

JOIN THE CAPITAL REGION IN THE FIGHT AGAINST BREAST CANCER



*We know the future can be free from breast cancer,
but we can't do it without you.*





"PINK PARTNERSHIPS" – AT A GLANCE

Included in this packet are various ways to join your Capital Region American Cancer Society in the fight against cancer. In addition to these, we always welcome creative and customized partnership opportunities and would love to hear your ideas!



Making Strides Against Breast Cancer of Albany, the largest non-profit gathering in the Capital Region. Join up to 10,000 community members for our 29th annual walk on Sunday, October 20, 2024.



Real Kids Wear Pink is a challenge to all students – no matter their age – to wear pink on the Capital Region's official RKWP day, Friday, October 25, 2024, to fight back against breast cancer.



Men Wear Pink, a distinguished group of community leaders, commitment is to raise \$2,500 & wear pink every day in October. Our team has been a leading team across the nation for the last 5 years!



Customizable Digital Sponsorships Available:

From year round to week long, customized digital collaborations range from \$1,000–\$10,000. Reach out today for more information.

[@AmericanCancerSocietyEvents](https://www.americancancersociety.org/events)

29TH ANNUAL MAKING STRIDES AGAINST BREAST CANCER OF ALBANY

OCTOBER 20, 2024 | WASHINGTON PARK

THE WALK

- Ranked top 10 in the nation for fundraising out of 160+ Making Strides Against Breast Cancer walks
- Largest non-profit gathering in the Capital Region
- 2024 goal: Bring the Capital Region together to raise awareness and \$750,000+ to fight breast cancer

OUR WALKERS

- 10,000+ Walkers in 2023 – comprised of individuals from across the Capital Region & beyond
- 2,700+ Registered participants in 2023
- 56+ Elite Fundraising participants in 2023 (over \$1,000)
- 400+ Survivors & Thrivers participate annually at the walk



Making Strides of Albany Social Media

Facebook

Instagram



Followers | 2,500+
Reach: 97,000+



Followers | 1200+



Making Strides of Albany Event Website

Website Sessions



40,000+
(2023)



