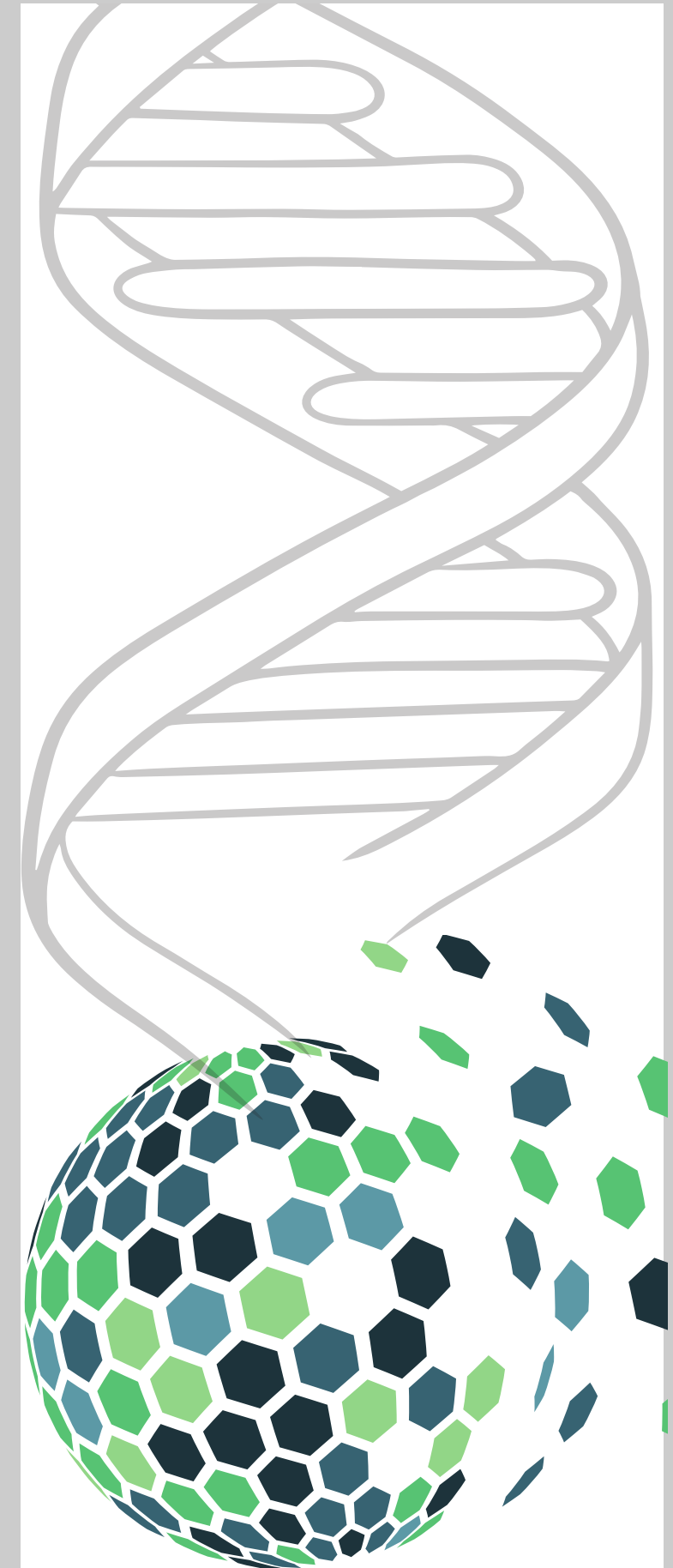


# GLOBAL SPONSOR

## Global Sponsor - \$50,000

### **\*Elite partnership with highest benefits\***

- Opportunity to have NothingPink speak as a patient advocate to your company or sales team (priceless)
- Gala Presenting Sponsor (\$20,000), see page 7
- Spring Golf Tournament Presenting Sponsor (\$10,000), see page 12
- 2-Month Sponsor TheRoots: Home of NothingPink (\$10,000), see page 18
- Host 2 in-person or virtual educational events for NothingPink Community (over 300 members)
- Awareness Events - Provide Company banner and marketing materials to be distributed at 10 regional events (\$5,000)
- 100 Medical Journals distributed to cancer patients branded with the logo and QR code linked to your company (\$5,000), see page 19







