

**The Brookland Foundation Presents**  
**12th Annual**

# *The Color Pink*

## **Breast Cancer Awareness Gala**

September 12, 2021 through October 30, 2021  
(A Virtual Fundraising Campaign)



**“Forever We SPARKLE! Forever We STAND!”**

*Brookland Foundation  
PO Box 2026  
Columbia, SC 29202  
(803) 744-7914 Office / (803) 796-7279 Fax*

**SPONSORSHIP PACKET**

# The Color Pink

## The Brookland Foundation

**"Forever We SPARKLE! Forever We STAND!"**

### **Celebrating Breast Cancer Survivors**

The Brookland Foundation is a community-based non-profit organization established in 1994 to extend outreach to individuals and families throughout the Midlands of South Carolina. Our mission is to improve the lives of people by developing and promoting efforts to enhance their spiritual, emotional, physical, social, and economic well-being.

*The Color Pink Breast Cancer Awareness Gala*, sponsored by the Brookland Foundation's Health and Wellness Program, supports breast cancer awareness efforts, emphasizing prevention and early detection. According to the American Cancer Society, breast cancer is the most commonly diagnosed cancer and the second leading cause of cancer death among women in the United States. Funds raised provide scholarships for breast cancer screenings (mammograms) for the uninsured and under-insured, provide education and awareness to the general public on breast cancer, and help to advance the "Survivor's Circle" Breast Cancer Support Group.

This year's event will be virtual due to the uncertainties of the Covid-19. As we continue to navigate the pandemic, the safety of our guests, sponsors, attendees, and staff is our highest priority. Although COVID-19 presents its challenges, we will not be deterred in our commitment to recognize, support, and showcase our breast cancer survivors while educating our community on the importance of screening and prevention.

This year, we will highlight 10 beautiful breast cancer survivors and donations will be encouraged in honor of each survivor. Survivors will be featured in an online presentation where they will share their journey to survivorship.

In sharing their journey, survivors aim to encourage family and friends to participate by providing financial support to *The Color Pink* and the Brookland Foundation. The top three fundraisers will be acknowledged and honored with a special presentation.

***We invite you to become a major part of this event by participating as an event sponsor.*** Would you please take a moment to review the enclosed information detailing how we can partner in the fight against breast cancer? Your time and consideration are greatly appreciated.

# About the Event

# The Color Pink

# **“Forever We SPARKLE! Forever We STAND!”**

# *Sponsorships Opportunities*

*The Color Pink virtual fundraising campaign will begin September 12, 2021 and run through October 30, 2021 via BrooklandFoundation.org as well as on all of our social media platforms. You are invited to join us for our virtual program at 7:00pm on Sunday, October 31, 2021. The program will feature acknowledgments for our sponsors and special presentations to our breast cancer survivors.*

## Corporate Sponsorships

*Corporate Platinum Sponsor* \$3,000

**Corporate Gold Sponsor** \$2,000

**Corporate Silver Sponsor** \$1,000



# The Color Pink

## *Corporate Platinum Sponsor @ \$3,000*

### **Sponsor Benefits:**

- Company/Organization acknowledgement at virtual gala
- Logo recognition on promotional materials
- Company/Organization logo and link on the Brookland Foundation website
- Company/Organization acknowledgement on event social media promotions
- 30 second video ready commercial played during the virtual gala event
- 30 second pre-recorded speech by company representative during the gala event
- Company/Organization acknowledgement on all advertisement

## *Corporate Gold Sponsor @ \$2,000*

### **Sponsor Benefits:**

- Company/Organization acknowledgement at virtual gala
- Logo recognition on promotional materials
- Company/Organization logo and link on the Brookland Foundation website
- Company/Organization acknowledgement on event social media promotions
- 15 second video ready commercial played during the virtual gala event
- Company/Organization acknowledgement on all advertisement

## *Corporate Silver Sponsor @ \$1,000*

### **Sponsor Benefits:**

- Company/Organization acknowledgement at virtual gala
- Logo recognition on promotional materials
- Company/Organization logo and link on the Brookland Foundation website
- Company/Organization acknowledgement on event social media promotions
- Listing of your company/organization shown during the virtual gala event



# Sponsorships

# The Brookland Foundation's



**"Forever We SPARKLE! Forever We STAND!"**

**A Virtual Fundraising Campaign  
September 12 - October 30, 2021  
Virtual Color Pink Program  
Sunday, October 31, 2021 @ 7pm**

## Sponsor Registration

NAME \_\_\_\_\_ BUSINESS NAME \_\_\_\_\_  
Contact Person

ADDRESS \_\_\_\_\_ / \_\_\_\_\_  
Street #/Name City/State/Zip Code

TEL.#(\_\_\_\_\_) / (\_\_\_\_\_) Business # Alternate #

E-MAIL ADDRESS \_\_\_\_\_

Sponsorship Level :  Platinum (\$3000)  Gold (\$2000)  Silver (\$1000)

**Total amount enclosed: \$ \_\_\_\_\_**

Registration and payment can be made online by visiting [www.BrooklandFoundation.org](http://www.BrooklandFoundation.org)  
or

Mail payment along with completed registration form to:

**Brookland Foundation  
ATTN: The Color Pink Gala  
PO Box 2026  
Columbia, SC 29202**

### **DONATIONS ARE NON-REFUNDABLE**

Make check or money order payable to: **The Brookland Foundation.**

**Email business logo to [hwguild@brookland.cc](mailto:hwguild@brookland.cc) (jpeg or png preferred)**

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Business Owner/Vendor

**Deadline for Corporate Sponsorship is September 3, 2021**

**\*Registrations received after the deadline are considered late and may not be included  
in all promotional or advertising material.**

**For more information contact Kristopher Jones at 803-744-7914 or  
[kjones@brookland.cc](mailto:kjones@brookland.cc)**

**Harry Thompson**  
Board Chair, Brookland Foundation

**Kristopher J. Jones**  
Development Director, Brookland Foundation

## **2021 Color Pink Gala Committee**

**Katrina Bridgette**  
**Adreane Grant**  
**Dr. Lesly Wilson James**  
**Marnie Robinson**  
**Sharon Scott**  
**JoAnn Williams**

## **Health and Wellness Program Officers**

**Adreane Grant, Program Director**  
**Katrina Bridgette, Assistant Program Director**  
**JoAnn Williams, Secretary**  
**Sharon Scott, Treasurer**  
**Sandra Georges, Asst. Treasurer**  
**Donna Thomas, Chaplin**  
**Crystal Willis, Historian**  
***Email: HWGUILD@brookland.cc***

**Direct all inquiries to:**  
**Brookland Foundation**  
**Attn: Kristopher Jones**  
**PO Box 2026**  
**Columbia, SC 29202**  
**(803) 744-7914 Office**  
**(803) 796-7279 Fax**  
**[kjones@brookland.cc](mailto:kjones@brookland.cc)**

**[www.brooklandfoundation.org](http://www.brooklandfoundation.org)**