



18947 John J. Williams Highway, Suite 312  
Rehoboth Beach, DE 19971

sdavis@cscde.org  
(302) 645-9150

Dear Friends and Community Partners,

Cancer Support Community Delaware (CSCDE) is excited to announce the return of our most elegant event, our annual **Pink Affair**. The event will be held **Friday, October 20<sup>th</sup>** and feature exciting opportunities to lunch with friends and colleagues – *and shop* – for a wonderful cause! Sponsorship for this event is a perfect way to not only show your support for CSCDE, but also showcase your business to the 100,000 individuals who access our website annually; our 4,400 social media followers that can exceed 100,000 impressions annually; and our 6,600 e-mail subscribers.

Our mission is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community. That's where you – our valued community partners – can help.

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 their individual journey with cancer; from diagnosis to treatment; to remission and beyond. Our support groups, healthy lifestyle, and educational programs, along with advocacy and community outreach, are vital to those we serve and are delivered *at no cost to the participants, caregivers, and families.*

If you are a returning sponsor, we thank you for your ongoing commitment to supporting CSCDE. If you are considering becoming a first-time sponsor, we are happy to answer any questions you may have. Enclosed you will find the sponsorship registration form. You can also register online at [www.cancersupportdelaware.org](http://www.cancersupportdelaware.org). Please contact our *Southern Delaware Development Associate*, Susan M. Davis ([sdavis@cscde.org](mailto:sdavis@cscde.org)) with any questions or concerns.

Thank you for considering sponsoring Pink Affair 2023. Together we can ensure no Delawarean ever faces cancer alone!

Warmly,  
Julie Bucklin / *Sussex County Advisory Chair*  
Susan M. Davis / *Southern Delaware Development Associate*  
Cancer Support Community Delaware

## Pink Affair 2023 Event Sponsorship



**October 20, 2023, at a New Location!**

**Print Deadline for Business Sponsorship: September 15, 2023**

Cancer Support Community Delaware is so excited for the return of the Pink Affair!

Our most elegant and unforgettable Sussex County event will be held at a new surprise location this year! **Pink Affair** will still be a sit-down luncheon, featuring a live auction, fashion show, silent auction, chance auction, 50/50 raffle, and of course our signature high end boutique! This memorable event will give attendees the opportunity to visit with friends and colleagues – *and shop* - for a worthy cause. Boutique items will include jewelry, handbags, furs, and more!

Hosted again this year by **Madeleine Overturf** of *WRDE's NBC Coast TV*, 200 ladies will be in attendance the day of the event, with doors opening at 10:30am and lunch service to begin at 11:00AM, all followed by an afternoon of fun boutique shopping on **Friday, October 20, 2023**. We invite you to attend and bring a friend with you!

Besides sponsorship opportunities for this event, there are other ways to get involved; you can donate items for our auctions, boutiques, and gift baskets, serve on the planning committee, or even volunteer on the day of the event. We are happy to have your help!



| Sponsorship Level  | Sponsorship Benefits – Pink Affair 2023   |
|--|---|
| <b>Presenting Pink Affair Sponsor</b><br><b>\$3,500</b>    | <p>As a <i>Presenting Sponsor</i> of the Pink Affair, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• Your company name &amp; logo listed on a scrolling banner ad on the CSCDE website for one full year (Our website receives over 100,000 hits annually)</li> <li>• Your company name announced by host Madeleine Overturf of WRDE's NBC Coast TV as the <i>Presenting Sponsor</i> throughout the event</li> <li>• Opportunity to have a company representative make remarks during the event or make a check presentation (Optional)</li> <li>• Your one-minute video to be shared online prior to &amp; after the event</li> <li>• Three (3) personalized presenting sponsor signs: one placed at the welcome area to the event; one at the boutique area, &amp; one at your table</li> <li>• Eight (8) event tickets for friends &amp; colleagues to attend the luncheon</li> </ul> |
| <b>Diamond Luncheon Sponsor</b><br><b>\$2,500</b>          | <p>As a <i>Diamond Sponsor</i> of the Pink Affair, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• Your company name announced by host Madeleine Overturf of WRDE's NBC Coast TV as the <i>Luncheon Sponsor</i> (a crowd favorite) when service begins</li> <li>• Your 30 second video to be shared online prior to &amp; after the event</li> <li>• Two (2) personalized luncheon sponsor sign placed at event; one at the welcome area to the event, &amp; one at your table</li> <li>• Eight (8) event tickets for friends &amp; colleagues to attend the luncheon</li> </ul>  |
| <b>Bows &amp; Bling Boutique Sponsor</b><br><b>\$1,500</b> | <p>As a <i>Bows &amp; Bling Sponsor</i> of the Pink Affair, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• Your company name announced by host Madeleine Overturf of WRDE's NBC Coast TV during the fashion show as the <i>Boutique Sponsor</i> (another crowd favorite) presenting high end clothing, handbags, jewelry, and more</li> <li>• One (1) personalized clothing boutique sponsor sign placed at the event</li> <li>• One (1) personalized jewelry boutique sponsor sign placed at event</li> <li>• Four (4) event tickets for friends &amp; colleagues to attend the luncheon</li> </ul>   |
| <b>Fun &amp; Fabulous Sponsor</b><br><b>\$500</b>          | <p>As a <i>Fun &amp; Fabulous Sponsor</i> of the Pink Affair, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• Two (2) personalized fun &amp; fabulous sponsor signs placed at the event</li> <li>• Two (2) event tickets for friends &amp; colleagues to attend the luncheon</li> </ul>   |
| <b>Pretty in Pink</b><br><b>\$250</b>                      | <p>As a <i>Pretty in Pink Sponsor</i> of the Pink Affair, you will receive the following benefits.</p> <ul style="list-style-type: none"> <li>• One (1) personalized pretty in pink sponsor sign placed at the event</li> <li>• One (1) event ticket to attend the luncheon</li> </ul>  |
| <b>All Sponsor Levels</b>                                  | <ul style="list-style-type: none"> <li>• Company name &amp; logo listed within the Pink Affair event program</li> <li>• Company name &amp; logo featured in ALL events related emails &amp; social media</li> </ul>   |

## Sponsorship Level

- |   |   |
|---|---|
| <input type="checkbox"/> (Presenting) Pink Affair Sponsor \$3,500 | <input type="checkbox"/> Fun and Fabulous \$500 |
| <input type="checkbox"/> Diamond (Luncheon) Sponsor \$2,500       | <input type="checkbox"/> Pretty in Pink \$250   |
| <input type="checkbox"/> Bows and Bling \$1,500                   |   |

**PINK AFFAIR**



*In lieu of a 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, Suite 312, Rehoboth Beach, DE 19971
- ☐ Please send an invoice to my company at the address listed below
- ☐ Please bill my ☐ MasterCard ☐ Visa ☐ Amex

## Payment Information:

Credit Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Total Amount: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVC: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

## Contact Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

Social media name(s): (@Instagram, Facebook, Twitter, LinkedIn, 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 or items for our boutique sales or auctions? ☐ Yes or ☐ No

If yes, please list a contact below who will be coordinating with CSCDE:

Name: \_\_\_\_\_ Phone/Email: \_\_\_\_\_

**Sponsors, ASAP Please Email Your Logo to:** sdavis@cscde.org (in high resolution .jpeg or .png format)

For more information, please contact **Susan M. Davis**, Southern Delaware Development Associate  
at 302.645.9150 or by email sdavis@cscde.org

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.

[www.cancersupportdelaware.org](http://www.cancersupportdelaware.org)