# SILVER SPONSOR

## Silver Sponsor - \$30,000

- Gala Major Sponsor (\$10,000) See page 8
- Spring Golf Tournament Major Sponsor (\$7,500), see page 13
- 1- Month Sponsor of Home for NothingPink (\$5000), see page 18
- Host 1 in-person or virtual educational event for NothingPink Community (over 300 members)
- Awareness Events - Provide Company banner and marketing materials to be distributed at 3 regional events (\$1,500)
- 50 Medical Journals distributed to cancer patients branded with the logo and QR code linked to your company (\$2,500), see page 19

Myriad  
genetics

Pfizer JEM the JEM  
project

The Center for Natural  
Breast Reconstruction® TECH  
SEVEN  
PARTNERS



KashmerInteractive

comporium®  
MEDIA SERVICES

**FIRST BANK**

Seagen®

labcorp  
Charitable Foundation



# GENES MATTER GOLF TOURNAMENT

21+ are invited to join our 1st Annual Genes Matter Golf Tournament in Fort Mill, SC. Corporations, medical professionals, local businesses, survivors, and co-survivors will all be participating to raise support for NothingPink.

**Springfield Golf Club, Fort Mill, SC**

May 16th 2024

7:30 am Registration



2024 Sponsorship Opportunities

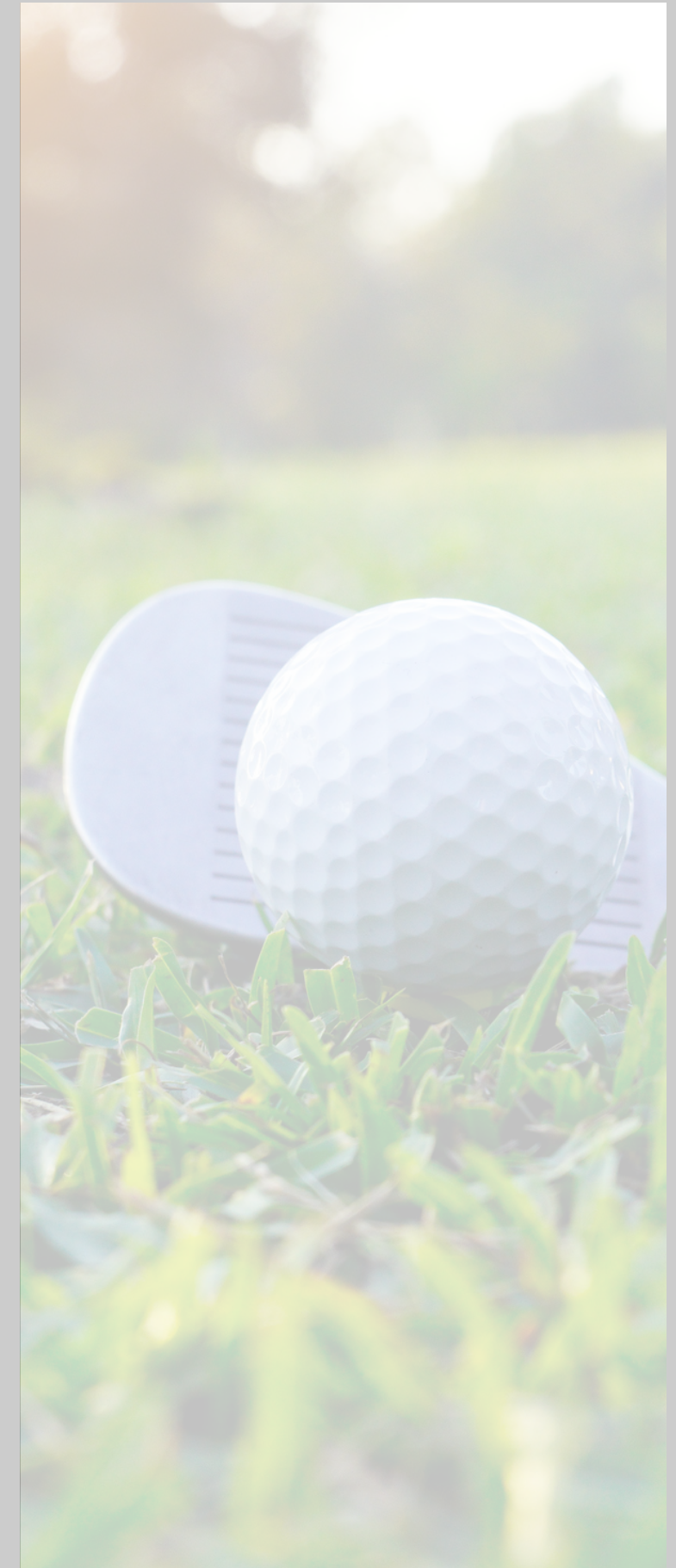




# PRESENTING SPONSOR

## **\$10,000 Presenting Sponsor (1)**

- Logo on tournament hat presented to all players on the day of the event
