



Second Annual goPINK Fun Run/Walk

May 2017

Dear Friends,

The goPINK Project takes place during the month of October, Breast Cancer Awareness Month, and raises funds to provide free integrative medicine treatment for patients at the Middlesex Hospital Cancer Center. Since its beginning in 2010, **The goPINK Project has raised \$155,000 to support women facing breast cancer and we are still going strong!**

During our 8th year we are excited to host our Second Annual **goPINK Fun Run/ Walk**. Community support is extremely important to **The goPINK Project** and we are relying on donations to make the Fun Run/Walk a success.

WHAT: **Second Annual goPINK Fun Run/Walk** – to fund free massage, Reiki, reflexology and more for women facing breast cancer at Middlesex Hospital Cancer Center.

WHEN: Sunday, September 17, 2017, 9 – 11 a.m.

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

The goPINK Project 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 39 businesses including restaurants, gyms, jewelers, and toy stores - the list goes on!

WHY SUPPORT GOPINK? Proceeds are donated locally to support patients in our community: 100% of all proceeds go to the Middlesex Hospital Cancer Center to provide integrative medicine treatments in the form of massage, Reiki, acupuncture, and many more modalities, to cancer patients. We all win when cancer patients in our very own community benefit from your generosity.

WE NEED YOUR HELP! We are asking our friends in the business 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 individual donors who believe in our mission, as well as gifts from businesses and corporations.

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,

Ellie Gagnon and Sandy Aldieri
goPINK Fun Run/Walk Co-Chairs



Second 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			
Inclusion on participant t-shirts	X	X				
Company banner displayed at event	X Stadium Entrance	X				
Speaking opportunity at event	X					

Sponsorship deadline is August 1, 2017, for inclusion in marketing materials.

Notes:

Vendor tables will be available for \$25, unless they fulfill a sponsorship level that provides it for free.
In kind donations such as Dunk Tank, DJ, etc. will receive the sponsorship level that meets the value donated.

Questions: Ellie Gagnon

Mobile Phone: 860-262-4691 OR samshome538@att.net

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

The Smarter Choice for Care



Second Annual goPINK Fun Run/Walk

YES! I (we) would like to participate in the Second 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 prize donations for Fun Run winners and smaller 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 Hospital, memo: goPINK Fun Run

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

Questions: Ellie Gagnon

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