



YOUNG SURVIVAL COALITION NORTHERN NJ AFFILIATE

2010 *IN LIVING PINK* SPONSORSHIP OPPORTUNITIES

The **Young Survival Coalition** (YSC) is the premier international, non-profit organization dedicated to the concerns and issues unique to young women and breast cancer. Through action, advocacy, and awareness, the YSC seeks to educate the medical, research, breast cancer, and legislative communities about breast cancer in young women and to persuade them to address the disease in women under 40. The YSC also serves as a point of contact for young women living with breast cancer.

The YSC's core purpose and mission is to increase the quality and quantity of life for all young women affected by breast cancer by being the foremost influencer on issues relating to young women affected by breast cancer worldwide.

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About the Young Survival Coalition

Organizational Overview

Founded in 1998 by three young women with breast cancer, the Young Survival Coalition (YSC) community today consists of more than 23,000 constituents, including survivors and volunteers, an interdisciplinary Medical Advisory Board, and fifteen affiliates located nationwide that bring the mission of the YSC to their local communities.

Action, Advocacy, Awareness

The YSC works with doctors and researchers to educate them about young women and breast cancer and encourages them to study and improve the standards of clinic care for this underserved population. YSC collaborates with medical researchers and scientific institutions around the world to ensure that more attention and dollars are directed toward research on young women with breast cancer and the screening tools appropriate for them. In addition, the YSC educates the medical and research community, the breast cancer community, and the general public that young women CAN and DO get breast cancer.

By empowering young women to be their own best health advocates, the YSC encourages them to know their bodies, to understand the benefits and limitations of breast self-examination, and to never accept %you are too young for breast cancer+as a diagnosis.

The Northern New Jersey Affiliate (YSC NNJ)

The YSC NNJ was founded by Lisa Marie Muccilo in January 2002. Her inspirational leadership, passion and dedication to helping young women with breast cancer inspire all that we do. Our members include breast cancer survivors, family and friends as well as people who care about the issues breast cancer poses for young women. Although we lost Lisa Marie in August 2003, her examples of strength and determination still guide us today.

YSC NNJ relies on donations and sponsorship to provide important funding for the programs, events and outreach efforts such as:

- Our Adopt a Hospital campaign to distribute Newly Diagnosed Resource Kits to hospitals and cancer centers in Northern NJ.
- Providing scholarships to young women to attend important medical and educational conferences such as the 10th Annual Conference for Young Women Affected by Breast Cancer, hosted by the YSC, Living Beyond Breast Cancer and Susan G. Komen for the Cure.
- You Are Not Alone quarterly breast cancer survivor workshops.
- Presentations and educational workshops at area cancer centers, hospitals, colleges, and high schools to increase awareness of breast cancer in young women.

To learn more about YSC NNJ programs, outreach and events visit our website at www.youngsurvival.org/northernnewjersey.

Why Sponsor In Living Pink?

Important Facts About Young Women & Breast Cancer

- In 2010, **over 11,500 women** age 40 and under will be diagnosed with breast cancer and nearly 1,400 will die. Breast cancer is the leading cause of cancer death in women ages 15-54.
- More than 250,000 women in the U.S. age 40 and under are currently living with breast cancer and **one in every 227 women** between the ages of 30 and 40 will be diagnosed with breast cancer in the next 10 years.
- There is no effective breast cancer screening tool for women under 40.
- Young women's cancers are generally more **aggressive** and result in lower survival rates than post-menopausal counterparts.
- Young women with breast cancer **struggle** with many fertility issues unique to their population, including early menopause.
- As the incidence of young women with breast cancer is much lower than in older women, young women are an **under-represented population** in many research studies.



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In Living Pink is the largest, most important fundraising event for the Young Survival Coalition's Northern New Jersey Affiliate (YSC NNJ). This year's event takes place at The Brownstone in Paterson, NJ on Monday, May 10 and features a buffet dinner, live music, and a silent auction. Over 350 YSC supporters and survivors are expected to attend. With the funds raised at *In Living Pink*, YSC NNJ can continue its efforts to help young women with breast cancer and work with the medical, research and legislative communities in Northern NJ. By becoming an *In Living Pink* sponsor, you will help us improve the quality and quantity of life for young women with breast cancer. Together, we will extend our reach and WE WILL SAVE LIVES.

