



18947 John J. Williams Highway, Suite 312
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Dear Friend,

Cancer Support Community Delaware (CSCDE) is excited to announce the return of one of our most popular events, which always sells out: The Pink Affair, to be held on Friday, October 21, 2022. This year we are excited to announce we are moving venues to host our luncheon and boutique at the **well-known Lewes Yacht Club**. This unique and memorable event is one of our largest annual fundraisers and premier events.

Sponsorship for this event is a perfect way to not only show your support for CSCDE but showcase your business to our growing Sussex communities, as well as the **100K** website visitors who access our website annually, to the **6,600 e-newsletter subscribers, 4,000 social media followers, and an average of 130K impressions annually**, and quickly growing!

Other benefits of event sponsorship include:

- Showcase social responsibility
- Reinforce your image in the community
- Increase brand loyalty/visibility awareness

Event sponsorships support CSCDE's critical work as a statewide non-profit organization that provides support services for cancer patients, caregivers, and their families. We are ready to assist our participants every step of the way during each individual's journey with cancer; from diagnosis to treatment, remission and beyond. Our support groups, wellness and education programs along with community outreach are vital to those we serve and are delivered **at no cost to the statewide participants, caregivers and families.**

As we strive to fulfill our mission, know we are sustained by our community partners like YOU!

Please consider supporting CSCDE during these uncertain times. Enclosed you will find the event sponsorship form. Feel free to stay up to date with event information, register as a sponsor, and more at www.cancersupportdelaware.org.

Thank you for your consideration, and together we can ensure no one in Sussex County faces cancer alone!

Warm Regards,

Julie Bucklin / Michelle Mallon
Sussex Advisory Chair /Development & Special Events
Cancer Support Community Delaware



**Pink Affair
2022 Event Sponsorship**

October 21, 2022, at Lewes Yacht Club

Print Deadline for Business Sponsorship: September 15, 2022

The Pink Affair is back for another year! Exciting news! We will be hosting this unforgettable event at the charming Lewes Yacht Club. The Pink Affair is a sit-down luncheon, also featuring a live auction fashion show, silent auction, chance auction, 50/50 raffle, and of course a boutique! This memorable event will give attendees the opportunity to visit with friends, colleagues and shop for a worthy cause!

There will be 150+ women in attendance the day of the event, and the luncheon will begin at 10:30AM followed by boutique shopping on Friday, October 21, 2022.



| Sponsorship Level | <i>Sponsorship Benefits – Pink Affair 2022</i> |
|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pink Affair Boutique Sponsor \$3,000+ | <p>As a presenting sponsor of the Pink Affair, you will receive countless benefits such as community awareness and brand loyalty, as well as all of the benefits included in the Shine Bright like a Diamond Sponsor level.</p> <ul style="list-style-type: none"> • Name/Company listed on scrolling banner ad of CSCDE website homepage – 100K viewers access our page annually • One-minute recorded video to be shared during the event and online • The opportunity to make your sponsorship one you would be most proud of! |
| Shine Bright like a Diamond \$2,000 | <ul style="list-style-type: none"> • Name/Company featured prominently on the front of event signage and event program • Name/Company featured in ALL event emails, social media, and website • :30 second recorded video to be shared during the event and online • Two (2) personalized sponsor signs placed throughout event & sponsor sign at your table • Opportunity to serve on Pink Affair organizing committee • Opportunity to donate a raffle basket (valued at \$100) • One large table - includes eight-nine (8-9) event tickets for the luncheon (based on table placement) |
| Bows & Bling \$1,000 | <ul style="list-style-type: none"> • Name/Company listed on event signage and event program • Name/Company featured in ALL event emails, social media and website • One (1) personalized sponsor sign placed at event & sponsor sign at your table • Name/Company featured in the Live Auction fashion show • Opportunity to serve on Pink Affair organizing committee • Opportunity to donate a raffle basket (valued at \$100) • One medium table - Six to seven (6-7) event tickets for your table (based on table placement) |
| Fun & Fabulous \$500 | <ul style="list-style-type: none"> • Name/Company listed on event signage and event program • Name/Company featured in ALL event emails, social media, and website • One (1) personalized sponsor sign placed at your table • Three (3) event tickets for your table (your table will be filled with 3-6 additional attendees who purchase a ticket) • Opportunity to serve on Pink Affair organizing committee • Opportunity to donate a raffle basket (valued at \$100) • Guests of Honor Sponsor (you will have your logo on an additional table at the Pink Affair Luncheon) |
| Pretty in Pink \$250 | <ul style="list-style-type: none"> • Name/Company listed within event program • Name/Company featured in ALL event emails, social media and website • One (1) ticket for the Pink Affair • Opportunity to serve on Pink Affair organizing committee • Opportunity to donate a raffle basket (valued at \$100) |

TWO EASY WAYS TO REGISTER!

1. **Online:** Visit us at www.cancersupportdelaware.org/pinkaffairsponsors2022 and click 'Sponsorship Opportunities.'
 - You can quickly complete the sponsorship registration information on the website and pay via credit card
 - Email hi res jpg or png logo to: mmallon@cscde.org
 - Label file as, "Name of your Company_2022"
 - Please submit logo ASAP after completing registration to ensure that we can proudly display your partnership on our website and promotional materials
 2. **Mail:** Complete the registration form on the following page and return with payment.
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Thank you for your continued support!



PINK AFFAIR



www.cancersupportdelaware.org



Sponsorship Level

- Presenting Sponsor \$3,000+
- Shine Bright Like a Diamond \$2,000
- Bows and Bling \$1,000
- Fun and Fabulous \$500
- Pretty in Pink \$250

In lieu of sponsorship level, please accept my contribution of \$ _____

Payment Options

- Enclosed is my check made payable to **Cancer Support Community Delaware**
Address: 18947 John J. Williams Hwy., Ste. 312, Rehoboth Beach DE 19971
- Please send an invoice to my company at the address listed below
- Please bill my MasterCard Visa Amex

Contact Information

Name/Title: _____ Date: _____

Name/Company (as you would like it to appear in media and promotional information):

Social media name(s): (@Instagram, Facebook, and/or hashtags)

Will anyone from your organization be willing to volunteer on event day? **Yes or No**

Will you be donating a raffle basket? **Yes or No**

If yes, please list contact below coordinating basket or volunteers with CSCDE:

Name: _____ **Phone/Email:** _____

Payment Information:

Credit Card Number: _____

Name on Card: _____ TOTAL AMOUNT: _____

Exp. Date: ____/____/____ CVC: _____ Signature: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email: _____

Please Email Logo: mmallon@cscde.org (in high resolution jpeg or png format)
For more information, please contact Michelle Mallon at 302.645.9150 or by email (see above).

CSCDE is a 501(c)3 nonprofit organization. Our tax ID # 51-0351863. Your donation is tax-deductible to the fullest extent allowed by law.

Sponsorship benefits subject to change.