Making Strides of Albany E-Communication

October Open Rate



50%



Customer Survey Results

Appreciated & Supported: 100%

DEI Commitment: 95%

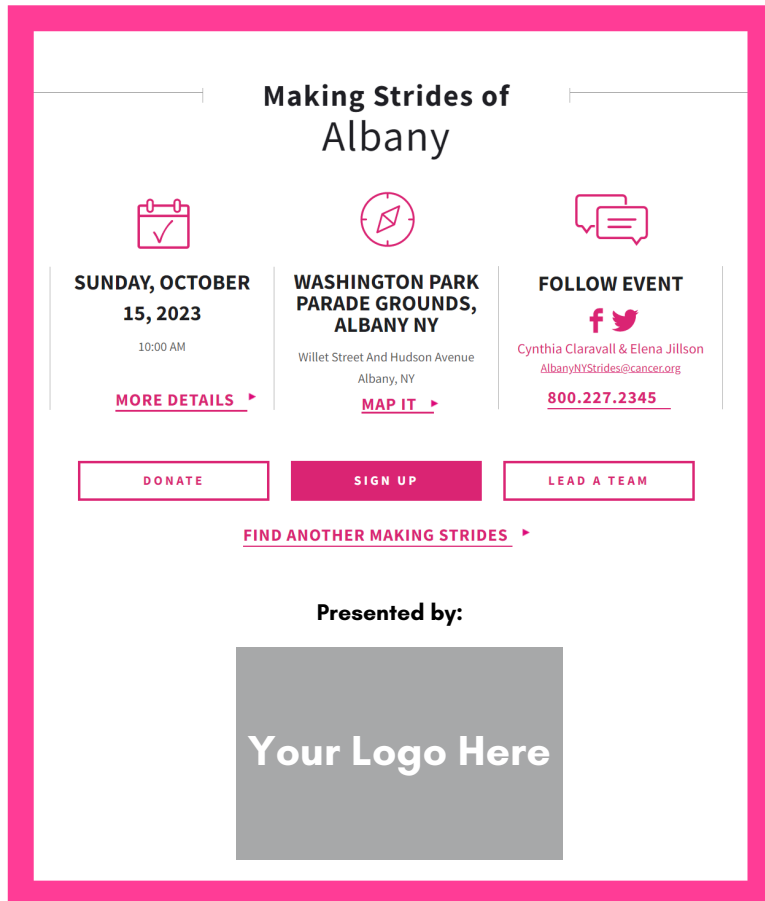
Satisfaction: 94%

Retention: 94%

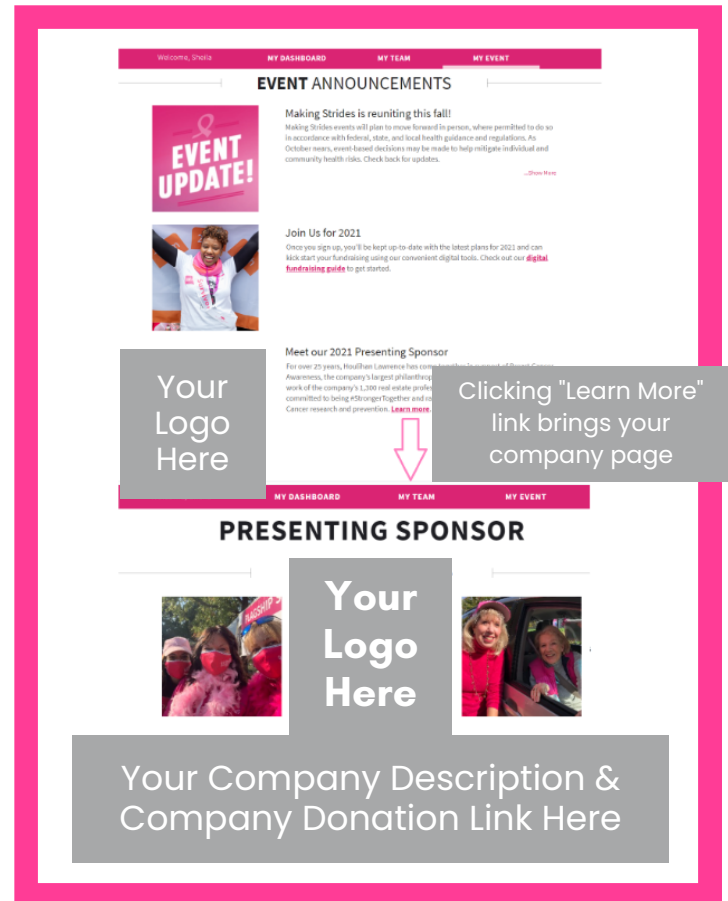
Activities: 90%



Presenting Sponsorship is the highest level of recognition and partnership available with Making Strides Against Breast Cancer of Albany. Exclusive benefits include prominent website branding and event day main stage:



Main Page Presenting Sponsor Branding



Event Announcement (main page) and customized Presenting Sponsor Sub-Page

Making Strides Against Breast Cancer of Albany presented by "Your Company Name"



Main Stage Presenting Sponsor Branding
 10,000+ attendees anticipated

YEAR ROUND RECOGNITION

- Naming rights on all promotional materials, event website home page, and social media platforms as "Making Strides Against Breast Cancer of Albany Presented by <Your Company Name>"
- First right of refusal to media interview opportunities (as available) for Albany Strides and Breast Cancer Awareness Month, including leadership or employee survivor stories
- Company logo featured on (but not limited to):
 - All local promotional MSABC emails and materials
 - Homepage of MSABC website linked to your company homepage
 - Homepage of Men Wear Pink & Real Kids Wear Pink
 - MSABC event shirts & RKWP shirts

PROUDLY ENGAGE YOUR EMPLOYEES

- 10 complimentary MSABC Albany Walk t-shirts to distribute to leadership/staff as you see fit
- Opportunity to have a co-branded banner provided by ACS to display at company location
- Opportunity to have ACS support in a company celebration of impact (pre or post season)
- Opportunity to host the Big Pink Chair at workplace for a day

