



We hope together, we fight together, we walk together.

Shades of Pink Foundation provides temporary financial assistance to breast cancer patients who are experiencing financial difficulty due to their diagnosis and treatment. Established in 2005, Shades of Pink Foundation has awarded more than \$1.8 million in assistance grants to patients in need throughout Southeastern Michigan.

In 2017, we were able to help more than 160 women with more than 100 children, throughout Southeast Michigan. By helping local families pay for housing and utility bills, we do more than provide financial relief during a time of crisis; we promote the stability of their neighborhoods by protecting the community from an eviction or foreclosure. We keep homes warm during the winter, lights on in the dark, and provide peace of mind to families in the midst of an epic battle.

Shades of Pink Foundation is a 501(c)3 nonprofit organization. All donations are tax-deductible in the amount they exceed the fair market value of any goods or services received.

Shades of Pink Foundation Board of Directors

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Shades of Pink Foundation A Walk at the Zoo

A Walk at the Zoo is our signature fundraising event, helping us continue our mission to provide temporary financial assistance to breast cancer patients throughout Southeastern Michigan. In its 12th year, A Walk at the Zoo has grown to attract more than 2,500 registered participants and hundreds more donors who are unable to walk with us.

Through the funds raised at this annual event, Shades of Pink Foundation has helped hundreds of Metro Detroit families navigate the devastating financial costs of a breast cancer diagnosis. Cancer is expensive: the average patient with insurance faces out-of-pocket costs of \$1,500/month during treatment.

This year...

- 8,000 Michigan women will be diagnosed with breast cancer and 40% will have difficulty paying healthcare costs
- 33% of those women will experience problems affording necessary cancer medications and around 1,840 of them will cut pills in half or skip doses due to high drug costs
- 2,400 Michigan women will lose their jobs due to their diagnosis and more than 800 will be forced to declare bankruptcy due to medical bills

By supporting the Shades of Pink Foundation A Walk at the Zoo, you are helping us to achieve our mission to assist women throughout Southeast Michigan as they fight their battle against breast cancer. Because breast cancer affects us more than physically – it is emotional, spiritual, and psychological, affecting our extended families, as well - our work does so much more than provide temporary financial assistance to women in need. Families are held together, children are provided for, and more than 160 women each year are given some peace of mind so they can focus on healing.

We need your help to continue our mission. By supporting A Walk at the Zoo as a participant, sponsor, or donor, you will be making a significant difference in the lives of women and families right here in our community.

Saturday, April 28, 2018 | 7:00 am – 12:00 p.m. | The Detroit Zoo, Royal Oak, MI

Registration is required. Please contact us for more information: 248.318.6603 or visit our website at www.shadesofpinkfoundation.org.

Thank you for your support,

Pamela Benitez, M.D.
Co-Founder and
Acting Board President

Sue Snyder
First Lady of Michigan and
Honorary Walk Chairperson





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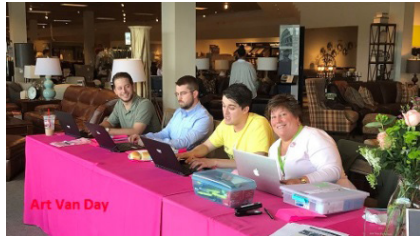
Route Sign



Sponsor Banner



Indoor Stage



Art Van Day



Team Recognition

Your sponsorship will be recognized by more than 2,500 participants! Please contact **Jaye Sciuolo**, Executive Director for more information at 248.318.6603 or 586.215.6903 or email at jaye@shadesofpinkfoudnation.org

WALK AT THE ZOO SPONSORSHIP OPPORTUNITIES

Route Sign Sponsors (deadline April 15, 2018).....\$100

- Your name/logo on individual Zoo Walk Route Signs
- Fair Market Value = \$10.00

Blush Sponsor (deadline April 15, 2018).....\$500

- 2 complimentary Zoo Walk tickets
- Sign displayed at Zoo Walk Event
- Online recognition for 1 year as Event Sponsor
- Recognition in Foundation Annual Report
- Fair Market Value = \$30.00

Rose Sponsor (deadline April 1, 2018).....1,000

- 4 complimentary Zoo Walk tickets
- Sign predominantly displayed at Zoo Walk Event
- Online recognition for 1 year as Event Sponsor
- Recognition in Foundation Annual Report
- Corporate pamphlets/marketing item given to all Zoo Walk participants
- Fair Market Value = \$50.00

Pink Sponsor (deadline April 1, 2018).....\$2,500

- 6 complimentary Zoo Walk tickets
- Banner displayed at Zoo Walk Event
- Online recognition for 1 year as Event Sponsor
- Recognition in Foundation Annual Report
- Corporate pamphlets/marketing item given to all Zoo Walk participants
- Corporate logo on event "save the date" postcard and promotional materials
- Corporate recognition with logo in foundation e-newsletter
- Fair Market Value = \$140.00

Fuchsia Sponsor (deadline April 1, 2018).....\$5,000

- 10 complimentary Zoo Walk tickets
- Banner featured on stage at Zoo Walk Event
- Online recognition for 1 year as Event Sponsor with link to corporate website
- Recognition in Foundation Annual Report
- Corporate logo printed on event gift bags
- Inclusion of corporate promotional material in registration package
- Corporate logo on event "save the date" postcard and promotional materials
- Corporate recognition with logo in foundation e-newsletter with feature article
- On-stage recognition during Zoo Walk Opening Ceremony
- Fair Market Value = \$175.00

Magenta Sponsor (deadline April 1, 2018).....\$10,000

- 16 complimentary Zoo Walk tickets
- Banner featured on at entrance of Zoo Walk event tent (seen by all Zoo visitors)
- Online recognition for 1 year as Event Sponsor with link to corporate website
- Recognition in Foundation Annual Report with feature article
- Large corporate logo printed on event gift bags
- Inclusion of corporate promotional material in registration package
- Corporate logo on event "save the date" postcard and promotional materials
- Corporate recognition with logo in foundation e-newsletter with feature article
- On-stage recognition during Zoo Walk Opening Ceremony
- Fair Market Value = \$235.00





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DONATION COMMITMENT FORM

Yes! We would like to support Shades of Pink Foundation's effort to provide temporary financial assistance to breast cancer patients facing financial distress due to their diagnosis and treatment by sponsoring A Walk at the Zoo on April 28, 2018:

- _____ Route Sign Sponsors\$100
- _____ Blush Sponsor Level.....\$500
- _____ Rose Sponsor Level.....\$1,000
- _____ Pink Sponsor Level.....\$2,500
- _____ Fuchsia Sponsor.....\$5,000
- _____ Magenta Sponsor.....\$10,000



I do not wish to receive any benefits/goods/services associated with this donation, including complimentary tickets to A Walk at the Zoo.

Sponsorship Commitment Form and payment in full must be received by April 1, 2018 for corporate name/logo to appear on marketing materials. Copy of W9 and IRS Nonprofit Status verification can be requested by contacting Jaye Sciuillo, Executive Director, at 248.318.6603.

Company Name as you would like to be listed

Contact Name Title

Phone Number Email

Website

Mailing Address

Sponsorship Amount \$ _____ Credit Card VISA Check # _____ Mastercard American Express

Card Number _____ Exp _____ CWV _____

I authorize Shades of Pink Foundation to charge my credit card for the amount indicated above.

Cardholder's Signature Date

Please return to: **Shades Of Pink Foundation | P.O. Box 2538, Birmingham, MI 48012**

Questions: Contact Jaye Sciuillo, Executive Director | 248.318.6603 | jaye@shadesofpinkfoundation.org

