

SPONSORSHIP PACKET

Fighting 4 the Tatas
BREAST CANCER ORGANIZATION

PRESENTS

BREAST CANCER
AWARENESS
FESTIVAL IN THE PARK

10.05.19

10 AM-4PM | SATURDAY



WWW.FIGHTING4THETATAS.ORG

130 E SAN BERNARDINO AVENUE,
RIALTO, CA. 92376

May 7, 2019

Dear Sir or Madam:

It is with great pleasure that we announce Fighting Inflammatory Breast Cancer 2nd Annual Breast Cancer Awareness Festival in The Park and Hot Pink High Heels Steel Toe Boot Walk, a 3K breast cancer community Fun Walk which will be held on Saturday, October 5, 2019 at the Rialto City Park in Rialto, California.



This exciting fundraising event is to celebrate a California Bill, Senate and Assembly Resolution SCR-97 – Inflammatory Breast Cancer Awareness Day - October 3rd as a State Holiday of Awareness. We will honor, remember and celebrate those who have been impacted by these deadly forms of breast cancer, Inflammatory Breast Cancer, Triple Negative Inflammatory Breast cancer and Metastatic Breast Cancer.

This charity event will be filled with excitement, including music, singing, dancing, a ribbon wall of love, a bra competition, a fun area for children, food, silent auction, vendors, health booths, face painting and much more. The primary source of funding for “Breast Cancer Awareness Festival in The Park,” is from sponsors, such as you.

Since 2011 Fighting 4 the Tatas Breast Cancer Corporation (F4TT) has been creatively educating those touched by Inflammatory breast cancer (IBC). We have accomplished this by tirelessly advocating for both current patients, survivors and their family. Faithfully serving communities in the I.E. and women across California in the form of education, internet support and funding to women in treatment. Guided by several extraordinary oncology professionals and a few volunteers dedicated to the awareness of this clinical lethal breast cancer. This exciting day will serve as the first of many fundraising events to support our goals to achieve several of our missions, A National Day of Awareness for Inflammatory Breast Cancer, and a definitive diagnosis for this lethal breast cancer.

The paradigm of treating women and men with Inflammatory Breast cancer is continuously changing. Some forms of breast cancer are more progressive than others, such as Inflammatory Breast Cancer (IBC). The treatment of Inflammatory Breast Cancer (IBC) is somewhat different from the treatment of other breast cancers because it is a sub-type and its aggressive nature. According to the National Cancer Institute, inflammatory breast cancer is diagnosed in younger ages of women.

The funds generated through our efforts will be used in several ways, we are growing and need print work, booklets and office supplies. The

second way Fighting 4 the Tatas will use the funds is offering such programs as the Breast Cancer Awareness Festival in the Park, helping to raise much needed funds to aid in facilitating the exchange knowledge of new imaging modalities, developing an effective screening for this disease because inflammatory breast cancer has no lump and cannot be seen on a mammogram. The third way in which the funds will be used is by continuing our fight of a recognition of Inflammatory Breast Cancer through a national awareness day. Breast Cancer strikes blindly, hitting rich and poor, young and old, strong and weak alike. Each person circumstances vary, but the need remains the same. We need you to help make our fundraising effort a success and bring awareness to Inflammatory Breast Cancer. The battle against breast cancer will not be WON with treatment alone.



We ask that you make a commitment to support our appeal by being a sponsor, there are several opportunities to customize your contribution. Your generosity will make a difference in our mission and community.

Fighting 4 the Tatas is a non-profit 501 (c) (3) organization, EIN #37-1652127 -Remember that your gift is tax-deductible. Let us know if you require additional information. We kindly ask that you visit our website to learn more about us at <http://www.fighting4thetatas.org/>.

Thank you for considering supporting our programs

Sincerely,

Jacqueline Johnson
Co-Founder
Fighting 4 the Tatas Breast Cancer, Inc.



About the Event

Welcome back to our 2nd annual Breast Cancer Awareness Festival in the Park. This year, we are continuing to fight for more recognition so that our communities can be aware of all types of breast cancers, especially the more aggressive ones, like Inflammatory Breast Cancer (IBC), and Triple Negative (IBC). Breast cancer touches lives every day. It not only affects the lives of those diagnosed but the lives of friends and family members as well. The Breast Cancer Festival in The Park is a free event designed to educate and support those dealing with Inflammatory Breast Cancer (IBC), Triple Negative IBC, Invasive Ductal, Locally Advance and all other breast cancers and it is presented by Fighting 4 the Tatas Breast Cancer Incorporated a non-profit 501(c)(3) California Corporation.



We are still fighting for a State Proclamation In-Perpetuity recognizing Oct 3rd as a State Holiday Observance through a Bill, in 2018 we had Senate Resolution SCR-97 authored by Senator Connie Leyva and this year, 2019, our Assemble Member Eloise Gomez Reyes of district 47 will author the Inflammatory Breast Cancer Awareness Day Bill. Fighting Inflammatory Breast Cancer, we want to honor, remember and celebrate those who have been impacted by breast cancer. We offer information to help those diagnosed cope with treatments and support to those battling the disease and their families.