VIP & MEDIA EXPERIENCES

- Recognized as co-host of VIP Press Event to kick off month of October, with prominent exposure
 - Logo on invitation sent to VIP guests & and at event
 - Inclusion in photo opportunity with Capital Region ACS leadership & other community leaders
- First right of refusal to media interview opportunities (as available) for Albany Strides and American Cancer Society Breast Cancer Awareness Month opportunities
- Opportunity to have employees that are survivors or caregivers be interviewed & highlighted throughout the season

DIGITAL BENEFITS

- Inclusion in pre- and post-event news releases
- Customized co-branded social media campaign
 - Will include 3+ posts across MSABC social platforms with option to be shared on your own social platforms
 - Posts can be "Collaborative" to engage both followers & increase reach
 - Option to provide incentive item as part of a social media campaign challenge
- Recognition on social media including but not limited to:
 - Facebook & Instagram in-feed posts and stories from both Albany Strides and Capital Region pages
 - Pre & post event LinkedIn posts
 - Albany Strides Facebook Cover photo (during October)
 - Pre & post event all sponsor thank you
- Rights for company to promote partnership in marketing materials. ACS template provided upon request

WALK DAY VISIBILITY

- Prominent visibility at Main Stage
 - Verbal & visual recognition throughout event
 - Opportunity to speak during opening program
- Opportunity to have a representative in ribbon cutting photos at Start Line
- Logo featured on 5 ft. pink ribbon sign displayed on walk route
- Designated area to have a branded space at the walk to engage with walkers
 - Option to distribute company products or materials (subject to ACS approval)
- Opportunity to provide items for the Survivor Gift Bag (approx. 400) to be distributed to breast cancer survivors and caregivers attending the walk (subject to ACS approval)

RECOGNITION THROUGH YEAR ROUND MAKING STRIDES MOVEMENT

- Company logo featured on (but not limited to):
 - All local promotional MSABC emails and materials
 - Homepage of MSABC website linked to your company homepage
 - Homepage of Men Wear Pink & Real Kids Wear Pink
 - MSABC event shirts & RKWP shirts

PROUDLY ENGAGE YOUR EMPLOYEES

- Opportunity to have ACS support in a company celebration of impact (pre or post-season)
- Opportunity to host the Big Pink Chair at workplace for a day

VIP & MEDIA EXPERIENCES

- Prominent exposure at VIP Press Event to kick off the month of October
 - Logo inclusion on invitation sent to VIP guests & at event
 - Inclusion in photo opportunity with Capital Region ACS leadership & other community leaders
- Opportunity to have employees that are survivors or caregivers be interviewed & highlighted through the season
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DIGITAL BENEFITS

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Flagship Sponsor Logos presented down the side of stage
10,000 attendees anticipated

RECOGNITION THROUGH YEAR ROUND MAKING STRIDES MOVEMENT

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 - Homepage of Men Wear Pink & Real Kids Wear Pink
 - MSABC event shirts & RKWP shirts

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 - Pre & post event LinkedIn posts
 - Albany Strides Facebook Cover photo (during October)
 - Pre & post event all sponsor thank you
- Rights for company to promote partnership in marketing materials. ACS template provided upon request

WALK DAY VISIBILITY

- Verbal recognition from the Main Stage
- Logo featured on 5 ft. pink ribbon sign displayed on walk route
- Opportunity to provide items for the Survivor Gift Bag (approx. 400) to be distributed to breast cancer survivors and caregivers attending the walk (subject to ACS approval)



CHECK-IN TENT (\$10,000): Naming rights to check-in tent where thousands of participants turn in donations and register day of event, on pre-event email, on the walk map and social media

THE BIG PINK CHAIR (\$7,500): Logo prominently displayed on Big Pink Chair which travels throughout Capital Region for photo opportunities and is highlighted as a featured photo spot day of event

VOLUNTEER TENT (\$7,000): Naming rights to volunteer tent and company logo on the back of hundreds of volunteer shirts

