

Pink!

2024



UNDER THE
TUSCAN SUN

SPONSORSHIP OPPORTUNITIES



Pink!

was first hosted in 2005, and this year marks the **19th annual** gala where 1,100+ guests will gather for the evening including dinner, dancing, live music and auction

celebrating the community of breast cancer survivors, and leaning in to support the needs of current patients, Pink! has raised more than **\$5.6m** since inception and directs all funds towards **local** breast care, patients & families - including scholarship opportunities for students with a parent touched by breast cancer.

SCHEDULE OF EVENTS

color chattanooga pink week

january 19 - 27, 2024

vip reception & pre-party

january 25, 2024

gala

january 27, 2024



DEADLINES

commitment for save the date

october 1, 2023

logo & ad due for program

december 1, 2023

guest list information

january 12, 2024



Pink!

2023 HIGHLIGHTS



AUCTION | \$131,924

123 silent auction items | \$84,224

4 live auction packages | \$47,700



PADDLE RAISE | \$61,005

111 donors ~ \$550 average gift



SPONSORSHIP | \$645,500

113 total sponsors ~ 28 first-year

Pink!



facebook.com/pinkgala

2,500 + page likes

200 new page likes

3,715 page visits



[@pinkgalachatt](https://instagram.com/pinkgalachatt)

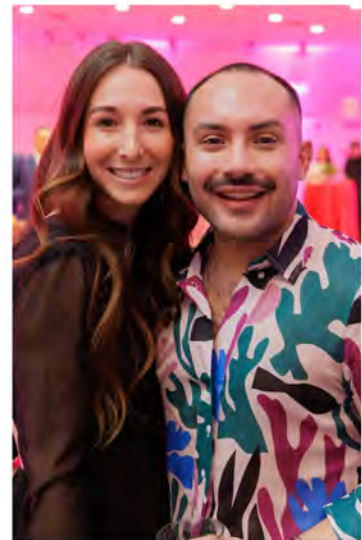
1,200 + followers

310 new followers

3,033 profile visits



Live! from the Pink Carpet
received 11,000+ views on Facebook &
Instagram



DECEMBER TO JANUARY IS PINK! SEASON IN CHATTANOOGA!

Our impact continues through the world of social media. Be on the lookout to see if you could be spotted during PINK! Week!



The MaryEllen Locher Breast Center of Excellence is accredited by the American College of Radiology (ACR®) and the National Quality Measures for Breast Centers (NQMBC) and provides our region with a full spectrum of clinical and support services.

The MaryEllen Locher Breast Center consistently meets or exceeds all quality standards of care, meaning you can rest assured the most advanced treatment options are available to you. And, unlike other breast imaging facilities, the MaryEllen Locher Breast Center is an all - inclusive center which allows women to go from a screening mammogram to a complete diagnostic work up in one appointment. While most women will never need the full range of services we offer, the few who do will have peace of mind in knowing they are in good hands. Our multidisciplinary team of professionals provide the best possible care while minimizing the time from finding a breast concern to diagnosis and treatment.

Established in 2007, the MaryEllen Locher Breast Center was inspired by the local television news anchor and health reporter who courageously battled breast cancer. As a result of her personal experience with cancer, MaryEllen pledged to make the breast cancer journey easier for all women. Working alongside CHI Memorial, she provided insight and inspiration for the development of a breast center that would combine the best possible medical care in an atmosphere of calm and understanding. Reducing the time between diagnosis and treatment was MaryEllen's primary goal. Although MaryEllen ultimately lost her battle to cancer in 2005, her legacy lives on in the thousands of women whose lives have been touched by the center which bears her name.

Using a holistic approach to care, the MaryEllen Locher Breast Center focuses on the body, mind and spirit. From the convenient front door parking to the center's calming, stress-reducing design elements, our center strives to introduce calm in a difficult time. Our multidisciplinary team of professionals ensure you'll receive the best possible care in a timely fashion.



exclusive sponsorships



Presenting Sponsor

\$50,000

Complimentary Guests
24 | Gala
24 | Pre-Party

premiere table location
valet parking
tableside bar service

SOLD! HHM CPAS

- Presenting Sponsor will be featured on all pre/post event media & news coverage, including opportunity for on-air interview(s).
- Prominent logo placement in Save the Date Mailing (2,500 copies) & full-page color Event Program cover (1,500 copies). Logo on Date Mailing will match size of CHI Memorial Foundation logo. Additionally, logo will be featured on social media posts on Facebook & Instagram - online impressions typically generate 3,000+ views during the week of Pink on each outlet.
- At the event, presenting sponsor will have the ability to leverage half (\$25,000) of their sponsorship as a matching gift from the sage during the paddle raise portion of the program.

