



# ALLIES IN THE FIGHT AGAINST CANCER

Dear Community Ally,

I am a Florida Hospital Pink Army member seeking your support! Florida Hospital is building an army of individuals to battle breast cancer in our community. We are seeking corporations, small businesses, organizations and groups with like-minded missions to be allies in our fight and help create public awareness about breast cancer. In this partnership, our strategic goals include:

1. Educate women about the importance of annual screening mammograms and the resources available to women who cannot afford one,
2. Educate our community about the comprehensive network of cancer care available at Florida Hospital.

**We need your support!** Various opportunities to get involved in our breast awareness initiative are outlined below. Please help me move through the Pink Army ranks.

## SPONSORSHIP OPPORTUNITIES

Florida Hospital will provide recognition online at [www.JoinThePinkArmy.com](http://www.JoinThePinkArmy.com) as noted in the sponsorship level sections below.

### MARKETING SPONSORSHIP OPPORTUNITIES:

Businesses can be an ally in the fight against cancer and receive brand recognition for that support in the form of rank rewards and other logo representation. If you are interested in learning more about our marketing sponsorship opportunities and the benefit to your business, please contact Desiree Magnant at [desiree.magnant@flhosp.org](mailto:desiree.magnant@flhosp.org). **Sponsorship levels begin at \$1,500.**

### PINK ARMY: HELP A COMRADE SPONSOR:

If you'd like your contribution to be used directly to extend mammograms to the underserved you can receive Help a Comrade Sponsor recognition for the following levels of support:

**BRONZE LEAF** - \$99 towards one free screening mammogram. Receive name listing on [www.JointhePinkArmy.com](http://www.JointhePinkArmy.com).

**SILVER MEDAL** - \$495 towards five free screening mammograms. Receive logo listing and link to your business on [www.JointhePinkArmy.com](http://www.JointhePinkArmy.com).

**GOLD STAR** – Your contribution of \$1,500 goes to benefit the cancer foundation projects at the HQ of choice. You'll receive logo listing, and link to your business website and recognition in our ally wrap-up promotion.

## CORPORATE PINK PARTY

Allow me to help facilitate or co-host a corporate pink party at your business. This is an opportunity for your employees to enlist online, watch an educational DVD on breast cancer awareness and enjoy time together all for a good cause.

Sincerely,