FUNDRAISING CHALLENGE (\$6,500): Logo on all fundraising challenge e-mails through Albany Strides website (minimum of 5 annually, reaching over 4,800 constituents) as well as all social media posts pushing challenges through the year

AUTO PACKAGE (\$6,500): Opportunity to park a pink vehicle at the walk and for company employees to host as a photo opportunity for walk participants

RECOGNITION THROUGH YEAR ROUND MAKING STRIDES MOVEMENT

- Company logo featured on (but not limited to):
 - All local promotional MSABC emails and materials
 - Homepage of MSABC website
 - MSABC event shirt
 - End of year impact report sent to MSABC partners

PROUDLY ENGAGE YOUR EMPLOYEES

- Opportunity to have ACS support in a company celebration of impact (pre or post-season)

VIP & MEDIA EXPERIENCES

- Invitation to VIP Press Event to kick off the month of October
- Opportunity to have employees that are survivors or caregivers be interviewed & highlighted through the season

DIGITAL BENEFITS

- Recognition on social media including but not limited to:
 - Facebook & Instagram in-feed posts and stories from Albany Strides
 - Pre & post event LinkedIn posts
 - Albany Strides Facebook Cover photo (during October)
 - Pre & post event all sponsor thank you
- Rights for company to promote partnership in marketing materials. ACS template provided upon request

WALK DAY VISIBILITY

- Logo featured on (but not limited to):
 - 5 ft. pink ribbon sign displayed on walk route
 - All sponsor signage displayed at walk
- Opportunity to provide items for the Survivor Gift Bag (approx. 400) to be distributed to breast cancer survivors and caregivers attending the walk (subject to ACS approval)



SPONSORSHIP OF ONE OF THE FOLLOWING TENTS (\$5,000):

- HopeClub Tent
- Merchandise Tent
- Promenade (Vendor) Tent

START/FINISH LINE (\$5,000): Logo displayed at highly trafficked Start/Finish line with balloon arch photo spot, & event map sent to all participants with the option to provide volunteers to hand out stickers at the end of the walk

RECRUITMENT CHALLENGE (\$5,000): Logo on event recruitment e-mails through Albany Strides website, sent to a 4,800+ constituent list

ELITE FUNDRAISING (\$5,000):

- Logo on all communications to Pacesetter (\$2,500+) and Grand Club (\$1,000+) participants, raising over \$195,000 annually
- Logo on social media posts recognizing individuals when they reach these milestones

TRIBUTE GARDEN (\$5,000): Logo displayed at Tribute Garden, honoring and remembering all those affected by breast cancer

- Includes logo on Tribute signs (ordered through event website)
- Opportunity to promote donations & order of Tribute signs on company website/office

PHOTO BOOTH SPONSOR (\$3,500): Logo on photos printed at photo booth area, including co-branding on the digital frame

BARK AGAINST CANCER (\$2,500): Naming rights to our dog tent - with dog treats & sign-up forms for our breast cancer-fighting pups!

FOOD AREA (\$2,500): Logo on all Food Vendor forms, event map, and event details webpage, at food area, option to have table with volunteers to greet guests upon arrival





SILVER & BRONZE LEVEL

\$1,000 – \$2,000

RECOGNITION THROUGH YEAR ROUND MAKING STRIDES MOVEMENT

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 - All local promotional MSABC emails and materials
 - Homepage of MSABC website
 - MSABC event shirts

VIP & MEDIA EXPERIENCES

- Invitation to VIP Press Event to kick off the month of October
- Opportunity to have employees that are survivors or caregivers be interviewed & highlighted through the season

DIGITAL BENEFITS

- Recognition on social media including but not limited to:
 - Facebook & Instagram in-feed posts and stories from Albany Strides
 - Pre & post event LinkedIn posts
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 - Pre & post event all sponsor thank you
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WALK DAY VISIBILITY

- Logo featured on 5 ft. pink ribbon sign displayed on walk route
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SILVER LEVEL AVAILABLE OPTIONS

