

# OPPORTUNITIES TO SHINE!

March 18, 2023 | 6:00 PM | InterContinental Buckhead Atlanta



## SUPPORTING STAR SPONSORSHIP OPPORTUNITIES

Held on Saturday evening, March 18, 2023 at the InterContinental Buckhead Atlanta, this signature annual event has grown from a small in-home auction to a formal gala with more than 500 guests raising more than \$1.5 million to benefit TurningPoint Breast Cancer Rehabilitation. Your support guarantees a night of fun and more importantly, provides support to women, men and families recovering from the inconceivable impact of breast cancer.

## WHY WE ARE HERE

Founded in 2003, our mission is to improve quality of life for individuals impacted by breast cancer by providing and advocating specialized, evidence-based rehabilitation while reducing socioeconomic, racial, cultural and geographic barriers to care.

## FILLING A VOID IN RECOVERY CARE

Hearing the words 'you have breast cancer' rocks your world and changes your life forever. TurningPoint fills a void in care by supporting individuals throughout their journey back to an active and healthy lifestyle.

The physical and emotional side effects of surgery, chemotherapy, and radiation can be devastating. These issues can make it difficult to lift a baby, return to work, and get back to doing what they love. Specialized rehabilitation is vital in reducing or even preventing many of these issues and yet, most breast cancer patients do not receive this care.

TurningPoint's coordinated and specialized programs include exercise classes, physical and massage therapy, lymphedema (chronic arm swelling) screening, as well as emotional support, nutritional counseling and education. Care is offered in-person at a clinic and virtually through ground-breaking telerehabilitation. Offered to women and men across Georgia, TurningPoint is the only organization of its kind in the Southeast and has provided more than 45,000 patient visits since its inception.

## BREAST CANCER CAN BE OVERWHELMING

Health insurance does not cover the full cost of providing complex rehabilitation care and support services. Funds raised at The Pink Affair provide reduced-fee and complimentary services, financial assistance that allows all patients access to care regardless of ability to pay and outreach programs to underserved and unserved patients in our community and beyond.

## HOW YOU HELP

Public and private funding opportunities for breast cancer survivorship care are limited. Without donations and fundraisers like The Pink Affair, TurningPoint would be unable to provide these much-needed services. A donation is more than financial support. It is a smile, a hug and hope for a patient so that their life will not be defined by their breast cancer, but by how strong and vibrant they are after treatment at TurningPoint.



Your sponsorship of this important event supports three of TurningPoint's critical breast cancer survivorship programs:

- Delivery of reduced-fee and complimentary services
- Financial assistance that allows all patients access to care regardless of ability to pay
- Outreach programs to underserved and unserved patients in our community and beyond

SUPPORTING STAR SPONSORSHIP BENEFITS	Presenting Star \$35,000 <i>(Exclusive)</i>	Platinum Star \$20,000	Gold Star \$10,000	Silver Star \$5,000	Bronze Star \$2,500
Event Seating	Two tables of 10 <i>(priority seating)</i>	One table of 10 <i>(priority seating)</i>	One table of 10	One table of 10	Four tickets
Inclusion on event sponsor signage and printed program	Logo	Logo	Logo	Logo	Name or Logo
Invitation to Champagne Supporting Star Reception	Included	Included	Included	Included	Included
Acknowledgment during pre/post-event programming	Included	Included	Included	Included	Included
Recognition in social media posts and email blasts (circulation ~10,000)	Two dedicated mentions	One dedicated mention	Included	Included	Included
Logo/hyperlink display on event website and mobile bidding platform	Included	Included	Included	Included	Included
One-year recognition on TurningPoint website	Included	Included	Included	Included	
Recognition from the podium	Included	Included	Included		
Complimentary guest room(s) night of event	Two	One			
"Presenting" sponsor recognition on stage and all event materials (print & digital)	Included				
Dedicated press release	Included				

The Pink Affair Underwriting Opportunities:

**Beverage Sponsor - \$15,000**

- Logo/hyperlink display on event website and bidding app
- Signage at all beverage stations
- Two tickets (open seating)

**Parking Sponsor - \$5,000**

- Logo/hyperlink display on event website and bidding app
- Signage at strategic parking locations throughout venue
- Two tickets (open seating)

**Entertainment Sponsor - \$10,000**

- Logo/hyperlink display on event website and bidding app
- Signage on stage during performance
- Recognition by band during performance
- Two tickets (open seating)

Sponsors will be listed by category in the event program and presentation materials. Print deadline is February 1, 2023 and is subject to change. A completed Commitment Form (next page) and payment is requested at your earliest convenience to ensure proper recognition and inclusion in The Pink Affair materials and auction website. Logo specifications and additional information regarding the event will be sent to you upon receipt of the Commitment Form and payment.

For questions please email [ThePinkAffair@myturningpoint.org](mailto:ThePinkAffair@myturningpoint.org) with the subject: "PA Sponsor"



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# The Pink Affair Sponsor Commitment Form

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Please submit completed form to [ThePinkAffair@myturningpoint.org](mailto:ThePinkAffair@myturningpoint.org) with Subject: "PA Sponsor" and return copy of form with payment (check preferred) to: Pink Affair Committee Chair, TurningPoint Breast Cancer Rehabilitation, 8010 Roswell Road, Suite 120, Atlanta, GA 30350

Sponsor Name: \_\_\_\_\_  
*As you wish to appear in print (ex: ABC Corporation or Jane and John Doe)*

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

**Selected Sponsorship Level:**

- Presenting - \$35,000
- Platinum - \$20,000
- Gold - \$10,000
- Silver - \$5,000
- Bronze - \$2,500
- Beverage - \$15,000
- Entertainment - \$10,000
- Parking - \$5,000

I/We cannot attend, but would like to make a tax-deductible contribution of \$ \_\_\_\_\_

**PAYMENT:**

- Check made payable to: TurningPoint Breast Cancer Rehabilitation
- Please invoice me

I would like to pay by credit card:

- Visa    Amex    Mastercard    Discover

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_



**TurningPoint**  
BREAST CANCER REHABILITATION