



*Sponsor Opportunities for the **POWER OF PINK**:  
A Work Out to Help Stop Breast Cancer*

## THE POWER OF PINK 2018

### WORKING OUT TO STOP BREAST CANCER

*Proudly benefiting: Breast Care for Washington DC,  
Arlington Free Clinic and Mercy Health Clinic*

**OCTOBER 11 TYSONS EQUINOX  
OCTOBER 25 BETHESDA EQUINOX**

*Join us for a workout and luncheon to raise funds for local organizations providing breast health services to women most in need.*



**The Power of Pink: Working Out to Help Stop Breast Cancer** are unique fundraising events dedicated to supporting local organizations that provide breast health services to women, regardless of their ability to pay, in the DC, Maryland and Virginia area. Events include a one-hour workout at EQUINOX followed by a luncheon. **100 percent of all funds** provide breast health services to women most in need in our region. Bring your brand front and center to our attendees by becoming a Power of Pink 2018 sponsor.

**THE BENEFICIARIES:** **Breast Care for Washington DC (BCFW)**, located in SW Washington, provides breast cancer education and screening services to over 1,500 women in need each year, mostly in Wards 7 and 8. BCFW offers screening and diagnostic mammography using state of the art 3D technology, breast ultra sounds, minimally invasive biopsies, and patient navigation and care coordination. **Mercy Health Clinic**, located in Gaithersburg, provides primary and specialty care, medications and health education, all free of charge, to approximately 2,000 adults each year who are low-income and uninsured in Montgomery County. **Arlington Free Clinic**, located in Arlington, provides free primary, including women's health care, to uninsured and low-income adults in Arlington. AFC's breast health program including education, cancer screening, biopsies, care coordination, surgery, radiation, chemotherapy, reconstruction, and more to about 2,000 women a year.

## EVENT INFORMATION

<b>October 11</b>	<b>11 am to noon</b>	Workout at EQUINOX Tysons
	<b>noon to 2 pm</b>	Luncheon at Nostos
<b>October 25</b>	<b>11 am to noon</b>	Workout at EQUINOX Bethesda
	<b>noon to 2 pm</b>	Luncheon at Jaleo

## FUNDRAISING HISTORY

Over the past six years, The Power of Pink has raised over \$500,000. In 2016 Breast Care for Washington DC dedicated their mammography suite to the Power of Pink and we raised a record \$140,000. And in 2015 our funds supported funding for a van to transport patients of Capital Breast Care to and from appointments. And The 7<sup>th</sup> annual events expect to raise over \$150,000 and draw a crowd of at least 300 participants concerned about breast health initiatives in our region.



## LEADERSHIP COMMITTEE

**Bethesda Event Chair:** Karen Beam Leder

**Tysons Event Co-Chair:** Lisa Schneiderman

**Committee:** Mary Pat Alcus, Ami Aronson, Abbey Ayanian, Tomica Carter, Nancy Colleton, Elizabeth Crocker, Julie Crotty, Beth D'Arcy, Felicia Faragasso, Shelly Galli, Eleanor Gollob, Janice Hansan, Kate Heald, Jill Koughl, Tracey Laws, Claire Leheny, Judi Morris, Julie Mendel Reinhard, Pia Ruttenberg, Lisa O'Brien, Monique Robinson, Jaymi Schuble, Stacey Settle, Sue-Ann Siegel, Chloe Schklowsky, Sarah Harper Smith, Mary Speyer

**PREVIOUS CORPORATE PARTNERS** Barclays, Cigna, Capital One Commercial Banking, IntelliDyne, Leidos, The Meltzer Group, UBS, Urban Country, Zaching Against Cancer

**PREVIOUS INDIVIDUAL AND FAMILY PARTNERS** Alcus Foundation, Beam Family, Bernstein Foundation, Laurence and Raman Bet-Mansour, A. James & Alice B. Clark Foundation, Dory and Chad Clark, Julie and Brian Crotty, Cymerman Family, April and John Delaney, Felicia and Greg Faragasso, Tracy and Todd Foreman, Galli Family, Grey Family, Kimberly and Jonathan Klein, Susan Koehler, Kroin Family, Jill and Doug Koughl, Leder Family Fund, Laura and John Mariano, Melrod Family, Amy and Alan Meltzer, Novikov Family, Lisa and Howard O'Brien, Robinson Family, Ruttenberg Family, Sarah and Devin Schain, Schneiderman Family, Jaymi and JR Schuble, Sue-Ann and Eric Siegel Foundation, Tina Small, Speyer Family Foundation, Zients Family

# SPONSORSHIP OPPORTUNITIES

## **ELITE ATHLETE/\$7,500**

Registration for 12 guests to attend the workout and luncheon; individual tickets are \$225.  
Recognition in all promotional materials and signage prior to and day of the event.  
Opportunity to display corporate promotional items at the event.  
On-stage mention by emcee during event.  
Hyperlink from beneficiaries' websites to the sponsor's website.  
Featured in published articles in beneficiaries' magazines, web sites and/or press releases.

## **COLLEGIATE ATHLETE /\$5,000**

Registration for 8 guests to attend the workout and luncheon; individual tickets are \$225.  
Recognition in all promotional materials and signage prior to and day of the event.  
Opportunity to display corporate promotional items at the event.  
Hyperlink from beneficiaries' websites to your company website.

## **SPIRITED ATHLETE/ \$2,500**

Registration for 4 guests to attend the workout and luncheon; individual tickets are \$225.  
Recognition in all promotional materials prior to and day of the event.

## **WEEKEND WARRIOR / \$1,000**

Registration for 2 guests to attend the workout and luncheon; individual tickets are \$216.  
Recognition in all promotional materials prior to and day of the event.

## **FOR MORE INFORMATION**

Karen Beam Leder, Founder and Bethesda Event Chair, (202) 236-3363 or lederkaren@gmail.com  
Lisa Schneiderman, Tysons Event Co-Chair, (703) 861-8803 or lschneiderman@gds.org

## **EVENT PARTNERSHIP   OCTOBER 11 TYSONS CORNER   OCTOBER 25 BETHESDA**

ENCLOSED IS A CHECK FOR \$ \_\_\_\_\_

COMPANY/FOUNDATION NAME \_\_\_\_\_ CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**PLEASE MAKE CHECKS PAYABLE TO: GREATER WASHINGTON COMMUNITY FOUNDATION/POWER OF PINK FUIND. FOR MORE INFORMATION VISIT OUR WEBSITE AT WWW.POWER-OF-PINK.ORG**

**RETURN COMPLETED FORM TO: Karen Leder, Power of Pink, 7424 Exeter Road, Bethesda, MD 20814**

**EMAIL FORM TO: lederkaren@gmail.com**