- Two foursomes
- Logo on event marketing materials and QR code to your company website
- Reserved VIP parking for your teams
- Reserved VIP seating at awards luncheon
- Tee off on hole #1
- Opportunity to add your company-branded item to a player gift bag
- Opportunity for a 60-second plug of your business during the awards luncheon
- Includes custom pin flag and hole sign on your starting hole
- Logo on NothingPink.org
- Acknowledgement in NothingPink Eblast newsletter
- Acknowledgement on NP Social Media (Facebook, X-Twitter, Instagram, LinkedIn)
- Listing in Annual Impact Report

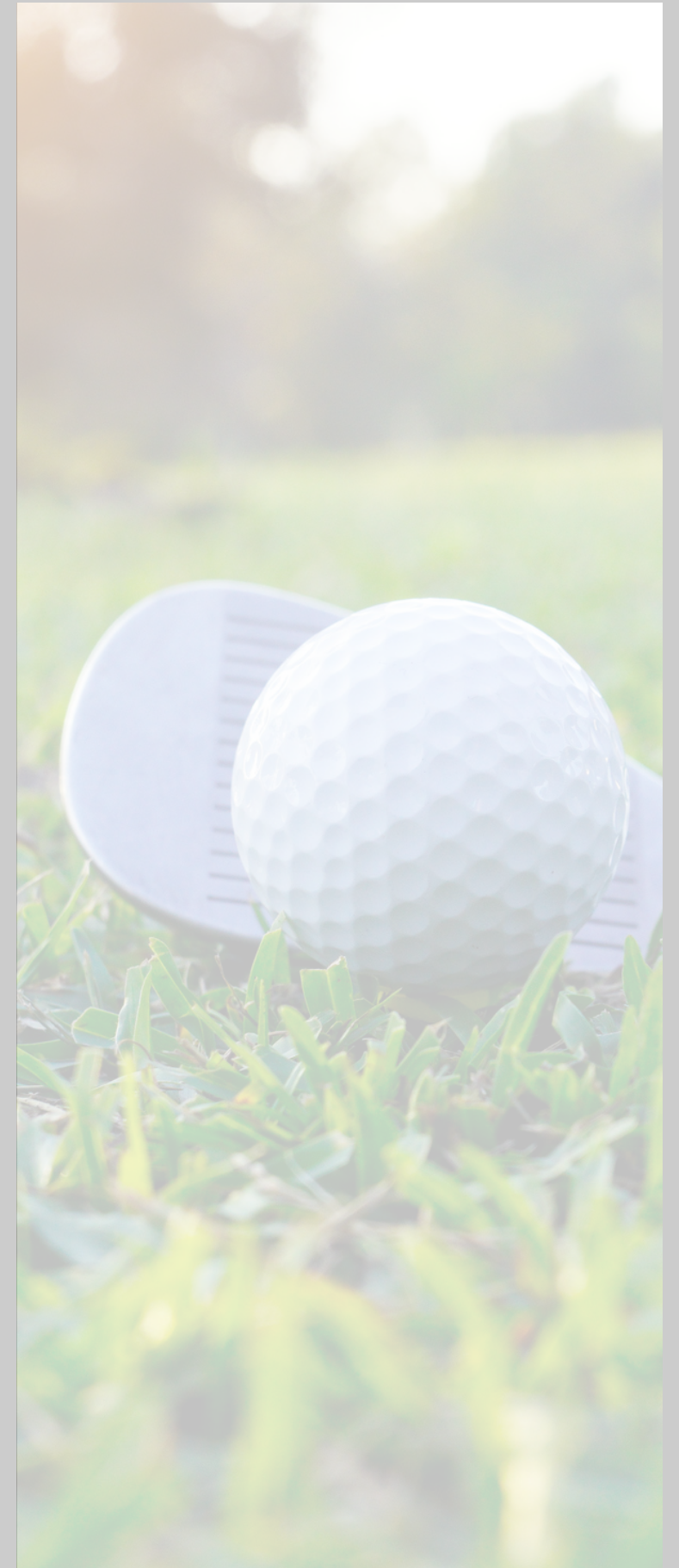




# MAJOR SPONSOR

## **\$7,500 Major sponsor (2)**

- Logo on all golf towels presented to all players on the day of the event
- One foursome
- Logo on all event marketing materials and website with a link to your company website
- Reserved VIP parking for your team
- Reserved VIP seating at awards luncheon
- Opportunity to add your company-branded item to a player gift bag
- Includes custom pin flag and hole sign on your starting hole
- Logo on NothingPink.org
- Acknowledgement in NothingPink Eblast newsletter
- Acknowledgment on NP Social Media (Facebook, X-Twitter, Instagram, LinkedIn)
- Listing in Annual Impact Report



