



Friday, April 24th, 2015
Hyatt Regency Austin

pink!

An evening benefitting Komen Austin

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Karen Shultz

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BENEFITTING

susan G.
komen
AUSTIN

Sponsorship Benefits and Details

	PRESENTING - INSPIRE \$20,000	IGNITE \$10,000	IMAGINE \$5,000	IMPACT \$3,000
Venue/Gobo Signage	●			
Media and Event Advertising	Prominent Logo in Ad	Logo in Ad		
Pink Party Tables and Seats	2 tables (20 seats)	1 table (12 seats)	1 table (10 seats)	1 table (10 seats)
VIPink Cocktail Reception	20 tickets	12 tickets	10 tickets	
Recognition on Save the Date (600+)	●			
Recognition on Invitation (600+)	Prominent Logo	Logo	Name	
VIPink Valet Parking	10	6	2	
Event Program (ad to be provided by sponsor)	Inside Cover Full Page 4C Ad	Full Page 4C Ad	1/2 Page 4C Ad	Name
Event Email Campaign (29,000+) & Social Media	Prominent Logo 4 targeted emails 4 social media	Logo 3 targeted emails 3 social media	Name 2 targeted emails 2 social media	1 social media
Event Signage/Table Recognition	Prominent	●	●	●
Event Website	Logo	Logo	Logo	Name

Targeted Marketing Opportunities

	VIPINK COCKTAIL, PINK DIAMOND AWARDS & CLUB PINK \$7,500	PINK BAR SPONSOR \$5,000	VIPINK VALET PARKING \$3,500
Logo recognition during the specified targeted marketing opportunity	●	●	●
Opportunity for branded promotional items	●	●	●
Media and Event Advertising	As it relates to opportunity	As it relates to opportunity	As it relates to opportunity
Pink Party Tables and Seats	1 table (10 seats)	1 table (10 seats)	1 table (10 seats)
Recognition on Invitation (600+)	Logo	Name	Name
VIPink Valet Parking	2	1	1
Event Program	1/2 Page 4C Ad	1/2 Page 4C Ad	Name
Event Email Campaign (29,000+) & Social Media	Name 3 targeted emails 3 social media	Name 2 targeted emails 2 social media	Name 1 targeted email 1 social media
Event Signage/Table Recognition	●	●	●
Event Website	Logo	Logo	Name

Sponsors will enjoy exclusive recognition in their sponsored area and will be available to the first donor who pledges their commitment. Targeted marketing opportunities can be a combination of cash/in-kind (3/4 needs to be cash). Please contact us to learn more about opportunities and benefits.

In-kind Donations

In-kind donations are vital to underwriting the cost of the event and to help ensure that more money can go to the fight against breast cancer. Examples of in-kind donations include décor, flowers, photography services, photo booth, videographer, printing, AV equipment, lighting, items for live auction, raffle & Pink & Pizzazz. Below are some additional specifics for Live Auction, Raffle & Pink & Pizzazz that will be part of our event.

LIVE AUCTION & RAFFLE

We are looking for in-kind donations (tickets to sporting events and/or concerts, hunting/fishing trips, jewelry, airline tickets, vacation homes, experience packages, etc) that can be used as part of our live auction and raffle. Donations for live auction & raffle will be acknowledged on our website, invitations, event program, event signage, talking points and publicized where appropriate through social media, e-news and our media partners.

LIVE AUCTION | Jennifer Stevens | jennifer@jhlcompany.com | 512-236-1001

RAFFLE | Amber Gonzalez | Amber_Gonzalez@Dell.com • Jennifer Elliott | jennifer.k.elliott@ampf.com



PINK & PIZZAZZ BAGS

SPONSORED BY  KENDRA SCOTT

Be part of our signature Pink & Pizzazz giveaways which are available for guests to purchase for \$100! We will have 5-10 VIPink & Pizzazz at the Private Cocktail Reception available for purchase for \$300. The packages are a mystery to the guests and could contain several hundred dollars worth of goodies including jewelry by Kendra Scott and gift cards to various stores, restaurants, hotels, events, etc. Pink & Pizzazz donations will be acknowledged on the website, event program, event signage and publicized through social media and our media partners.

Libby Tilley | ltalley@komenaustin.org | 512-684-3874

Ticket Information

PINK! TICKET \$225 (COMPLIMENTARY GARAGE PARKING INCLUDED)

Event Co-Chair Information

Jennifer Stevens | jennifer@jhlcompany.com | 512-236-1001

Karen Shultz | kshultz@komenaustin.org | 512-294-3004



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Karen Shultz



One in eight women will have to fight breast cancer in her lifetime.

Since 1999, Susan G. Komen® Austin has been hard at work here in the Austin area raising money to provide free breast cancer screenings, education and medical services as well as financial and emotional support. In fact, 75 percent of the money we raise each year is put to work right here in Bastrop, Caldwell, Hays, Travis and Williamson counties to improve the lives of everyone affected by this deadly disease. The remaining funds are solely dedicated to research.



WE LIVE HERE. WE RACE HERE. WE SAVE LIVES HERE.

KOMENAUSTIN.ORG 512.473.0900