You can contribute to the success of the 2010 *In Living Pink* through: sponsorship of the event, placing an ad in our program or donating a product or service to our silent auction or tricky tray. Your contributions provide important funding for the programs, events and outreach efforts the YSC delivers throughout Northern New Jersey. You can feel good knowing that you are supporting these important programs that improve the quantity and quality of young women's lives.

Premier Pink Sponsor (\$10,000 and above)

- Recognition as a Premier Sponsor on all event-night printed materials including event program. Opportunity to underwrite a specific portion of the event.
- Recognition as a Premier Pink Sponsor from the podium the night of the event
- Display of company banner the night of the event
- Logo placement and recognition on the NNJ Affiliate website and newsletter
- Product placement in over 350 gift bags
- VIP table for 10 at *In Living Pink* on May 10, 2010 at The Brownstone in Paterson, NJ
- As an exclusive sponsor, you may underwrite the entire event for \$15,000

Leading Pink Sponsor (\$5,000-\$9,999)

- Recognition as a Leading Sponsor on all event-night printed materials including event program. Opportunity to underwrite a specific portion of the event.
- Recognition as a Leading Pink Sponsor from the podium the night of the event
- Display of company banner the night of the event
- Logo placement and recognition on the NNJ Affiliate website and newsletter
- Product placement in over 350 gift bags
- 6 tickets to *In Living Pink* on May 10, 2010 at The Brownstone in Paterson, NJ

Sponsorships and payment must be secured by March 22, 2010 in order to receive all of the benefits listed.

Hot Pink Sponsor (\$2,500-\$4,999)

- Recognition as a Hot Pink Sponsor the night of the event including all event-night printed materials. Opportunity to underwrite a specific portion of the event.
- Logo placement on the NNJ Affiliate website and newsletter,
- Product placement in over 350 gift bags
- 4 tickets to *In Living Pink* on May 10, 2010 at The Brownstone in Paterson, NJ

Perfectly Pink Sponsor (\$1,000-\$2,499)

- Logo placement on the NNJ Affiliate website and newsletter
- Recognition as a Perfectly Pink Sponsor the night of the event, including event-night printed material
- Product placement in over 350 gift bags
- 2 tickets to *In Living Pink* on May 10, 2010 at The Brownstone in Paterson, NJ

Program Ads (\$100-\$500)

- Full Page \$500
- Half Page \$250
- Quarter Page \$100



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Yes! I want to contribute to the success of *In Living Pink*.

Please accept my sponsorship dollars:

- Premier Pink Sponsor at \$10,000 or more
- Leading Pink Sponsor at \$5,000 - \$9,999
- Hot Pink Sponsor at \$2,500 - \$4,999
- Perfectly Pink Sponsor at \$1,000 - \$2,499

Please place my ad in your event program:

- Full Page Ad \$500
 - Half Page Ad \$250
 - Quarter Page Ad \$100
- Please email your Ad to us at nnjilp@youngsurvival.org

Please accept my donation of an item for the silent auction or tricky tray:

Gift Item*: _____ Retail Value: \$ _____

Description of gift (make, model, color, etc). If your gift is a certificate, please state conditions, instructions or restrictions.

Please list in Program as donated by: _____

OR Check here if you wish to remain anonymous

- Item given to YSC representative
- Certificate will be sent to YSC
- Item to be picked up by YSC
- YSC will create certificate
- Item to be delivered to YSC representative

Contact and Payment Information

- Enclosed please find my check** for \$ _____ OR,
 - Please charge my MasterCard Visa American Express
- Account # _____ Expiration Date: _____

Donor Name (please print) _____

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Donor signature _____ Date _____

Please return this agreement to the attention of Naomi Gewirtz at:
YSC Northern NJ ~ 27 Madison Avenue, Suite 220 ~ Paramus, NJ 07652

Envelopes, certificates, and auction items may also be mailed to this address.

Please keep a copy of this donation form as record of your donation. The Young Survival Coalition is a tax-exempt 501(c) 3 organization. All donations are tax-deductible to the extent allowed by law.

*YSC reserves the right to refuse promotion of a sponsor or partner's product or service if it is in direct conflict with our mission

** Checks should be made payable to Young Survival Coalition+