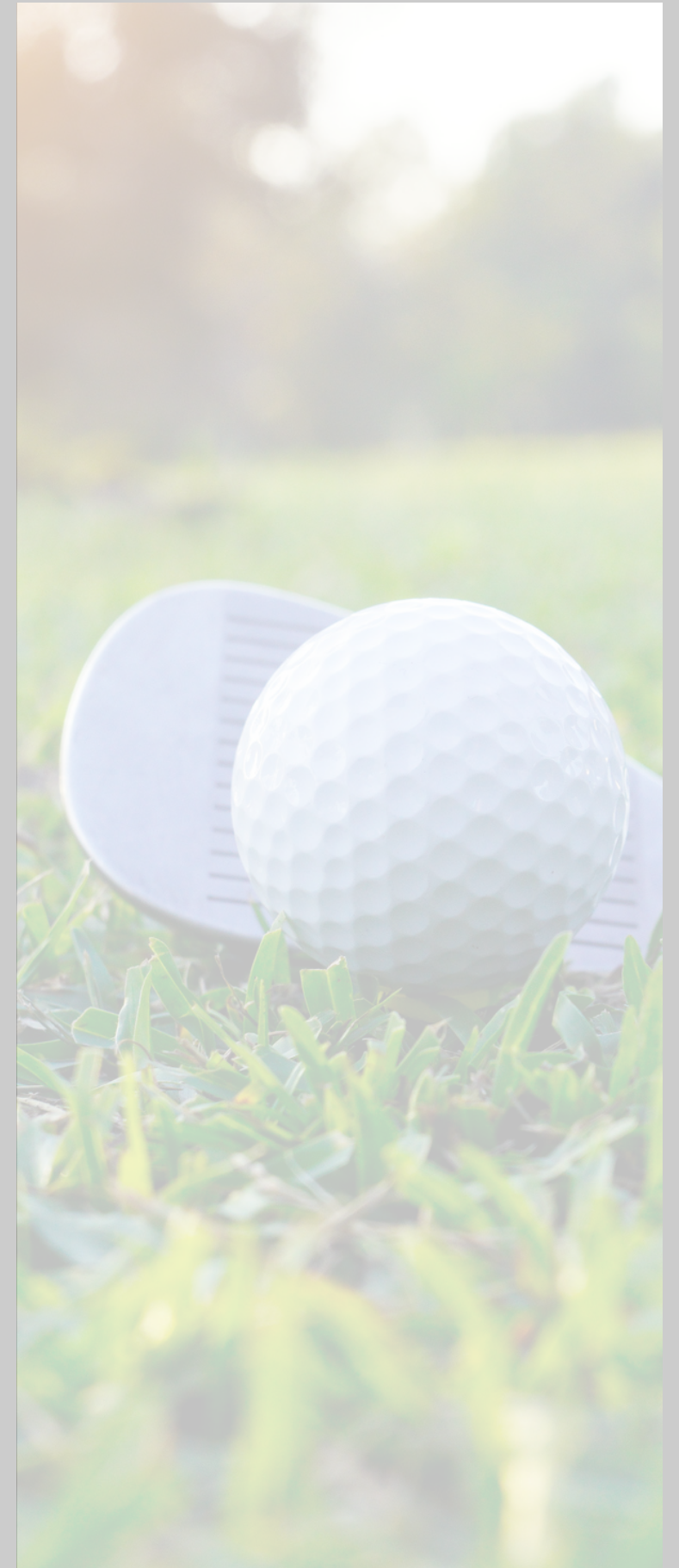




# HOLE IN ONE SPONSOR

## **\$5,000 Hole In One Sponsor - (1) \$10,000 to winner**

- Recognition sign on shootout hole
- One foursome
- Logo on all event marketing materials and website with a link to your company website
- Reserved VIP seating at the awards luncheon
- Opportunity to add your company-branded item to a player gift bag
- Logo on NothingPink.org
- Acknowledgement in NothingPink Eblast newsletter
- Acknowledgment on NP Social Media (Facebook, X-Twitter, Instagram, LinkedIn)
- Listing in Annual Impact Report