Entertainment Sponsor

\$35,000

Complimentary Guests
20 | Gala
20 | Pre-Party

premiere table location
valet parking
tableside bar service

- Official Entertainment Sponsor will be featured on stage projections and graphics during performance, as well as opportunity to introduce the band at the end of the evening's program.
- Prominent logo placement in Save the Date Mailing (2,500 copies) & full-page color Event Program ad (1,500 copies)

Color Chattanooga Pink / Social Media Sponsor

- Official sponsor of Color Chattanooga Pink Week (January 19 - 27) Host the CCP launch event at your business, which is covered by multiple local news stations.
- Includes daily recognition during CCP Week on social media, and logo on material distributed to local businesses (stickers, table tents, etc.)
- Prominent logo placement in Save the Date Mailing (2,500 copies) & full-page color Event Program ad (1,500 copies)

\$25,000

Complimentary
20 | Pre-Party

premiere table location
valet parking
tableside bar service

FIRST RIGHT OF REFUSAL PENDING

exclusive sponsorships



Gala Cocktail Hour Sponsor

- Host of the opening cocktail hour for Pink! Gala. Includes bar signage with welcome cocktail and logo on 1,500 napkins served from bar.
- Prominent logo placement in Save the Date Mailing (2,500 copies) & full-page color Event Program ad (1,500 copies)

SOLD! ATHENS DISTRIBUTING

\$15,000

Complimentary Guests
20 | Gala
20 | Pre-Party

premiere table location
valet parking
tableside bar service

Mel's Club | Community Education Sponsor

\$15,000

Complimentary Guests
16 | Gala
16 | Pre-Party

premiere table location
valet parking
tableside bar service

- Sponsor logo included in print & digital materials distributed to local area schools for the 2023-24 academic year for education sessions to teach young women the importance of breast health, including self-exams and early detection.
- Logo placement in Save the Date Mailing (2,500 copies) & full-page full color ad in Event Program (1,500 copies)

Mobile Mammography Coach Sponsor

\$15,000

Complimentary Guests
16 | Gala
16 | Pre-Party

premiere table location
valet parking
tableside bar service

- Underwriter of the Mobile Coach Tour in October 2023 & Color Chattanooga Pink Week - including stops in underserved areas to provide mammograms to women in need. Sponsor logo present at all mobile sites, and option to provide promotional materials to all patients during October and CCP Week.
- Logo placement in Save the Date Mailing (2,500 copies) & full-page full color Event Program ad (1,500 copies)

VIP Reception Sponsor

- Official Underwriter of the VIP Reception, hosted on the Thursday before the Gala. Logo included on printed VIP Reception invitations and logos displayed throughout event.
- Logo placement in Save the Date Mailing (2,500 copies) & full-page full color Event Program ad (1,500 copies)

SOLD! TENNESSEE ONCOLOGY

\$15,000

Complimentary Guests
24 | Gala
24 | Pre-Party

premiere table location
valet parking
tableside bar service

exclusive sponsorships



Auction Sponsor

- Official Sponsor of both live & silent auction - logo displayed on signage near Auction Display, online in the event website text bidding system, and verbal recognition during the live auction.

SOLD! MARSHAL MIZE FORD

- Preferred logo placement in Save the Date Mailing (2,500 copies) & half-page full color Event Program ad (1,500 copies)

\$10,000

Complimentary Guests
8 | Gala
8 | Pre-Party

premiere table location
valet parking
tableside bar service

Dinner Sponsor

\$10,000

Complimentary Guests
8 | Gala

premiere table location
valet parking
tableside bar service

SOLD! RICH & BARB KRAMER

- Logo on 1,200 menu place cards at each seat at Pink! Gala guest
- Logo placement in Save the Date Mailing (2,500 copies) & half-page full color ad in Event Program (1,500 copies)

LIVE! From the Pink Carpet Sponsor

- Official Sponsor of Live! from the Pink Carpet, a one-hour live stream event with guests during the Gala Cocktail hour. Logo will be present on background of interviews and tagged on social media when live.

