



April 27, 2024

7 am - 12 pm

Become a Sponsor



**Help ease the financial burden
for breast cancer patients across Southeast Michigan**

EVENT DETAILS

Shades of Pink Foundation A Walk at the Zoo
Detroit Zoo (8450 W 10 Mile Rd, Royal Oak, MI 48067)
Saturday, April 27, 2024
7 am – 12 pm



This is our signature fundraising event!

We will be welcoming our walkers, survivors, and sponsors; sharing stories of why it matters to be a part of our Foundation; and showcasing the importance of our mission.

What to expect?

- Fun, family-friendly, and inspiring morning
- Big Top Celebration: entertainment, vendors, snacks, raffle baskets, kid's activities, and more
- Recognition of sponsors, top fundraisers, and teams with highest number of participants
- 3,000+ walkers
- \$500,000 fundraising goal
- Wild, wonderful, 125-acre Detroit Zoo



Why should you become an event sponsor?

- Your sponsorship supports the local community. We provide services to residents of Genesee, Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne counties.
- We cover the everyday living expenses that aren't covered by most other support organizations, including mortgage/rent, car payments, utilities, insurance premiums, transportation, and childcare.
- Grant applications are reviewed and approved promptly. Payment is made directly to the creditor.
- By becoming a sponsor, you improve the financial circumstances of our friends and neighbors, whose lives are impacted by the burden of a breast cancer diagnosis.
- We are conscientious stewards of your donation and trust, with strong ties to the medical, business, legal, educational, and nonprofit communities.
- Shades of Pink Foundation has earned a Charity Navigator Encompass Rating of 100 (Four-Star Charity).

YOUR IMPACT

Proceeds from this event will help ease the financial burden for individuals and families navigating the devastating costs of a breast cancer diagnosis.

Since 2005, SOPF has assisted more than 1,000 individuals diagnosed with breast cancer in Southeast Michigan. Thanks to our community's generous contributions, we have distributed over \$2.5 million of financial support to help cover the costs of everyday living expenses, such as mortgage/rent, car payments, auto insurance premiums, utilities, childcare and more.



By paying bills directly, we help relieve patients of that burden and give them the peace of mind necessary to move forward with their treatment and recovery.

About Shades of Pink Foundation

Shades of Pink Foundation is a 501(c)(3) charitable organization. Our mission is to reduce financial stress for those undergoing breast cancer treatment in Southeast Michigan by providing prompt funding for everyday living expenses. For more information, visit shadesofpinkfoundation.org.

Shades of Pink Foundation Board of Directors

Dr. Pamela Benitez (Co-founder)
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Naina Desai
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Suzanne Krueger (Co-founder)

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Zoo Committee Co-chairs

Dr. Pamela Benitez
Catherine Tulauskas



SPONSORSHIP OPPORTUNITIES

Presenting

\$50,000

- 20 event tickets
- Banner featured at Zoo entrance and at entrance of Big Top Tent
- Online recognition for 1 year as Event Sponsor
- Recognition throughout the day at event as well as on all SOPF social media
- Corporate logo on event promotional materials
- Corporate recognition with logo in Foundation blog with feature article
- Feature article on our website homepage

Magenta

\$30,000

- 16 event tickets
- Name on sponsor banner prominently displayed in Big Top Tent
- Online recognition for 1 year as Event Sponsor
- Recognition throughout the day at event as well as on all SOPF social media
- Corporate logo on event promotional materials
- Corporate recognition with logo in Foundation blog with feature article

Fuchsia

\$25,000

- 10 event tickets
- Name on sponsor banner prominently displayed in Big Top Tent
- Online recognition for 1 year as Event Sponsor
- Recognition throughout the day at event as well as on all SOPF social media
- Corporate logo on event promotional materials
- Corporate recognition with logo in Foundation blog with feature article

Pink

\$15,000

- 8 event tickets
- Name on sponsor banner prominently displayed in Big Top Tent
- Online recognition for 1 year as Event Sponsor
- Recognition throughout the day at event as well as on all SOPF social media
- Corporate logo on event promotional materials

Rose

\$10,000

- 6 event tickets
- Name on sponsor banner prominently displayed in Big Top Tent
- Online recognition for 1 year as Event Sponsor
- Recognition throughout the day at event as well as on all SOPF social media
- Corporate logo on event promotional materials

Blush

\$5,000

- 4 event tickets
- Name on sponsor banner prominently displayed in Big Top Tent
- Online recognition for 1 year as Event Sponsor
- Recognition on all SOPF social media
- Corporate logo on event promotional materials

Carnation

\$2,500

- 2 event tickets
- Name on sponsor banner prominently displayed in Big Top Tent
- Online recognition for 1 year as event Sponsor
- Recognition on all SOPF social media

Flamingo

\$1,000

- 2 event tickets
- Name on sponsor banner prominently displayed in Big Top Tent
- Recognition on all SOPF social media

Become a Sponsor

Online:

shadesofpinkfoundation.goodworldnow.com/p/sponsors-a-walk-at-the-zoo

Mail:

[Download Mail-In Sponsorship Form](#)



For questions or to request more information, please call Nina Googasian, Executive Administrator, at (248) 729-3166 or email executiveadministrator@shadesofpinkfoundation.org.