

TOTALLY TUBULAR 80'S NIGHT

2024
SPONSORSHIP
OPPORTUNITIES

May 10, 2024
Coral Gables Woman's Club



www.305pinkpack.org



WHY GO BACK TO THE 80s FOR A NIGHT OF NOSTALGIA AND GIVING?

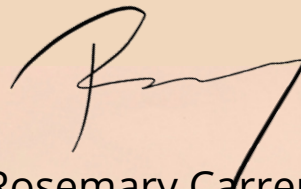
Dust off those leg warmers and tease up that hair because the 305 Pink Pack is throwing a totally tubular '80s party on May 10th at the iconic Coral Gables Woman's Club. Join us for a night of throwback vibes, supporting local superheroines battling cancer in South Florida.

Our journey back to the vibrant 1980s isn't just about nostalgia; it's a celebration of resilience and strength in the fight against cancer. By revisiting the '80s for a night of giving, we honor the courage of those facing cancer, especially the women navigating treatment.

Beyond the scientific achievements, the 1980s were marked by a cultural movement of unity, resilience, and the power of collective action. By embracing the iconic music, fashion, and spirit of the '80s, we embody the strength of solidarity in supporting women during their cancer treatment. Let's come together to relive the magic of the '80s, not just for the nostalgia it brings but for the inspiration it provides in our collective mission to make a difference in the lives of the women affected by cancer in our community.

Mark your calendar, gather your crew, and let's rock the '80s for an incredible cause!

Radically yours,



Rosemary Carrera
Founder & CEO

rosemary@305pinkpack.org

305-859-1224



www.305pinkpack.org
[@305pinkpack](https://www.instagram.com/305pinkpack)



TOTALLY TUBULAR 80's NIGHT SPONSORSHIP OPPORTUNITIES

All sponsorships must be confirmed by April 28, 2024. Don't hesitate to contact Rosemary Carrera for inquiries at 305-859-1224 x 101 or rosemary@305pinkpack.org.

All sponsors receive:

- 305 Pink Pack digital logo tool kit
- Exposure across our expanding social media accounts, **5,000+** followers, and event updates sent to a database of over **2,500+** subscribers.
- Donor recognition in the Annual 305 Pink Pack Impact Report

80'S ICON PRESENTING SPONSOR \$25,000+ (1) available

- Sponsorship recognition during the event
- Opportunity to give remarks to guests (up to five minutes)
- Dedicated Song Announcement: During the party, the sponsor is to select a song that aligns with the sponsor's brand message.
- Inclusion of logo/name mentioned on all event materials as presenting sponsor
- Full-page ad in digital event yearbook
- Acknowledgment in all "80s Night" emails during the campaign
- Social media recognition includes: Two (2) sponsor-dedicated posts on FB, LI and IG; Two (2) Instagram stories
- Opportunity for IG LIVE with 305 Pink Pack
- Logo on the top tier of the website in the events section
- Include sponsor mentions in pre-event and post-event press releases sent to local media outlets.
- Reserved VIP area with seating plus eight (8) "80s Night" event tickets

ROCK STAR SPONSOR \$15,000+ (2) available

- Sponsorship recognition during the event
- Opportunity to give remarks (up to two minutes)
- Inclusion of logo/name mentioned on all event materials
- Half-page ad in digital event yearbook
- Acknowledgment in all "80s Night" emails during the campaign
- Social media recognition includes: Two (2) sponsor-dedicated posts on FB, LI and IG; One Instagram story
- Logo on the second tier of the website in the events section
- Include sponsor mentions in pre-event and post-event press releases sent to local media outlets.
- Six (6) "80s Night" event tickets.

MIXTAPE MASTER SPONSOR \$10,000+

(2) available

- Sponsorship recognition for the entertainment and DJ
- Sponsorship recognition during the event
- Inclusion of logo/name mentioned on all event materials
- Half-page ad in digital event yearbook
- Acknowledgment in all "80s Night" emails during the campaign
- Social media recognition includes: One (1) sponsor-dedicated posts on FB, LI and IG One IG story
- Logo on the third tier of the website in the events section
- Include sponsor mentions in pre-event and post-event press releases sent to local media outlets.
- Four (4) "80s Night" event tickets.

ARCADE ACE SPONSOR \$7,500+

(2) available

- Sponsorship recognition of Sponsor-branded photo booth with props for attendees
- Inclusion of logo/name mentioned on all event materials
- Quarter-page ad in digital event yearbook
- Acknowledgment in all "80s Night" emails during the campaign
- Social media recognition includes: One (1) sponsor-dedicated posts on FB, LI and IG
- Logo on the fourth tier of the website in the events section
- Include sponsor mentions in post-event press releases sent to local media outlets.
- Two (2) "80s Night" event tickets
- Customized Photo Booth: Sponsor-branded photo booth with props for attendees

TOTALLY RAD SPONSOR \$5,000+

- Sponsorship recognition for the Auction and during event
- Inclusion of logo/name mentioned on all event materials
- Quarter-page ad in digital event yearbook
- Acknowledgment in all "80s Night" emails during the campaign
- Social media recognition includes: One (1) sponsor-dedicated posts on FB, LI and IG
- Logo on the fifth tier of the website in the events section
- Include sponsor mention in post-event press release sent to local media outlets
- Two (2) "80s Night" event tickets

GNARLY SPONSOR \$1,500+

- Sponsorship recognition during the event
- Inclusion of logo/name mentioned on all event materials
- Quarter-page ad in digital event yearbook

THE DEETS ABOUT THE PACK

- 73% of our members are Hispanic and 17% are Black or African American..
- Most of our members are diagnosed with breast cancer, but we assist women with all types of cancer.
- 66% of our members are younger than 60 years old and experience challenges with child-care and financial strain during treatment.
- 76% of the women we serve have a total household income of less than \$40,000. These women have limited savings and struggle with the additional costs a cancer diagnosis brings.
- 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.
- Transportation is our most requested service. Without this basic necessity, our members would often miss critical treatment.

OUR GOAL

To reduce the financial, technological, and language barriers that contribute to disparities in health care that result in Hispanic and Black women disproportionately dying of cancer.

WE ADDRESS THE HARDEST CHALLENGES WITH HEART AND DETERMINATION

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 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

SOLUTIONS

- Comprehensive transportation and child care for appointments
- Home and personal care services 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



Step Into The 80s Spotlight With An Ad. Support And Shine!

Don't miss out on the chance to join our radical journey through time! Secure your spot in our 80s digital yearbook and make a difference in the lives of local women undergoing cancer treatment. Showcase your company's unique personality. Honor a friend or family. Consider making a dedication to our cause or community. Let your imagination run wild!

Cool Quarter Page, \$250

Dimensions: 4.25 inches (W) x 5.5 inches (H)

Awesome Half Page, \$500

Dimensions: 8.5 inches (W) x 5.5 inches (H) - for a horizontal half-page ad

Epic Full Page, \$1,000

Dimensions: 8.5 inches (W) x 11 inches (H)

To reserve your spot in our event's digital yearbook,
visit www.tinyurl.com/80sNight2024

Digital Ad Guidelines

- Please email your yearbook ad to rosemary@305pinkpack.org by **May 2**.
- Resolution: Use high-resolution images (300 dpi) to ensure sharp and clear visuals.
- Color Mode: Design in CMYK color mode for print to ensure accurate color reproduction.
- File format accepted: PDF, JPEG, PNG