

P**NK “ME”[®]**

A NON-PROFIT BREAST CANCER ORGANIZATION

Sponsorship Opportunities

Lace Up and Race 5k Walk/Run

October 21, 2023

8:00AM—10:30AM

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



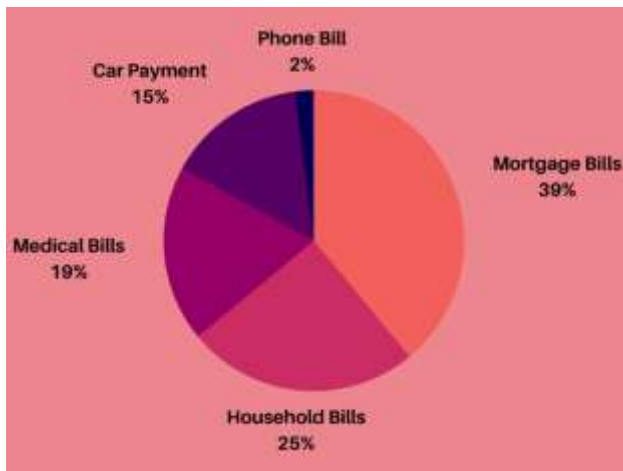
P**NK “ME”[®]**

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Dear Friend,

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 2022, we were able to assist women throughout New Mexico with crucial medical services and other emergent financial needs, as well as education and prevention initiatives.

2022 Assistance Provided



As a breast cancer survivor, I can attest firsthand to the value of these services. I was first diagnosed with breast cancer (Ductal Carcinoma in Situ) at 36 years old, a mere 6 weeks after my twin sister was also diagnosed, AND while working toward my Doctorate degree. And 5 years later being diagnosed again with breast cancer, I will never forget the emergent feeling of realizing that I would be undergoing surgery, chemotherapy, and radiation, while most of my friends were busy either getting married, purchasing their first home, having babies, or traveling the world. It would have been easy for me to sink into melancholy, dwelling on my experience. Yet, I chose to embrace what was within my control, and turn the most intimidating news of my life into a drive to inspire and assist others. I started PINK "ME"® in 2020, and the next year I would face cancer again because I refused to sit idly on the sidelines while cancer dictated my future, so while undergoing chemotherapy treatment I leaned in with more reason, to help other women and families in the community.

Throughout my own journey, I have spoken with countless breast cancer survivors and while each story is as unique as the person living it, one common theme resounds: If you have a great support system and access to quality medical care, your mindset will shift to one of an empowered individual with hope, and you WILL get through your cancer diagnosis, and emerge as a stronger and more resilient person on the other side of it.

I completed my very first half marathon in 2018 after my own breast cancer journey, in celebration of life and survivorship. I recall the euphoric feeling of accomplishment as I made it across that finish line. My hope is to ignite that same charge in others!

Please join our community of those that have rung the bell towards survivorship in our first ever 5K Walk/Run event! I encourage you to **Lace Up and Race** with PINK "ME" – more than just a "walk"a movement toward brilliant and healthy futures!

With gratitude,

Michelle P. Bean, Ph.D., MSHA
PINK "ME" ® Founder and President



A NON-PROFIT BREAST CANCER ORGANIZATION



LACE UP AND RACE

5K WALK/RUN

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

October 21, 2023

8:00AM—10:30AM

Early Registration begins March 1 \$35 per person
Regular Registration begins June 1 \$40 per person
Registration closes October 15

CLICK HERE TO REGISTER

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”





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

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

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 Assured Imaging and Santa Fe Imaging to provide 3D mammogram screenings. PINK "ME" will sponsor and cover the cost for ten women located in the state of New Mexico for these screenings. **2023 Mammograms Matter New Mexico are scheduled for June 24th, October 21st, and October 28th.**

LACE UP AND RACE 5K WALK/RUN

SPONSORSHIP LEVELS

Benefit of Sponsorship	Presenting Sponsor \$25K	Platinum Sponsor \$20K	Gold Sponsor \$15K	Silver Sponsor \$10K	Bronze Sponsor \$5K	Supporting Sponsor \$2.5K
PRE-EVENT RECOGNITION						
ONLINE RECOGNITION						
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 as Presenting Sponsor	X					
ON-SITE RECOGNITION						
PRINT PROMOTION						
Branded VIP tent entrance	X					
Logo on event sponsor banners	X	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	X
10'x10" table on race course	2 tables	1 table	1 table			
POST-EVENT RECOGNITION						
PARTICIPATION AT EVENT						
Outgoing press release	X	X	X	X	X	
Newsletter recognition	X	X	X	X	X	X
Thank you email blast	X	X	X	X	X	X
Next year's sponsorship packet	X	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 \$400 for businesses, \$200 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



21
OCTOBER
SATURDAY
8AM 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 21, 2023 at Villa Linda Park in

Santa Fe, NM from 8AM _ 10:30AM.

A single vendor space (at least 10x10) is \$400 for businesses and \$200 for nonprofits. The early deadline to sign up by is July 31st. After July 31, if there are still vendor spaces available, there will be an additional \$50 charge (\$450). Vendors must complete full registration with payment by Aug 31st 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>



PINK 'ME' Board Members, Dr. Bean and Sherrie Webb

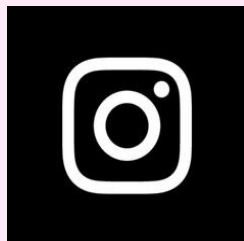
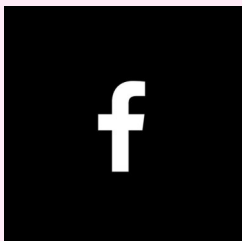


Stay connected with us!

7820 Enchanted Hills Blvd.
Suite A252
Rio Rancho, NM 87144

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