AND THE CHOICE OF ONE OF THE FOLLOWING EXCLUSIVE SPONSOR AREAS:

GRATITUDE SPONSOR (\$2,000): Recognition on all Thank You e-mails through Albany Strides website, including all donation & registration e-mails

WELLNESS SPONSOR (\$2,000): Opportunity to collaborate with Albany Strides on health and wellness promotion for constituents throughout the year, including the highly visible month of October and at the walk

WATER STATION SPONSOR (\$1,500): Display company banner at 1 of 3 water stations with the option to provide volunteers to hand out water to walkers along the walk route

BRONZE LEVEL AVAILABLE OPTIONS

T-SHIRT SPONSOR

- Logo on Making Strides of Albany Shirt – \$1,000
- Logo on both Making Strides of Albany and Real Kids Wear Pink Shirt – \$1,500

PINK RIBBON SPONSOR

- Company logo featured on 5 ft. pink ribbon sign with option to have sign at event or to keep sign at your own workplace – \$1,000



Join students across the Capital Region in the fight against breast cancer!

Wear Pink on October 25th...the official 2024 Real Kids Wear Pink Day!

"Nearly every one of us kids knows someone who has been impacted. A mother, aunt, grandmother or a friend. What can we do to help battle this disease? When we come together & raise money with our schools, sport teams, clubs and organizations, we will make a difference."

– Carli O'Hara, Founder & President of RKWP



Broadview

REAL KIDS WEAR PINK



PARTNERSHIP OPPORTUNITIES

Presenting Sponsor

\$20,000

- Premiere company logo recognition on (but not limited to)
 - Official 2024 Real Kids Wear Pink t-shirt sold throughout the Capital Region
 - Receive 20 complimentary shirts to distribute to leadership/staff
 - Logo recognition at Kids Area at Albany Strides Event with option to have onsite presence
 - Recognition on RKWP website & social media channels
 - Naming rights on all promotional materials, event website home page, and social media platforms as "Real Kids Wear Pink of the Capital Region Presented by <Your Company Name>"
 - 5 Facebook/Instagram posts by the RKWP leadership featuring our partnership
 - A co-branded 5ft pink ribbon sign to be displayed at workplace
- Inclusion in VIP Experiences & Media Opportunities
 - Invitation to attend Paint the Town Pink Press Event to Kickoff the month of October, and inclusion in photo opportunity with Capital Region ACS leadership & other community leaders
 - Invitation to attend the Pink Bus Ride to School on the official Real Kids Wear Pink Day
 - Company name will be featured and/or recognized on press releases, radio, and other media
 - Opportunity to host the Big Pink Chair at workplace for a day(s) for photo-op

SOLD

Invest in Pink

\$5,000

- Logo recognition on (but not limited to)
 - Official 2024 RKWP t-shirt sold throughout the Capital Region
 - Receive 10 complimentary shirts to distribute to leadership/staff
 - At Kids Area at Albany Strides with option to have onsite presence
 - A co-branded 4ft pink ribbon sign to be displayed at workplace
 - Recognition on RKWP website & social media channels
 - 2 Facebook/Instagram posts by the RKWP leadership featuring our partnership
- Inclusion in VIP Experiences & Media Opportunities
 - Invitation to attend Paint the Town Pink Press Event to Kickoff the month of October, and inclusion in photo opportunity with Capital Region ACS leadership & other community leaders
 - Invitation to attend the Pink Bus Ride to School on the official Real Kids Wear Pink Day

Power of Pink

\$3,000

- Logo printed on official RKWP t-shirt
 - Receive 5 complimentary shirts to distribute to leadership/staff
- Logo recognition at Kids Area at Albany Strides
- A co-branded pink sign to be displayed at workplace
- Recognition on RKWP and Capital Region ACS social media channels

Proudly Pink

\$1,500

- Logo printed on official RKWP t-shirt
- Logo recognition at Kids Area at Albany Strides
- Recognition on RKWP social media channels

Pink T-Shirt Sponsor

\$1,000

- Logo printed on official RKWP t-shirt