



CANCER

En Español

Hispanic Women's Symposium:
Empowerment Through Cancer Innovation

Simposio de Mujeres Hispanas:
Empoderamiento e Innovación En El Cáncer

Sponsorship Opportunities

Saturday, April 13, 2024



Why Cancer
En Español?

¿Por Qué El Cáncer
En Español?

305 Pink Pack provides vital direct and support services, at **NO COST**, to local women in cancer treatment, allowing our members to focus on healing and spend more time with their families.

Our commitment is to reduce health disparities in our underserved communities. We do this through our services but also through education, *en Español*. Nearly half of the women in our program are Spanish dominant speakers. With this symposium, we are bringing the latest updates in cancer care directly to the Hispanic women in our community.

We welcome you to be part of our first annual **Cancer En Español** symposium with local medical experts and patient advocates!



Rosemary Carrera

Founder, Executive Director & Cancer Survivor
rosemary@305pinkpack.org
305-859-1224



About The Symposium

Saturday, April 13th from 8 AM- 1 PM

Doral Park Country Club

Continental breakfast, coffee and snacks will be available.

This event will be at **NO COST** to participants.

Transportation will be available upon request.

This event is intended to educate Spanish-speaking women about the importance of early cancer detection with proper screenings, innovations in cancer care to help reduce recurrence and the importance of support and advocacy. Marketing will be focused on women in the Doral, Sweetwater, Hialeah, and Little Havana areas with expected 150-200 participants.

The information provided will enable attendees to share important medical advances with their peers and give them access to resources in the community that can help reduce health disparities in the Hispanic community.

Medical panels will be moderated by a Patient Advocate who has first hand experience with the diagnosis being discussed. The program will include panels about:

- Early Stage and Metastatic Breast Cancer
- Gynecological Cancers
- Colon Cancer
- Survivorship and Advocacy



\$ponsorship Opportunities\$

\$10,000 **LAVENDER** Sponsor

(1 Available)

- Recognition as presenting sponsor
- Speaking opportunity during welcome remarks (< 5 min.)
- Resource table at event entrance
- Top tier logo on all online and printed marketing communications
- Solo recognition in social media leading up to, and post event
- The opportunity to provide materials for distribution. All materials must be available in Spanish.
- Table in the Resource Area. Representatives must be fluent in Spanish.
- Exposure across expanding social media accounts with 6,000+ followers and 3,000+ newsletter subscribers.
- Mention in the event Press Release
- Mention in Annual Report



La cinta lavanda representa los sobrevivientes del cáncer.



La cinta rosa representa el cáncer de mama.

\$7,500 **PINK** Sponsor

(2 Available)

- Opportunity to speak during break (up to 2 minutes)
- Second tier logo on all online and printed marketing communications
- Solo Recognition in social media leading up to, and post event
- The opportunity to provide materials for distribution. All materials must be available in Spanish.
- Table in the Resource Area. Representatives must be fluent in Spanish.
- Exposure across expanding social media accounts with 6,000+ followers and 3,000+ newsletter subscribers.
- Mention in the event Press Release
- Mention in Annual Report

\$5,000 **TEAL** Sponsor

(2 Available)

- Third tier logo on all online and printed marketing communications
- Group Recognition in social media leading up to, and post event
- The opportunity to provide materials for distribution. All materials must be available in Spanish.
- Table in the Resource Area. Representatives must be fluent in Spanish.
- Exposure across expanding social media accounts with 6,000+ followers and 3,000+ newsletter subscribers.
- Mention in the event Press Release
- Mention in Annual Report



La cinta verde azulado representa el cáncer de ovario.

\$1,500 **BLUE** Sponsor

(2 Available)

La cinta azul representa el cáncer de colon.



- Fourth tier logo on all online and printed marketing communications
- Group Recognition in social media leading up to conference
- The opportunity to provide materials for distribution. All materials must be available in Spanish.
- Table in the Resource Area. Representatives must be fluent in Spanish.
- Exposure across expanding social media accounts with 6,000+ followers and 3,000+ newsletter subscribers.
- Mention in the event Press Release
- Mention in Annual Report

\$1,000 **PACK** Sponsor

(4 Available)

- The opportunity to provide materials for distribution. All materials must be available in Spanish.
- Table in the Resource Area. Representatives must be fluent in Spanish.

For more information on sponsorships, please contact Rosemary Carrera at rosemary@305pinkpack.org or 305-859-1224 X 101. Sponsorships must be confirmed by **April 1st, 2024**.

How The Pack Helps

Since 2020...

300+

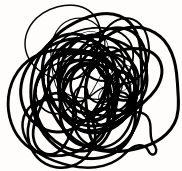
Women assisted with child-care, groceries, self care services, housekeeping, and emotional support

7,000+

Rides to appointments

\$100,000+

Secured for members' living expenses otherwise inaccessible due to language and technology barriers.