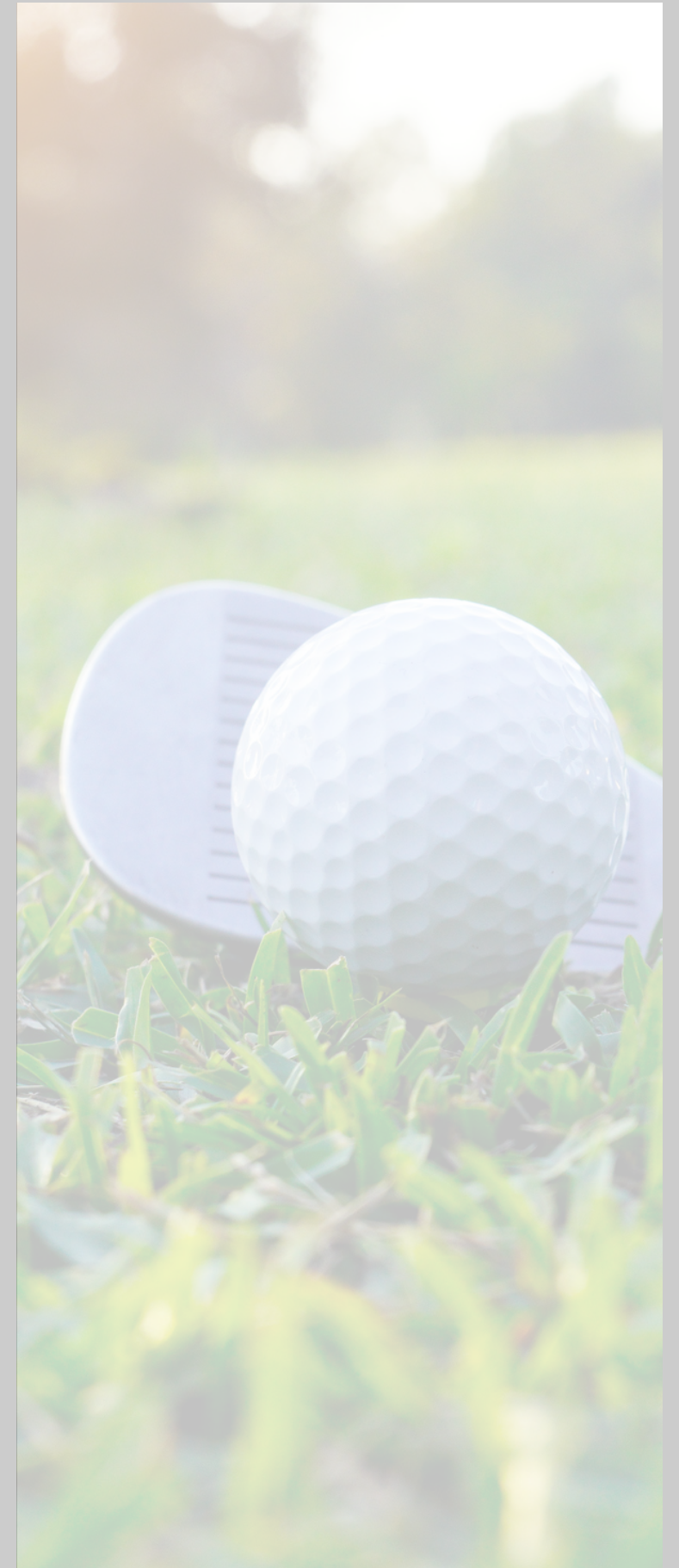




# LUNCH SPONSOR

## **\$5,000 - Lunch Sponsor (1)**

- Recognition sign during awards luncheon and opportunity for a 60-second plug of your business
- One foursome
- Logo on all event marketing materials and website
- Includes custom pin flag and hole sign on your starting hole
- Reserved VIP Seating at the awards luncheon
- Opportunity to add your company-branded item to a player gift bag
- Logo on NothingPink.org
- Acknowledgement in NothingPink Eblast newsletter
- Acknowledgment on NP Social Media (Facebook, X-Twitter, Instagram, LinkedIn)
- Listing in Annual Impact Report