One of the highlights that was a great success last year was ***“The RIBBON WALL OF LOVE,”*** where anyone can come, sign their name or message on our fighting lady ribbon, pin that ribbon to our wall of love and recognize those who have lost their lives to breast cancer and those who are currently in the fight. This will be a wonderful way for loved ones to honor those who mean the world to them and/or encourage those who are currently fighting this horrible disease. Make sure you visit the ***“The RIBBON WALL OF LOVE,” on October 5th.***



**THE BREAST CANCER AWARENESS FESTIVAL
IN THE PARK** From 10:00 AM to 4:00 PM at Rialto City Park. [130 N. San Bernardino Avenue](#) in Rialto, CA

Sat, 10/5/19. This event is so inspiring for the women, men and families in our community who have been affected by inflammatory breast cancer and all other breast cancers. So come and have some fun.

Sponsorship advertisement and vendor booth space is available. Please contact us to reserve your space.

Become a Sponsor...

2019 Sponsorship Opportunities

Event Sponsorship - \$8,000

BENEFITS

- Speaking Opportunity during the opening program and verbal recognition throughout
- Company Logo on Website homepage
- Prominent placement and recognition on e-marketing + 30,000 subscribers
- Rights to promote sponsorship in company materials (Sponsor to provide images)
- Complimentary promotional space 10X10 at The Breast Cancer Awareness Festival to distribute approved company products or material.
- Complimentary Team Registration for 10 Walkers
- Opportunity for company representative to connect with community leaders
- Prominent exposure at the opening Walk and Festival
- Sponsor name or logo in advertisement in newspapers and magazines.
- Brand recognition on all printed collateral materials (such as Posters and Brochures)
- Your logo displayed on every page of the event and name listed on the "Our Sponsors" Website page.
- Web site, plus your sponsor level
- Opportunity to display two (2) company banners.
- Recognition as the Event Sponsor during the event via five (5) PA announcements
- Recognition by Fighting 4 the Tatas Breast Cancer Inc., at a sponsor meeting or activity
- Opportunity to contribute promotional incentives
- Inclusion in pre and post event news releases.
- Sponsor logo on T-Shirts



Platinum “Hot Pink High Heel Steel Toe Boot Breast Cancer Awareness 3k Fun Walk

Sponsorship - \$5,000

BENEFITS

- Name and logo recognition as a Platinum Sponsor on event materials
- Sponsor logo on T-Shirt
- Prominent exposure at the kickoff
- Complimentary promotional space 10X10 at The Breast Cancer Awareness Festival
- Complimentary Team Registration for 10 Walkers
- Opportunity for company representative to connect with community leaders
- Media / news releases
- Inclusion in pre and post event news releases.
- Visibility on Walk Day
- Your logo displayed on every page of the event Web site, plus your sponsor level and name listed on the “Our Sponsors” Web page.
- Opportunity to have two (2) sponsor banners displayed in the park.
- Recognition as the Platinum Sponsor during the event via three (3) PA announcements
- Presentation of a recognition award to sponsor representative at event
- Opportunity to contribute promotional incentives



Gold Media Sponsor - \$3,500

BENEFITS

- Name and logo recognition as a Gold Media Sponsor on event materials
- Company logo on T-shirts
- Company logo on sponsor page
- Recognition on Social Media Platforms
- Recognition in all media interviews
- Your sponsor level and name listed on the “Our Sponsors” Web page.
- Opportunity for one (1) sponsor banners at event

- Recognition as a Gold Media Sponsor during the event via two (2) PA announcements
- Presentation of a recognition award to sponsor representative at event.
- Complimentary Team Registration for 5 Walkers
- (1) 10 X 10 Exhibit booth

Silver Print Sponsor - \$3,000

BENEFITS

- Name and logo recognition as a Silver Print Sponsor on event materials
- Company logo on T-shirts
- On / Off-site Exposure
- Your sponsor level and name listed on the "Our Sponsors" Web page.
- Recognition as a Silver Print Sponsor during the event via one (1) PA announcements
- Presentation of a recognition award to sponsor representative at event.
- (1) 10 X 10 Exhibit booth
- Recognition on Social Media Platforms

Entertainment Sponsor - \$2,500

BENEFITS

- Name and logo recognition as Entertainment Sponsor on event materials
- Participant T-shirts
- On stage appearance opportunity (each entertainer)
- On / Off-site Exposure
- Your sponsor level and name listed on the "Our Sponsors" Web page.
- Recognition as Entertainment Sponsor during the event via one (2) PA announcements
- Presentation of a recognition award to sponsor representative at event.
- Company banner or logo displayed on podium.