SOLD! MARK HITE TEAM

- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)

\$10,000

Complimentary Guests
8 | Gala
8 | Pre-Party

premiere table location
valet parking
tableside bar service

Photography Sponsor

\$10,000

Complimentary Guests
8 | Gala
8 | Pre-Party

premiere table location
valet parking
tableside bar service

SOLD! FREIGHT WAVES

- Official Photography Portrait sponsor at Gala. Logo & signage displayed at formal portrait session in lobby. Printed guest photo with logo included in all guests post-event with a thank you note.
- Logo placement in Save the Date Mailing (2,500 copies) & half-page full color Event Program ad (1,500 copies)

exclusive sponsorships



Maker's Mark Private Selection Sponsor

\$10,000

Complimentary Guests

8 | Gala

8 | Pre-Party

premiere table location
valet parking
tableside bar service

- (2) invitations to participate in the Private Selection barrel selection trip in 2024, & two cases reserved for the trip. Complimentary bourbon and participant invitations will be included as a Pink! Auction item.

Please note the sponsorship only grants access to the experience; all participants on the trip will be responsible for their own transportation, lodging and expenses.

- Logo placement in Save the Date Mailing (2,500 copies) & half-page full color Event Program ad (1,500 copies)

Ride-Share Sponsor

\$10,000

Complimentary Guests

8 | Gala

premiere table location
valet parking
tableside bar service

- Official ride-share sponsor for responsible partying on event day. Logo'd voucher will be included in Save the Date Mailing delivered pre-event and digitally on event day.

- Logo placement in Save the Date Mailing (2,500 copies) & half-page full color ad in Event Program (1,500 copies)

Survivor's Champagne Toast Sponsor

\$10,000

- Official sponsor of Survivor Champagne Toast following dinner & the event program. Sponsor logo is on wrapped on individual champagne bottles at each table, and logo will be printed on vendor receipts during Gala program.

- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)

8 | Pre-Party

premiere table location
valet parking
tableside bar service

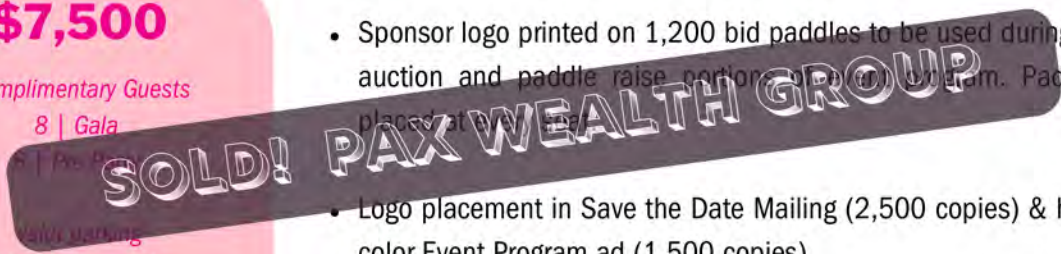
exclusive sponsorships

Bid Paddle Sponsor

\$7,500

Complimentary Guests
8 | Gala
8 | Pre-Party

valet parking
tableside bar service



- Sponsor logo printed on 1,200 bid paddles to be used during the live auction and paddle raise portion of the event program. Paddles are placed at all tables.
- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)

Gala Favor Sponsor

\$7,500

Complimentary Guests
8 | Pre-Party

valet parking
tableside bar service



- Sponsor Logo is printed along with Pink! logo on 1,200 favors given to Gala guests and placed on every table.
- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)

Centerpiece Sponsor

\$7,500

Complimentary Guests
8 | Gala
8 | Pre-Party

valet parking
tableside bar service



- Logo will be printed on either a florist pick or wine card for 140+ centerpieces at the event.
- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)



exclusive sponsorships



Gala Valet Parking Sponsor

\$7,500

Complimentary Guests
8 | Gala
8 | Pre-Party
valet parking
tableside bar service

- Official Valet Sponsor for the Pink! Gala 2024. Includes signage at valet stand, printed labels, valet tickets, and option to leave a gift or note in valet to pick up. Items must be approved by Pink Steering Committee.

- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program cover (1,500 copies)

Gala Photo Booth Sponsor

- Official sponsor of photo booths and selfie stations, sponsor logo will be printed on signage at event, as well as complimentary photo guests print during the event.
- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)

\$7,500

Complimentary Guests
8 | Gala
8 | Pre-Party
valet parking
tableside bar service

Late Night Coffee & Snack Sponsor

\$7,500

Complimentary Guests
8 | Gala
8 | Pre-Party

- Coffee & Late-Night Snacks available to guests from 9 pm to 11 pm during live band and dancing. Sponsor logo is printed on signage as well as disposable cups and bowls provided to guests at food station and bar area.

- Logo placement in Save the Date Mailing (2,500 copies) & half-page full color Event Program ad (1,500 copies)

Lounge Sponsor

- Lounge Sponsor receives prominent signage in rotunda, where cocktail hour entertainment is hosted, as well as offers a quiet space for Gala guests not wanting to join in live band or dancing following the dinner.
- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)

\$7,500

Complimentary Guests
8 | Gala
8 | Pre-Party
valet parking
tableside bar service

exclusive sponsorships

Gala Bar Sponsor

\$7,500

Complimentary Guests

8 | Gala

valet parking
tableside bar service

- Official bar host for the Pink! Gala, inside the ballroom. Includes bar signage at ballroom bar and logo on 1,000+ cocktail napkins during the event.
- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)

VIP Reception Bar Sponsor

- Official bar host for the VIP Reception on Thursday prior to Pink! Includes bar signage with welcome cocktail and logo on 500+ cocktail napkins during the event.
- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)

\$7,500

Complimentary Guests

8 | Gala

8 | Pre-Party

valet parking
tableside bar service

VIP Reception Photo Booth Sponsor

- Sponsor logo will be printed on signage at event, as well as on photos that guests print and/or share during the pre-party on Thursday evening.
- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)

\$7,500

Complimentary Guests

8 | Gala

8 | Pre-Party

valet parking
tableside bar service

VIP Reception Valet Sponsor

\$7,500

Complimentary Guests

8 | Gala

8 | Pre-Party

valet parking
tableside bar service

- Official Valet Sponsor for the VIP Reception 2024. Prominent signage at valet stand, printed logo on valet tickets, and option to leave a gift or note in vehicles for pick up. Items must be approved by Pink Steering Committee.
- Logo placement in Save the Date Mailing (2,500 copies) & half-page color Event Program ad (1,500 copies)



all exclusive sponsors will receive the following benefits

- first right of refusal for following year
- social media recognition leading up to the Pink! Gala
- event recognition including slideshow & printed banners
- recognition in CHI Memorial Foundation annual report

classic sponsorships

Pink Diamond \$25,000

Complimentary Guests
20 | Gala
20 | Pre-Party

front/back cover ad space
premiere table location
valet parking
tablesides bar service

Pink Topaz \$15,000

Complimentary Guests
16 | Gala
16 | Pre-Party

full page ad space
premiere table location
valet parking
tablesides bar service

Pink Sapphire \$10,000

Complimentary Guests
8 | Gala
8 | Pre-Party

full page ad space
premiere table location
valet parking
tablesides bar service

Pink Pearl \$7,500

Complimentary Guests
8 | Gala
8 | Pre-Party

1/2 page ad space
valet parking
tablesides bar service

Pink Quartz \$6,000

Complimentary Guests
8 | Gala
8 | Pre-Party

1/4 page ad space
valet parking
tablesides bar service

all classic sponsors will receive the following benefits:

social media recognition leading up to the Pink! Gala
event recognition including slideshow & printed banners
print ad space in sizes above in 1,500 event programs
logo recognition in 2,500 printed & mailed guest invitations
recognition in CHI Memorial Foundation annual report



combination sponsors

Custom sponsorship packages are available for sponsors interested in all three of CHI Memorial Signature Events - Pink! Gala, River City Ribbon Run & CHI Memorial Invitational Golf Tournament.

