



**Breast Cancer Research Foundation
of Alabama**

2010 Breast Cancer Research Foundation of Alabama

Partnership Proposal

Contact

Breast Cancer Research Foundation of AL

(205) 996-5463

www.bcrfa.org



Why We Need Local Funding

- Locally raised seed money increases funding **10 fold** by attracting national grants
 - ~ **\$11.5 million** Breast Cancer SPORE grant for Translational application
 - ~ **\$6.4 million** for Triple Negative clinical trials
- Funding is targeted to translate discoveries into new cancer treatments

Help us Fund the Cure in 2010!



Results of Donations

\$2.3 million donated to UAB CCC by the BCRFA

- Innovative research
 - ~ Identified 5 types of breast cancer
 - ~ Development of drug treatment for most deadly type- Triple Negative
 - ~ Provided trial for hormonal cancer in older patients
- Support Facilities
 - ~ Microarray Facility determines genetic footprint to identify high risk
 - ~ *In Vivo* Imaging Facility identifies location of tumors
- Recruitment and retention of world class researchers

Help us Fund the Cure in 2010!





Why We Need YOU!

- To allow the BCRFA to sponsor local events to raise money for direct donation to the UAB Comprehensive Cancer Center breast cancer program to continue research
- To provide community support for an Alabama facility (University of Alabama Comprehensive Cancer Center*) that leads the national fight against breast cancer which results in saving lives all over the world

Your strategic partnership with the BCRFA today will “pay it forward” to find a cure for our children of tomorrow

Help us Fund the Cure in 2010!

*The UAB Comprehensive Cancer Center is one of 12 national academic medical centers that make up the Translational Breast Cancer Research Consortium (joined by Harvard, M.D. Anderson, Georgetown, UNC, Vanderbilt, Baylor, UCSF, Indiana University, Duke University, Chicago University and Johns Hopkins).

Sponsorship Levels

Presenting Sponsorship: \$25,000

Titanium Sponsorship: \$15,000

Platinum Sponsorship: \$10,000

Patron Sponsorship: \$7,500

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Presenting Sponsorship: \$25,000

- Designation as the Presenting Sponsor of the 2010 Pink Palace Casino Night and the 15th Annual Drive-Out Breast Cancer LPGA Pro-AM
- Company/Business Logo as Presenting Sponsor on all printed materials, social media and event promotions
- Company/Business Logo on BCRFA.org website, event website including paragraph about sponsoring company and link to website
- Promotional section in the "end of the year" letter from the BCRFA with company logo and information mailed to over 3,000 supporters around the state of Alabama

Casino Night Presenting Sponsor	Value
Signage at the Event	\$20,000
20 Tickets to the Fundraising Event (includes "play money", beer, wine and hors d' oeuvres for your guests)	
Gaming Room Sponsorship	\$ 5,000
Company Logo and Sponsorship in Event Program	\$ 500
15 th Annual Drive-Out Breast Cancer LPGA Pro-Am Sponsor	\$10,800
Signage at the Event	
2 Amateur Teams of 4 (including gifts and prizes for your guests)	
Value	\$36,300

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Titanium Sponsorship: \$15,000

- Designation as the Titanium Sponsor of the 2010 Pink Palace Casino Night and the 15th Annual Drive-Out Breast Cancer LPGA Pro-AM
- Company/Business Logo as Titanium Sponsor on all printed materials, social media and event promotions
- Company/Business Logo on BCRFA.org website, event website including paragraph about sponsoring company and link to website
- Promotional section in the "end of the year" letter from the BCRFA with company logo and information mailed to over 3,000 supporters around the state of Alabama

	Value
Casino Night Titanium Sponsor Signage at the Event 12 Tickets to the Fundraising Event (includes "play money", beer, wine and hors d' oeuvres for your guests) (2)Gaming Table Sponsorships Company Logo and Sponsorship in Event Program	\$10,000 \$ 2,000 \$ 500
15 th Annual Drive-Out Breast Cancer LPGA Pro-Am Sponsor Signage at the Event 2 Amateur Teams of 4 (including gifts and prizes for your guests)	\$10,800
Value	\$23,300

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Platinum Sponsorship: \$10,000

- Designation as the Platinum Sponsor of the 2010 Pink Palace Casino Night and the 15th Annual Drive-Out Breast Cancer LPGA Pro-AM
- Company/Business Logo as Platinum Sponsor on all printed materials, social media and event promotions
- Company/Business Logo on BCRFA.org website, event website including paragraph about sponsoring company and link to website
- Promotional section in the “end of the year” letter from the BCRFA with company logo and information mailed to over 3,000 supporters around the state of Alabama