# BEVERAGE SPONSORS

## **Beverage Cart Sponsor - \$2,000 (2)**

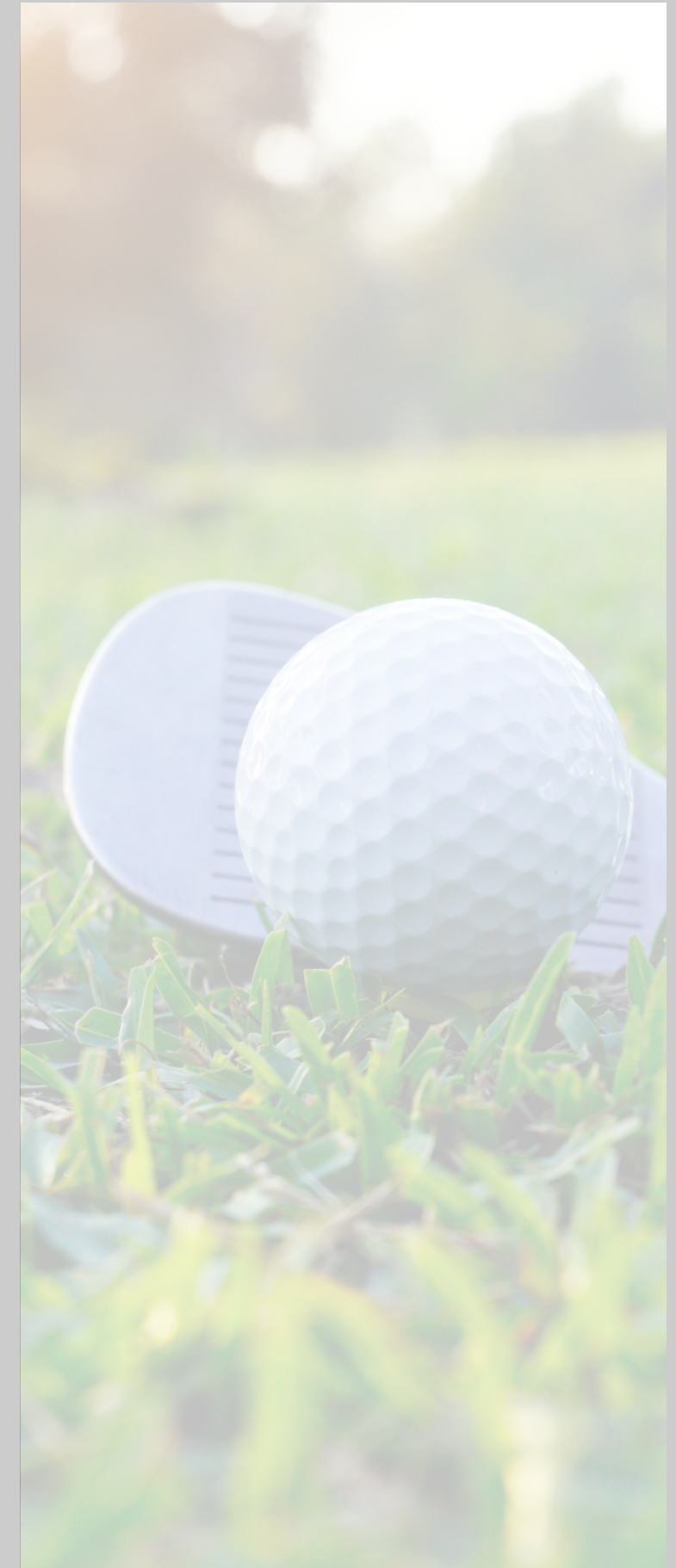
- Company name on all event marketing materials and website
- Recognition sign on beverage cart
- Includes custom pin flag and hole sign on your starting hole
- One foursome

## **Bloody Mary Bar Sponsor - \$2,000 (1)**

- Recognition sign at Bloody Mary Bar
- Company name on event marketing materials and website
- Includes custom pin flag and hole sign on your starting hole
- One foursome

## **Water Sponsor - \$2000 (1)**

- Your company logo on bottled water provided in golf carts to start the tournament
- Company name on event marketing materials and website
- Includes custom pin flag and hole sign on your starting hole
- One foursome





# CONTEST AND PIN FLAG SPONSOR

## **Contest Sponsor - \$2000 (4) Putting Contest, Closest to the Pin, Longest Drive - your choice!**

- Recognition banner on shootout hole
- Company name on all event marketing materials
- Includes custom pin flag and hole sign on your starting hole
- One foursome

## **Pin Flag Sponsor - \$500 (6) Does not include foursome for the tournament.**

- Company name on all event marketing materials
- Includes custom pin flag and hole sign

\*Add Foursome to pin Flag Sponsor for \$600





# 2024 NOTHINGPINK GALA

The 2024 NothingPink Gala is our 9th annual fundraiser. Vital to support our mission, this event of over 300 guests is the prime opportunity for marketing to a captivated audience. Those in attendance range from medical professionals, nurse navigators, medical providers as well as businesses and institutions in the Greater Charlotte area. Guests enjoy our silent auction, live auction, dinner, and dancing.