Contact us for more details and available opportunities at foundation@memorial.org or (423) 495-7465.

about us

The CHI Memorial Foundation is the fundraising arm of our health system and exists to allow CHI Memorial to extend its mission of medical excellence further into our community. More than 2,000 individuals, corporations, foundations and organizations make gifts to us each year, enabling CHI Memorial to expand programs, offer educational services and purchase innovative medical equipment. Founded in 2001, the CHI Memorial Foundation is a 501(c)3 non-profit organization which operates exclusively to steward philanthropic gifts for CHI Memorial.

ad specs & logos

front/back cover ad
5.5" x 8.5" (.25" bleed)
full page ad (vertical)
5" x 8"

1/4 page ad (vertical)
2.375" x 3.875"

1/2 page ad (horizontal)
5" x 8"

we kindly request that we receive all logos and ad artwork by 12/01/23 to ensure quality review and production time

please send art as a high resolution (300 dpi) PDF or JPEG .

we can create program ad artwork if requested. ads will include sponsor logo and level.

past sponsors

first horizon bank
firstbank
chattanooga times free press
athens distributing
tennessee oncology
chattanooga red wolves & the martino foundation
WTVC news channel 9
marshal mize ford
rich & barbara kramer
freightwaves
the mark hite team
barto pediatric dentistry
joyce & don godsey
hamico inc.
larry & casey schumacher
lola beans coffee
athena esoterix
legacy dental group & scout realtor group
pax wealth group
hhm cpa's, inc.
pfizer oncology
truist bank & mcgriff insurance services
gilead sciences
simply bank
joanie somprayac & tony grossi
unum
jones management services, inc.
apogee wealth partners
3h group
artech design group
beam pediatric dental
blue cross & blue shield of tennessee
the barn nursery
bridge public affairs
brewer media group
billy weathers homes
brody jewelers
dr. & mrs. tom brien

burd raulston attorneys
epb
the lewie card family
coca-cola bottling company
cortina
cumberland title & guaranty
flawless aesthetics
hearth hospice
husch blackwell
henson hinck designs
chi memorial medical group
miller & martin, pllc.
chattanooga filing systems, inc.
mtn view auto group
pinnacle financial partners
edward p. milbank
pointe property group
pro logo depot
ragan smith associates
janelle & pat reilly
regions bank
remedy medical partners
the robinson team at keller williams
rss insurance
the stanley school
julie & patrick stowe
service electric co.
taimen transport
tailored construction & development
the title guaranty & trust company
dr. frank & mrs. kathy trundle
t.u. parks construction w. brasfield & gorrie
u.s. xpress
vega corporation
vision hospitality group
dr. betsy washburn
waters & holland residential builders
waller law

sponsor agreement

Pink! Gala 2024 | January 27, 2024

register online or scan the QR code



Sponsor Name *(as you'd like to be recognized)*

Organization/Business Name *(if different)*

Sponsor Level

Amount

Mailing Address

City, State

Zipcode

Contact Name

Phone Number

Email Address

Notes for Committee:

Please send an Invoice

Interested in a combination sponsorship

Credit Card / Check Payment

please make checks payable to

CHI Memorial Foundation

2525 deSales Avenue

Chattanooga, TN 37404

or make payment online at

memorial.org/foundation

Please note deadlines regarding inclusion in printed materials. We cannot guarantee logo placement if artwork and/or forms are not received on time.

Sponsorships are not guaranteed after December 1, 2023 and individual tickets/tables (if available) will be released for sale.

All in-kind donation requests must be sent to Pink Sponsorship Committee for approval, and may not be accepted for Exclusive Sponsorships. Auction donations are not considered towards in-kind sponsorships.

QUESTIONS & MORE INFORMATION

Madison Ralston, Foundation Event Planner

madison.ralston@commonspirit.org | (423)495-7465

CHI Memorial Foundation is a 501 (c) (3) tax-exempt organization registered with the state of Tennessee (ID # 62-1839548).

A watercolor illustration of a Tuscan landscape. In the foreground, there are dark, textured bushes. A winding path leads up a hill to a cluster of buildings, including a church with a bell tower. Tall, slender cypress trees are scattered throughout the scene. In the background, rolling hills are visible under a sky with a large, bright red sun setting behind a ridge. The sky is filled with soft, pink and purple watercolor washes and splatters.

UNDER THE TUSCAN SUN

JANUARY 27, 2024