	Value
Casino Night Platinum Sponsor Signage at the Event 12 Tickets to the Fundraising Event (includes “play money”, beer, wine and hors d’ oeuvres for your guests) (2)Gaming Table Sponsorships Company Logo and Sponsorship in Event Program	\$10,000 \$ 2,000 \$ 500
15 th Annual Drive-Out Breast Cancer LPGA Pro-Am Sponsor Signage at the Event 1 Amateur Team of 4 (including gifts and prizes for your guests)	\$ 5,400
Value	\$17,900

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Patron Sponsorship: \$7,500

- Designation as the Patron Sponsor of the 2010 Pink Palace Casino Night and the 15th Annual Drive-Out Breast Cancer LPGA Pro-AM
- Company/Business Logo as Patron Sponsor on all printed materials, social media and event promotions
- Company/Business Logo on BCRFA.org website, event website including paragraph about sponsoring company and link to website
- Promotional section in the "end of the year" letter from the BCRFA with company logo and information mailed to over 3,000 supporters around the state of Alabama

	Value
Casino Night Patron Sponsor	\$5,000
Signage at the Event	
8 Tickets to the Fundraising Event (includes "play money", beer, wine and hors d' oeuvres for your guests)	
(1)Gaming Table Sponsorships	\$1,000
Company Logo and Sponsorship in Event Program	\$ 500
15 th Annual Drive-Out Breast Cancer LPGA Pro-Am Sponsor	\$2,700
Signage at the Event	
2 Amateur Playing Spots (including gifts and prizes for your guests)	
Value	\$9,200

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Casino Sponsorships

Gaming Room Sponsorship (Room Sponsors include 8 Tickets to the Event, "Play Money" Hors d' oeuvres, beer and wine for your guest(s))	\$5,000
Gaming Table Sponsorship (Blackjack/Poker Tables)	\$1,000
Craps Table Sponsorship	\$1,000
Roulette Table Sponsorship (Table Sponsors include 4 Tickets to the Event, "Play Money" Hors d' oeuvres, beer and wine for your guest(s))	\$1,000
Slot Machine Sponsorship (Slot Machine Sponsors include 2 Tickets to the Event, "Play Money" Hors d' oeuvres, beer and wine for your guest(s))	\$ 500
Private Poker Tournament (includes 2 tickets to the event, 1 seat in the private poker tournament, "Play Money", hors d' oeuvres, beer and wine for your guests.)	\$ 250

1st, 2nd, and 3rd place prizes awarded at the end of the tournament.

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15th Annual Drive-Out Breast Cancer LPGA Pro-AM Sponsorships

Greens and Cart Fees (Includes company logo in each golf cart, signage on the greens, hole sponsorship and full page color program ad in the event program. Also includes 4 amateur playing spots)	\$15,000
Golf Shirt Sponsor (Includes company logo on sleeve of golf shirt for every player in tournament, 20 shirts for your companies personal use, full page B & W program ad in the event program, hole sponsorship and signage at the event)	\$ 6,500
Morning Gift Sponsor (Includes company logo on morning player gift, full page program ad in the event program, hole sponsorship and signage at the event)	\$ 6,000
Player Plaque Sponsor (includes company logo on each player team plaque, 2 amateur playing spots, gifts and prizes the players, full page program ad in the event program, hole sponsorship and signage at the event)	\$ 8,000
Player Boxed Lunches (includes company logo on each player boxed lunch, 1 amateur playing spot, gifts and prizes the player, half page program ad in the event program and signage at the event)	\$ 4,000
Player Breakfast Sponsor (includes company signage at the buffet breakfast, full page program ad in the event program and signage at the event)	\$ 2,500



15th Annual Drive-Out Breast Cancer LPGA Pro-AM Team/Player Sponsors

Gold Team Sponsor

\$5,400

Includes 4 amateur playing spots, signage, full page B & W program ad, hole sponsor signage, gifts and prizes for your guest(s). Also includes 8 tickets to the "Pink Palace Casino Night on Saturday, May 1, 2010

Silver Team Sponsor

\$2,700

Includes 2 amateur playing spots, signage, half page B & W program ad, hole sponsor signage, gifts and prizes for your guest(s). Also includes 4 tickets to the "Pink Palace Casino Night on Saturday, May 1, 2010

Bronze Player Sponsor

\$1,350

Includes 1 amateur playing spot, signage, quarter page B & W program ad, gifts and prizes for your guest. Also includes 2 tickets to the "Pink Palace Casino Night on Saturday, May 1, 2010

Tee Sign Sponsor

\$ 500

Sign on golf course recognizing your company, or reflecting a memorial or honorarium for a special person.

Program Ad

\$600/\$300/\$150

Advertise your company or honor a loved one with a full/half/quarter page B & W ad in the tournament program.



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