



2021 NAMING AND SPONSORSHIP OPPORTUNITIES

BREAST CANCER ALLIANCE - 25 YEARS BOLD

There are few words in this world more frightening than “you have cancer.” Yet one in eight women and one in less than 1000 men will hear that sentence in their lifetime.

For the last 25 years, Breast Cancer Alliance has worked to improve survival rates and quality of life for those affected by this disease. **Our commitment to our mission even during this pandemic has never wavered.**

There is so much work still to be done, so many lives to be saved. As we boldly celebrate our 25th year of changing the world of breast cancer, you can help us with this life-saving endeavor.

Breast Cancer Alliance recognizes the importance of private philanthropy, as these are the grants from which new treatments and ultimately, cures, will come.



2020 Models of Inspiration

25 YEARS OF BREAST CANCER ALLIANCE

The mission of Breast Cancer Alliance is to improve survival rates and quality of life for those impacted by breast cancer through better prevention, early detection, treatment and cure.

To promote these goals, we invest in innovative research, breast surgery fellowships, regional education, dignified support, and screening for the underserved.

BCA has awarded more than \$30 million in grants to date.

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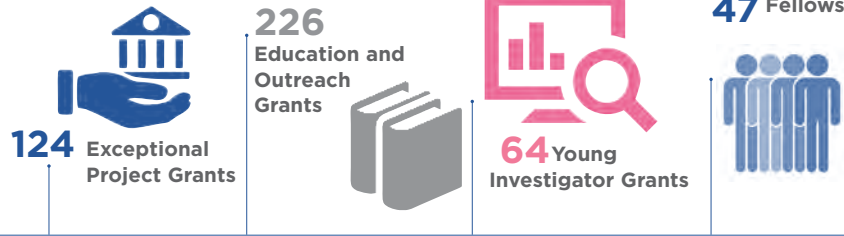


BREAST CANCER ALLIANCE is making a national impact as one of the most prominent private non-corporate breast cancer organizations in the United States.

Why we are **UNIQUE**

WE HAVE FUNDED 461 GRANTS TO DATE:

We continue to improve the outlook on breast cancer and are proud to have funded so many impactful grants and ground-breaking research despite the pandemic. With the uncertainty of federal funding, the need for private philanthropy for the advancement of cures continues to grow.



THIS YEAR'S RECIPIENTS OF BCA GRANTS ARE:

EXCEPTIONAL PROJECT GRANTS

Scott Abrams, PhD and Michael Nemeth, PhD, Roswell Park, Unique combination immunotherapy to confront triple negative breast cancer

Rumela Chakrabarti, PhD, University of Pennsylvania, A novel combination immunotherapy to improve treatment of metastatic triple negative breast cancer, **Deborah G. Black Memorial Research Grant**

Jianua Yu, PhD, City of Hope, An oncolytic virus engineered to express a full-length anti-CD47 IgG1 antibody for the treatment of breast cancer brain metastasis, **Supported by Jane and Stuart Weitzman in memory of Irma Wallin**

YOUNG INVESTIGATOR GRANTS

Gloria Echeverria, PhD, Baylor College of Medicine Characterizing and targeting mitochondrial metabolism in chemoresistant triple negative breast cancer

Jennifer Rosenbluth, MD, PhD, Dana Farber Cancer Institute, Modeling cancer prevention in mammary organoids derived from BRCA1/2 mutation carriers

Maria Soledad Sosa, PhD, Icahn School of Medicine at Mount Sinai, Targeting disseminated breast cancer cells to prevent metastasis, **Deborah G. Black Memorial Research Grant**

BREAST SURGERY FELLOWSHIPS

Billie Borden, MD, Yale University, **Supported by the Mitchell Family**

Kelly Krupa, MD, Rutgers Cancer Institute of New Jersey, **Rodkin Family Fellow**

Marissa Srour, MD, Memorial Sloan Kettering Cancer Center

EDUCATION AND OUTREACH GRANTS

Danbury Hospital/
New Milford Hospital,
Danbury & New Milford, CT
Paula L. Banwell Memorial Grant

Gilda's Club Westchester,
White Plains, NY
Greenwich Hospital,
Greenwich, CT
Griffin Hospital, Derby, CT
Hartford Hospital,
Hartford, CT

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Hospital,
New Haven, CT

1 We focus on crucial early-stage research.

Breast Cancer Alliance is a premiere private foundation committed to funding early-stage, innovative and impactful research not yet eligible for federal grants. BCA uniquely bridges that gap by providing exceptional researchers with scientific venture capital, propelling life-changing scientific hypotheses from the conceptual stage to reality.



Educating our supporters with leading experts at our medical symposium



Meeting with our grantees to learn about the research we underwrote

2 We support brilliant talent in the field.

Breast Cancer Alliance understands that survival rates and quality of life are dramatically improved when patients are in the care of specially trained breast surgeons. As a result, BCA uniquely funds breast surgery fellowships at Society of Surgical Oncology-accredited institutions. These highly skilled surgeons go on to work at institutions across the United States. Through its Young Investigator Grants, BCA helps launch the careers of promising new scientists as well.

3 We eliminate barriers of access to essential breast care.

Breast cancer survival rates are near 90% due to advances in early detection and improved education. BCA funds breast health education programs and covers costs associated with mammograms, biopsies and other breast cancer-related services, lessening the burden for underserved women.



Funding screening for the underserved

We continue to improve the outlook on breast cancer and **are proud to have awarded \$30 million in critical grants since 1996.** With federal funds for research and healthcare for the underserved at uncertain junctures, private philanthropy is more important **now** than ever. It is private philanthropy that will fund the path to cures for breast cancer.



Learn how you can be involved with BCA.

