



# 15<sup>th</sup> Annual People with Purpose Pink Tie Gala and Fundraiser

## Sponsorship Levels & Benefits

	<b>PRESENTING</b> \$10,000	<b>ANGEL</b> \$7,500	<b>HOPE</b> \$5,000	<b>EMPOWERMENT</b> \$2,500	<b>RENEWAL</b> \$1,500	<b>SUPPORT</b> \$500
<b>Print &amp; Digital</b>						
Guest Program	Sponsor Page Premier Placement (name or full color logo)	Sponsor Page Tier II Placement (name or full color logo)	Sponsor Page (name or full color logo)	Sponsor Page (name or B&W logo)	Sponsor Page (name only)	Sponsor Page (name only)
Ballroom Powerpoint Display	Premier placement of full slide color ad	Half slide full color ad	Half slide name or color logo	Quarter slide name or color logo	Shared slide name or color logo, priority placement	Shared slide name only
Physical & Digital Signage (cocktail reception)	Dedicated full color digital ad and print full color 24" x 36" sign	Half page full color digital ad and print full color 19"x27" sign	Half page full color digital ad	Quarter page full color digital ad	Shared slide acknowledgement with name or color logo	Shared slide acknowledgement with name only
Podium Recognition	Emcee acknowledgment welcome / closing remarks with coordinating digital display	Acknowledgement during welcome remarks with coordinating digital display	Acknowledgement during welcome remarks	n/a	n/a	n/a
Program Advertisement	Full page color as with premier program placement and back of program (auction paddle) exclusive logo placement	Half page color ad with premier placement	Half page color ad	Quarter page color ad	Quarter page color ad	n/a

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<b>Online</b>						
HERS Website Event Page	Tier I placement/premium size of full color linked logo or name	Tier II Placement full color linked logo or name	Tier III Full color linked logo or name	Tier IV Full color linked logo or name	Tier V Full color linked logo or name	Tier VI Name only (not linked)
Social Media (Instagram, Facebook)	Tagged Sponsor Acknowledgements three posts with exclusive graphic including logo	Tagged Sponsor Acknowledgements two posts with exclusive graphic	Tagged sponsor Acknowledgement two posts	Tagged sponsor acknowledgement one post	Sponsor acknowledgement one post	n/a
Pre- & Post event Newsletters	Linked article with premier logo placement in minimum three newsletters (feature three times)	Premier placement of linked full color logo (or name) minimum two newsletters (feature twice)	Linked full color logo (or name) in two newsletters (feature twice)	Full color logo (or name) in two newsletters (feature twice)	Full color logo (or name) in two newsletters (feature twice)	n/a
<b>Tickets &amp; Extras</b>						
Guest Tickets	16 guest tickets (two tables)	10 guest tickets (one table)	6 guest tickets	4 guest tickets	2 guest tickets	2 guest tickets
Table Benefits (Reserved/Placement/Signage)	Two tables, premier placement, full color logo or name signage on each table	One table, premier placement, full color logo or name table signage	Tier II Table Placement; full color logo or name table signage	Name on shared table signage	Name on shared table signage	n/a
Special Gift	Commemorative gift for each guest	n/a	n/a	n/a	n/a	n/a
VIP Cocktail Hour Emcee Meet & Greet	Signature cocktail and exclusive emcee meet & greet with photos	n/a	n/a	n/a	n/a	n/a

- All ads must be received by April 1, 2024; email to [kirstin@HERSBreastCancerFoundation.org](mailto:kirstin@HERSBreastCancerFoundation.org)
- Sponsorships must be paid in full no later than April 11, 2024.
- Co-sponsorships welcome; call (510)-790-1911 ext. 104

Visit [HERSBreastCancerFoundation.org](https://HERSBreastCancerFoundation.org) for more information or contact Tina Steckler at (510) 790-1911 ext. 104



# 15<sup>th</sup> Annual *People with Purpose* *Pink Tie Gala and Fundraiser*

**Please join  
HERS Breast Cancer Foundation  
in celebrating  
*People with Purpose***

**When:** Saturday, April 27, 2024  
6:00 – 10:00 p.m.

**Where:** The Club at Castlewood  
707 Country Club Circle - Pleasanton

Each year HERS Breast Cancer Foundation brings together our community to recognize individuals and organizations who have made a positive impact in the fight against breast cancer. They deserve recognition!

Our gala's focus is two-fold: an opportunity to celebrate survivors and supporters while raising funds to provide breast cancer patients in need with products and services that facilitate physical and emotional healing.

We look forward to celebrating with you!

## **Sponsorships Form**

Company Name	
Contact Name	
Address	
City, State, Zip	
E-mail	
Phone	
Sponsorship Level	
Ad Requirements	<ul style="list-style-type: none"><li>• Logos should be in jpg, png, or pdf format and ads should be set to 300dpi/CMYK</li><li>• Full size ad: 8”h x 5”w</li><li>• Half page ad: 4”h x 5”w</li><li>• Quarter page ad: 4”h x 2.5”w</li><li>• Ad deadline is <b>April 1, 2024</b></li></ul>

HERS Breast Cancer Foundation is a 501(c)(3), non-profit organization, Federal Tax ID 94-3309906  
The mission of the HERS Breast Cancer Foundation is to support all individuals healing from breast cancer by providing post-surgical products and services regardless of financial status.