

# Links for Life 2011 Paint the Town Pink (PTTP) October Sponsorship Opportunity



Pink Diamond/Presenting Sponsor - \$25,000

## On/Off-Site Exposure:

- Opportunity to display 3'x10' banner at Fashion Show & (2) Lace'n It Up event(s) (sponsor is responsible for providing banner)
- Recognition gift from Links for Life
- Opportunity to set up a Display Table at Fashion Show & Lace'n It Up event(s)
- Logo will be displayed on table tents showcasing sponsors at the PTTP fashion show (over 400 in attendance)
- Recognition by Links for Life at a meeting / activity of your choice
- Sponsor will receive two (2) tables / 20 seats to the fashion show
- Business lighted pink for the month of October (Light the Town Pink).

## Recognition on Printed Materials:

- Logo will be included in the "Bakersfield Life" magazine Breast Cancer Survivor issue from The Bakersfield Californian. (circulation 80,000 published 4<sup>th</sup> Saturday in September) (size appropriate) **Commitment Due by August 31, 2011.**
- Logo will be included in the thank you ad in The Bakersfield Californian (size appropriate)
- Logo will be included on a sponsor thank you sign at the Lace'n It Up event(s)
- Logo on all pink ribbon cards (2000+)
- Logo included in fashion show program (400+)
- Logo included in October events NewsLink Newsletter distributed to Links for Life donors and volunteers (800+)

## Media Exposure

- Logo included on Links for Life website for six (6) months
- Name included on all media releases (Fashion Show & Lace'n It Up)

## Donor Recognition Program

- As the presenting sponsor of Paint the Town Pink your individual or company name will be displayed on the Links for Life recognition wall.

***The investment of this program is \$25,000  
Commitment due by August 31, 2011.***