Challenges

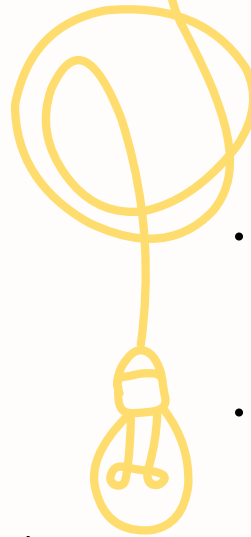
- Disparities in treatment outcomes of our marginalized communities dying at a higher rate from cancer
- Lack of access to treatment due to transportation or child care issues
- Lack of access to direct and support services that accommodate healing due to language, transportation, and technology barriers
- Food insecurities faced by families in treatment
- Financial toxicity due to an inability to work, not qualifying for paid leave, and additional expenses incurred

OUR GOAL

To reduce the financial, technological, and language barriers that contribute to disparities in health care experienced by Hispanic and Black women.

Solutions

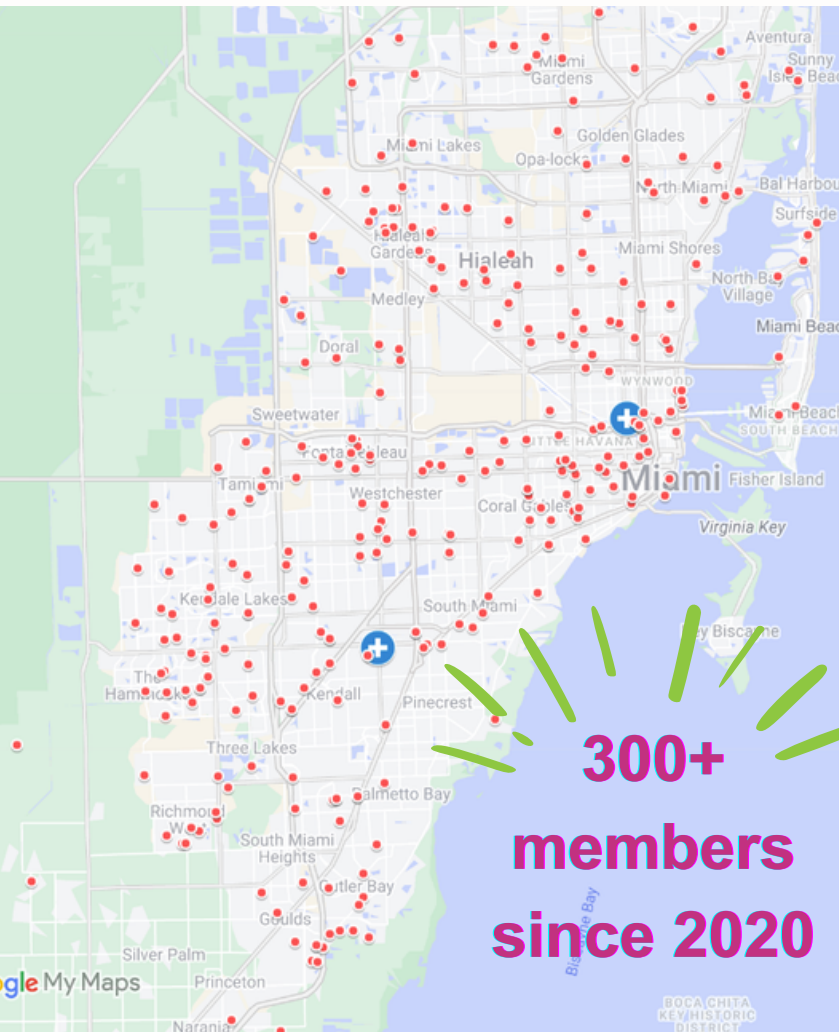
- Comprehensive transportation and child-care for appointments
- Housekeeping, self care, and emotional support in ways that accommodate the needs of our members
- Grocery purchase and delivery for members too ill to drive or without access to transportation
- Completion of financial aid applications for those with technology or language barriers for basic necessities such as rent



Who We Serve



Our members reside all over Miami-Dade County. Although we all come from different backgrounds and have different needs, a cancer diagnosis unites us.



- 73% of our members are Hispanic and 21% are Black, Asian or mixed races.
- 66% of members are diagnosed with breast cancer, and 15% experience gynecological cancers.
- 68% of our members are younger than 60 years old.
- 20% of our members were employed at the time of their diagnosis and had to stop working without paid leave or FMLA.
- 82% of the women we serve live at, or below, 250% of the Federal Poverty Line.
- 43% of our members lack access to a vehicle and rely on public transportation. This can result in up to a 3-hour commute to and from each hospital visit.

Glance through the pages of our impact report to learn more about The Pack

