

# **PINK "ME"®**

A NON-PROFIT BREAST CANCER ORGANIZATION

## **Sponsorship Opportunities**



# **Lace Up and Race 5k Walk/Run**

**October 19, 2024**

**8:30AM–10:30AM**

**Villa Linda Park & Arroyo De Los Chamisos Trail  
4250 Cerrillos Road, Santa Fe, NM 87507**



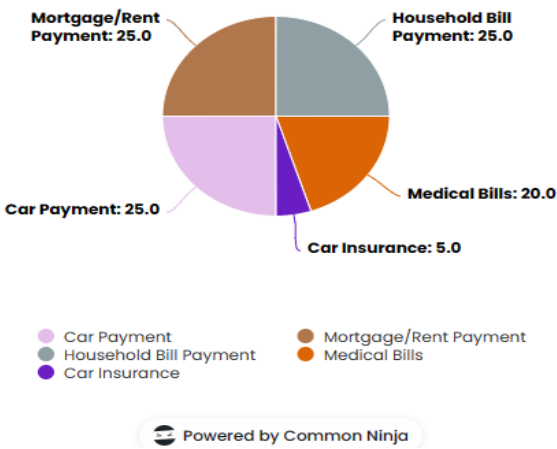
# **PINK "ME"®**

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The past year has been a busy one as we continue to further our mission to compassionately support women throughout and beyond their breast cancer journey through education, inspiration, and advocacy so they can lead healthy, fulfilled lives within a supportive community. Thanks to the support of our generous community and stakeholders in 2023, we were able to assist over 50 women throughout New Mexico with crucial medical services and other emergent financial needs, as well as education and prevention initiatives.

Total Bill Payment grants offered in 2023 total: \$11,600

### 2023 Financial Assistance Bill Payments



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**LACE UP AND RACE**

**5K WALK/RUN**

Villa Linda Park - 4250 Cerrillos Road, Santa Fe, NM 87507

**Saturday, October 19, 2024**

**8:30AM–10:30AM**

Registration begins March 1 \$40 per person

**Virtual** Registration begins August 1 \$35 per person

**Helping one family at a time!**

WEBSITE: <https://www.pink-me.org>

EVENT WEBSITE: <https://www.givesignup.org/Race/NM/SantaFe/PINKME>

## **PINK “ME” Mission**

To compassionately support women during and after their breast cancer journey through education, inspiration, and advocacy so they can lead healthy, fulfilled lives within a supportive community.

## **PINK “ME” Vision**

To ensure that women diagnosed with breast cancer and survivors are compassionately supported during and after their journey with information related to awareness, as well as educational and networking opportunities so that they lead healthy fulfilled lives. We will help women focus on being your own advocate, knowing your options, and will make available personal support groups for encouragement and emotional support.





# PINK "ME" PROGRAMS

## Connected by Cells

We are all connected by cells. But not body cells—by cell phones. Cell phones offer us the ease of readily having information available to us in the palm of our hands, with the simplicity of a swipe or a click. Join us and receive support that is instant, fruitful, and reliable. All from the comfort of your home.

## Breast Cancer Treatment Health Assistance Grant

Provides financial assistance for basic living, and healthcare expenses to eligible breast cancer patients. Entry into the Financial Assistance Programs for the Breast Cancer Treatment is 4 times per year, quarterly, and is based on funding and financial resources available.

## Survivor Health and Wellness Assistance Grant

Health and wellness is an important process of breast cancer survivors and the process of achieving one's personal best state of mental and physical health. An active lifestyle can contribute to an increase state of one's health and wellness. Wellness isn't just about eating healthy foods, such as lean proteins, vegetables, and maintaining an active lifestyle. It is also about the 7 dimensions of wellness, which are social, emotional, spiritual, environmental, occupational, Intellectual and physical well-being. PINK "ME" provides financial assistance for basic living and healthcare expenses to eligible breast cancer survivors. Entry into the Financial Assistance Programs for the Survivor Health and Wellness Program is 4 times per year, quarterly, and is based on funding and financial resources available. Our goal is to provide resources and financial support to those that are post one year of breast cancer treatments and surgeries.