And of course, raising money for an amazing cause!

This year, with your help, we will be successful and continue to stand ready to support those on their journey whether it be knowledge of a mutation or diagnosis.



2024 Sponsorship Opportunities



# GALA PRESENTING SPONSOR

## **\$20,000- Presenting Sponsor**

- Your Logo indicating Presenting Sponsor on all marketing and PR materials
- Logo placement on Gala cocktail napkins/cups provided to all guests
- Opportunity to welcome Gala guests and kick off the evening with a toast
- Logo placement on event banner which serves as the backdrop in event photos
- Reserved table at the Gala including VIP reception
- Logo on NothingPink.org
- Listing in Annual Impact Report
- Logo placement on Gala ticket platform
- Logo placement on digital display at Gala
- Acknowledgement in Press Releases, PSA's
- Acknowledgement in NothingPink Eblast newsletter
- Acknowledgement on NP Social Media (Facebook, X-Twitter, Instagram, LinkedIn)
- Prominent table signage at Gala



Over 300 guests  
in attendance.  
9th annual event





# GALA MAJOR SPONSOR

## \$10,000 - Major Sponsor

- Your Logo indicating Major Sponsor on all marketing and PR materials
- Logo placement on the event banner which serves as the backdrop in event photos
- Reserved table at the Gala including VIP reception
- Logo on NothingPink.org
- Listing in Annual Impact Report
- Logo placement on Gala ticket platform
- Logo placement on digital display at Gala
- Acknowledgement in NothingPink Eblast newsletter
- Acknowledgment on NP Social Media (Facebook, X-Twitter, Instagram, LinkedIn)
- Prominent table signage at Gala





# GALA VIP SPONSOR

## \$5000 - VIP Sponsor

- Your Logo indicating VIP Sponsor on all marketing and PR materials
- Reserved table at the Gala including VIP reception
- Logo on NothingPink.org
- Listing in Annual Impact Report
- Logo placement on Gala ticket platform
- Logo placement on digital display at Gala
- Acknowledgement in NothingPink Eblast newsletter
- Acknowledgment on NP Social Media (Facebook, X-Twitter, Instagram, LinkedIn)
- Prominent table signage at Gala





# GALA LOCAL BUSINESS SPONSOR

## \$3000 Local Business Sponsor

- Reserved table at the Gala
- Logo on NothingPink.org
- Listing in Annual Impact Report
- Logo placement on Gala ticket platform
- Logo placement on digital display at Gala
- Acknowledgement in NothingPink Eblast newsletter
- Acknowledgment on NP Social Media (Facebook, X-Twitter, Instagram, LinkedIn)
- Prominent table signage at Gala



### Where We've Been

Over the last 8 years, NothingPink has been dedicated to the mission of creating necessary awareness of hereditary breast and GYN cancer that women deserve and providing personalized support to those who are high-risk. We've come alongside more than 520 women, both previvors and survivors, and connected them with essential resources to help them navigate genetic testing, screenings, treatment, and surgery, along with helping them recover and live happy and healthy lives.

*The support NothingPink provided during my preventive double mastectomy journey is irreplaceable. NothingPink provided support and encouragement when I needed it most. BRCA does not define who I am, and the support NothingPink provides has helped me realize I am not alone in this journey. I am looking forward to volunteering with NothingPink to help educate our community and support those who are facing a similar journey I have just experienced. —Meghan*

**SURVIVOR**  
a person living with, through, and beyond cancer.

**PREVIVOR**  
a person who takes action to reduce or eliminate a genetic cancer before it develops or is detected in their body.



<b>Since 2016</b> 160 Online Community Members	<b>\$255K+</b> in Financial Assistance	<b>200+</b> Surgery Care Packages
<b>125</b> Post-Surgical Family Meal Packages	<b>100+</b> Medical Treatment Planners	

NothingPink Impact Report | 3





# NOTHINGPINK MONTHLY HOME SPONSOR

***The Roots at NothingPink*** will be the home base of our organization, in Rock Hill, SC just 25 minutes from Charlotte NC. It will give the opportunity to provide a more robust Patient Assistance Program. This sponsorship provides a space for educational sessions and resources giving us the ability to provide 1:1 support, group support, care packages for prophylactic and diagnostic surgery, as well as financial assistance.