Kid Zone Sponsor - \$2,500

BENEFITS

- Name and logo recognition as Entertainment Sponsor on event materials
- Participant T-shirts
- On / Off-site Exposure
- Your sponsor level and name listed on the "Our Sponsors" Web page.
- Recognition as a Kid Zone Sponsor during the event via one (2) PA announcements
- Presentation of a recognition award to sponsor representative at event.
- Company banner or logo displayed in the Kid Zone area.



Survivor Tent Sponsor - \$2,000 – All survivors at the event are invited to visit the tent for special recognition and perks, which generates foot traffic throughout the event.

BENEFITS

- Recognition as survivor tent Sponsor throughout the day.
- Company logo exclusively featured on the Survivor Tent on walk day.
- Company name featured on the sponsor page of the website.
- Media & exposure

Start Line Sponsor - \$1,000 – Company banner & logo – Just think about your brand prominently displayed to the public and in our community featured at the start of the walk.

BENEFITS

- Recognition as a Start Line Sponsor throughout the start of the walk program.
- Verbal recognition on the stage program on walk day.
- Company banner and logo at the start line, very visible with balloons at the start gate.
- Media & exposure

T-Shirt Sponsor - \$1,000.

BENEFITS

- Verbal recognition during the stage program.
- Company Listed on website
- Company name printed on T-Shirts
- Media & exposure

Decorate A Bra Sponsor - \$500.00

BENEFITS

- Name and logo recognition as a Entertainment Sponsor on event materials
- Participant T-shirts
- Event programs distributed to participants / guests
- Newsletters distribution to Fighting 4 the Tatas Breast Cancer Incorporated donors, volunteers, and supporters.
- On/Off- Site Exposure
- Your sponsor level and name listed on the “Our Sponsors” Web page.
- Recognition as a Decorate A Bra Sponsor during the event via one (1) PA announcements
- Presentation of a recognition award to sponsor representative at event.

Silent Auction Gift Donations

- Name and logo recognition as a Silent Auction Sponsor on event materials
- Participant T-shirts
- Newsletters distribution to Fighting 4 the Tatas Breast Cancer Incorporated donors, volunteers, and supporters.
- On/ Off-Site Exposure
- Your sponsor level and name listed on the “Our Sponsors” Web page.
- Recognition as a Silent Auction Sponsor during the event via one (1) PA announcements



Requirements for Sponsor Logo Submissions:

All corporate sponsor logos submitted for inclusion must be saved as PNG file, with text converted to outlines.

The conference is supported entirely by donated resources and volunteers from community organizations, in-kind donations, gifts, and the generosity of sponsors. Support in any amount is greatly appreciated.

Thank you for your generous contributions to this year's Breast Cancer Awareness Festival in the Park.



Proceeds of the 2019 Breast Cancer Festival in The Park will go to support our mission of improving the lives of those touched by Inflammatory breast cancer (IBC) through the power of action and advocacy, creatively educating and tirelessly advocating for both current patients and those living with IBC.

Questions Contact: info@fighting4thetatas.com

Fighting 4 the Tatas Breast Cancer Corporation, a 501 (c) (3)
Non-profit Organization – **Tax ID # 37-1652127**
Telephone # (909) 755-5350.

The Breast Cancer Awareness Festival is supported entirely by donated resources and volunteers from community organizations, in-kind donations, gifts, and the generosity of sponsors. Support in any amount is greatly appreciated.

Sponsorship Agreement 2019

(please check your selection)

- _____Event Sponsor\$8,000
- _____Platinum Sponsor.....\$5,000
- _____Gold Sponsor.....\$3,500
- _____Silver Sponsor.....\$3,000
- _____Entertainment Sponsor.....\$2,500
- _____Kid Zone Sponsor.....\$2,500
- _____Survivor Tent Sponsor.....\$2,000
- _____Start Line Sponsor.....\$1,000
- _____T-Shirt Sponsor.....\$1,000
- _____Decorate A Bra Sponsor.....\$500
- _____Silent Auction Gift Donation....\$ANY



Indicated above is our commitment for the 2019 Breast Cancer Awareness Festival in The Park.

10601 Civic Center Drive, Suite 100J – Rancho Cucamonga, CA 91730
(909) 755-5350 www.fighting4thetatas.org

Company Name _____

Address _____

Contact Name _____

Phone No. _____

Email Address _____

Signature _____ Date _____

**Fighting 4 the Tatas Breast Cancer Corporation. Is A 501 (c) (3)
Non-Profit Organization (Tax ID# 37-1652127**

We could not have done this without our Sponsors and Community Supporters.

Thank you! Thank you! Thank you!

State of California and Assembly Support

Senator Connie M. Leyva- 20th Senatorial District

Assembly member Eloise Gomez Reyes- 47th District

Rialto City Council Member- Ed Scott



2018 Corporate Partners



2018 Local Business Sponsors