## Mammograms Matter New Mexico

Early detection is key to surviving breast cancer. In fact, the five year survival rate for early stage breast cancer is nearly 100%. PINK "ME" is partnering with Santa Fe Imaging and X-Ray Associates of New Mexico to provide 3D mammogram screenings. PINK "ME" will sponsor and cover the cost for 20 women located in the state of New Mexico for these screenings. **2024 Mammograms Matter New Mexico are scheduled for March 23rd, October 5th (in partnership with XRay Associates of New Mexico), October 12th (in partnership with Santa Fe Imaging).**

# LACE UP AND RACE 5K WALK/RUN

## 2024 SPONSORSHIP LEVELS

Benefit of Sponsorship	Cure Sponsor \$5K	Platinum Sponsor \$4K	Gold Sponsor \$3K	Silver Sponsor \$2.5K	Bronze Sponsor \$1K	Supporting Sponsor \$750
<b>PRE-EVENT RECOGNITION</b>						
<b>ONLINE RECOGNITION</b>						
Social Media promotion	X	X	X	X	X	X
Website presence	X	X	X	X	X	X
Email blast	X	X	X	X	X	X
Race advertisements	X	X				
Event flyer	X	X	X	X	X	X
Press release	X	X				
Logo on registration link	X	X				
Logo on Race Website	X	X	X	X	X	X
<b>ON-SITE RECOGNITION</b>						
<b>PRINT PROMOTION</b>						
Branded VIP tent entrance	X					
Logo on event sponsor banners	X	X	X	X	X	
Logo on front of event t-shirt	X					
Logo along race course	X	X	X			
Logo on back of event t-shirt	X	X	X	X	X	
10'x10" table on race course	2 tables	1 table	1 table			
<b>POST-EVENT RECOGNITION</b>						
<b>PARTICIPATION AT EVENT</b>						
Outgoing press release	X	X	X	X	X	
Newsletter recognition	X	X	X	X	X	
Thank you email blast	X	X	X	X	X	
Next year's sponsorship packet	X	X	X	X	X	

**CLICK HERE TO BECOME A SPONSOR TODAY!**

<https://www.pink-me.org/event-sponsorships>

# LACE UP AND RACE 5K WALK/RUN

## VENDOR OPPORTUNITIES



- Support a good cause while gaining exposure for your business
- Opportunity to develop new business relationships
- 10x10 vendor space \$50 for businesses, \$25 for nonprofits
- Name/Logo may be included in promotional elements
- Vendor is responsible for providing their own tent, chairs, and table
- Due to event capacity, vendor shall have no more than 4 people at each booth



19  
OCTOBER  
SATURDAY

8:30AM TO 10:30AM  
VILLA LINDA PARK

### VENDOR AGREEMENT

This letter is to invite you to participate in the PINK "ME" 1st Annual **Lace Up and Race 5K Walk/Run** to be held Saturday, October 19, 2024 at Villa Linda Park in Santa Fe, NM from 8:30AM -10:30AM.

A single vendor space (at least 10x10) is \$50 for businesses/Food trucks) and \$25 for nonprofits. The early deadline to sign up by is July 31st. After August 30, if there are still vendor spaces available, there will be an additional \$50 charge (\$100). Vendors must complete full registration with payment by Sept 30th to be eligible to participate.

There is no charge for electricity, but it is on a first come first serve basis, and all vendors are responsible for providing their own tables, cords, chairs, and other supplies and equipment. There is a 10 vendor maximum.

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**CLICK HERE TO APPLY TO BE A VENDOR!**

or visit: <https://www.pink-me.org/event-sponsorships>

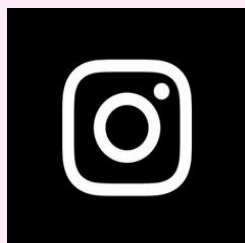
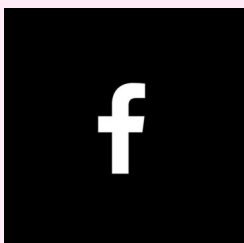


# Stay connected with us!

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