**Benefits include** the Company name listed on the exterior sign (average daily traffic count of 39,200). Company name and logo will be displayed inside the home to inform all guests of your support. The business will also be highlighted on our social media platforms and monthly newsletter.

- \$5,000 per month
- 2 months included in Global Sponsorship
- 1 month included in Silver Sponsorship





# MEDICAL JOURNAL SPONSOR

\*Available with global and silver sponsor only

The first step of our patient pathway is providing a comprehensive medical journal. It is a powerful tool to organize and plan recovery with charts, checklists, notes for doctor appointments, planning, medications, treatments, and more.

**Benefits include:** Benefits of the medical journal sponsorship include your logo and QR code on the cover. These branded medical journals will be distributed to both previvors and newly diagnosed patients. Distributed directly from NothingPink as well as through medical partners, we give patients their first tangible resource.

- 100 journals included in Global Sponsorship
- 50 journals included in Silver Sponsorship





# EDUCATION AND OUTREACH

\*Available with global and silver sponsor only

## Educational Opportunity

Opening the doors to *The Roots at NothingPink* provides opportunities for support as well as education. This opportunity will allow you to showcase your offerings to an eager community of Preivors, Survivors, and Co-Survivors who are all looking for innovative ways to manage their high risk of cancer and survivorship.

**Benefits Include:** Host in-person or virtual educational events for NothingPink Community (over 300 members)

- 2 in-person or virtual events included Global Sponsorship
- 1 in-person or virtual events included in Silver Sponsorship

## Outreach Events

NothingPink staff and volunteers attend regional events across the Carolinas to spread awareness of hereditary cancer and share the resources we offer to assist in navigating a high risk of cancer.

**Benefits Include:** A company banner provided by the sponsor as well as your company marketing materials to be distributed at regional events.

- 10 regional events included Global Sponsorship
- 3 regional events included Silver Sponsorship





# SPONSOR INFORMATION & AGREEMENT FORM

To commit to sponsoring NothingPink for 2024, please fully review this prospectus, including its terms and conditions. After reviewing the above offers and materials, use the link below to complete the NothingPink Online Sponsorship Agreement Form. Using the form, you will be able to select each sponsorship you would like to commit to for 2024.

[2024 Information & Agreement Form](#)



# SPONSORSHIP AGREEMENT

## INFORMATION

This Sponsorship Agreement is made and entered between NothingPink, a 501(c)(3) nonprofit organization licensed in the state of South Carolina, and the Sponsor identified in the associated NothingPink Online Sponsorship Agreement Form. Sponsor desires to obtain certain advertising or marketing opportunities and benefits by becoming a sponsor of NothingPink. The sponsor has requested NothingPink to arrange for sponsor benefits from selected commitments. This agreement sets forth the terms and conditions pursuant to which NothingPink will arrange for such opportunities and benefits on behalf of the Sponsor.

1. **Opportunities and Benefits:** NothingPink shall obtain on behalf of Sponsor those opportunities and benefits provided as set forth on Sponsor Offering(s) hereto. Sponsor acknowledges that all benefits and opportunities are provided solely by NothingPink. Sponsor agrees to look solely to NothingPink for fulfillment of the opportunities and benefits.
2. **Sponsorship Fee:** The sponsor agrees to pay NothingPink the sponsorship fee as set forth on Founding Sponsorship Offering no later than 90 days prior to selected events.
4. **Marks:** Sponsor acknowledges that all trademarks, names, and logos (“marks”) associated with NothingPink may not be used in any form without permission. Permission to use the NothingPink name in acknowledgment of the Sponsor’s status, if any, is set forth on Sponsor Offering(s).
6. **Notices:** All non-legal notices, designations, consents, or other formal communications pursuant to this Agreement shall be sent via electronic mail to the parties listed below. Non-legal notices: [Carrie@nothingpink.org](mailto:Carrie@nothingpink.org)
7. **Cancellations:** In the event that any of the selected sponsorship commitment events are canceled, NothingPink will be obligated to abide by the policies of the host venue. Event may not be rescheduled and certain benefits will not be provided. No refunds will be processed for canceled events due to the host agreement.
8. **Entire Agreement:** This Agreement constitutes the entire agreement between the parties and may only be changed by a written agreement signed by the Parties hereto. The Parties acknowledge and agree that any preprinted forms, invoices, or other documents issued before or following the execution of this Agreement which contain conflicting terms and conditions to those in this Agreement including, but not limited to, purchase orders, invoices, billing requests, shall be null and void.