BCA's success is a result of partnerships with leaders across the U.S. including those on our prestigious Medical Advisory Board, our Board of Directors, our Advisory Council and our External Scientific Review Committee. Together with legions of energetic volunteers and our generous supporters, Breast Cancer Alliance is making a difference for women and men affected by breast cancer.

BCA ANNUAL LUNCHEON AND FASHION SHOW

Whether in person or virtual, more than 1,000 individual benefactors, breast cancer patients, survivors, physicians and members of the press assemble at a beautiful luncheon for cocktails, inspirational speakers, raffle, a silent and live auction, and a fashion-week worthy runway show which celebrates breast cancer survivorship, hope and possibility while raising critical funds to combat this disease.



Anne Thompson



Hoda Kotb



Carson Kressley



Joan Lunden



Billy Baldwin



Mike Greenberg



Patty Steele and Dr. Elisa Port



Indra Nooyi



Amy Robach



Andrea Mitchell



Runway by Oscar de la Renta



Kate Walsh



Runway by Brunello Cucinelli



Chef Todd English



Photo credits:
Elaine & Chichi Ubina
and Bob Capazzo

BCA ANNUAL LUNCHEON & FASHION SHOW SPONSORSHIP PACKAGES

	\$100,000 Event Sponsor	\$50,000 Luncheon Sponsor	\$25,000 VIP Pre-Party Sponsor	\$15,000 Gold Sponsor	\$10,000 Silver Sponsor	\$5,000 Copper Sponsor
TICKETS/TABLES CATERED LUNCH FOR ALL GUESTS	35 Guests	25 Guests	15 Guests	10 Guests	10 Guests	10 Guests
LISTING AND AD IN PRINTED PROGRAM (if confirmed by deadline)	Inside Front Cover	Inside Back Cover	Full Page	Full Page	Half Page	Half Page
TICKETS TO VIP PRE-PARTY	6	4	4	2	2	2
COMPANY LOGO ON EVENT SIGNAGE	X	X	X	X	X	X
RECOGNITION ON BENEFIT WEBSITE	X	X	X	X	X	X
ACCESS TO EVENT VIDEO	X	X	X	X	X	X
INCLUSION IN PRINTED AND EVITE INVITATION (if confirmed by deadline)	X	X	X	X	X	X
SOCIAL MEDIA POST PRIOR TO EVENT	X	X	X			
PRESS AND PROMOTIONAL MATERIALS (if confirmed by deadline)	Select event collateral and press materials, including press releases, publicity and ads	Select event collateral and press materials, including press releases	Select event collateral and press materials			
INCLUSION IN EVENT EMAIL	All applicable emails	At least 1 email	At least 1 VIP event email			
COMPANY LOGO/NAME ON SCREENS DURING EVENT PROGRAM	X	X	X	X	X	X
COMPANY LOGO ON VIRTUAL STEP & REPEAT	X	X				

BCA WELLNESS MONTH: A SERIES OF FITNESS AND HEALTH EVENTS

SPONSORSHIP OPPORTUNITIES

KICK-OFF: SUNDAY, MAY 2 WITH BCA'S ANNUAL GET FIT FOR HOPE (FORMERLY BCA RUN/WALK FOR HOPE)
EVENTS CONTINUE THROUGH MAY 30
BOTH VIRTUAL AND IN COVID-SAFE SPACES ACROSS THE US

Breast Cancer Alliance is committed to improving overall health through exercise, diet and stress-relieving behaviors, in an effort to better prevent breast cancer and aid those in recovery and survivorship. This month of events directed at various aspects of improving wellness is a perfect blend of fundraising for a cause and engaging in important lifestyle events as a community. Each year hundreds of participants, from grandparents to children, individuals to teams, come together to support BCA. This wide range of month-long events will enhance both participation and impact.

All sponsors will be mentioned in all event-related publicity and advertising, via social media, on event-related messaging throughout the month. Please indicate your preferred sponsorship.

PRESENTING SPONSOR..... \$25,000

- Listing as Presenting Sponsor on all event-related materials and dedicated Wellness webpage
- Logo on card insert in Healthy Snack boxes
- Access for unlimited participants in all Wellness Month events

FITNESS EVENT SPONSOR..... \$10,000

- Listing as Fitness Event Sponsor on all event-related materials and dedicated Wellness webpage
- Logo on card insert in Healthy Snack boxes
- Access for 50 participants in all Wellness Month events

GOLD SPONSOR..... \$2,500

- Listing as Gold Sponsor on all event-related materials and dedicated Wellness webpage
- Access for 25 participants in all Wellness Month events

SILVER SPONSOR..... \$1,000

- Listing as Silver Sponsor on all event-related materials and dedicated Wellness webpage
- Up to 15 participants in all Wellness Month events

BRONZE SPONSOR..... \$750

- Listing as Bronze Sponsor on all event-related materials and dedicated Wellness webpage
- Up to 10 participants in all Wellness Month events

GOLF SPONSORSHIPS

The Breast Cancer Alliance annual golf outing, to be held this year at The Golf Club of Purchase on September 14, brings together men and women, friends and colleagues, from the NY-metro area for a beautiful day of golf for a wonderful cause. Participating in the day is a great way to expand business contacts, meet new people, and get great visibility for your company or brand.

- \$50,000 Tournament Sponsor with signage, mention on event invitation, in related press and emails plus two foursomes
- \$15,000 Dinner Sponsor with signage, mention on event invitation, in related press and emails plus one foursome
- \$10,000 Luncheon Sponsor with signage, mention on event invitation, in related press and emails plus one foursome
- \$7,500 Golf Cart Sponsor with signage plus one foursome
- \$5,000 Pin Flag Sponsor with signage plus one foursome
- \$5,000 Tee Marker Sponsor with signage plus one foursome
- \$2,500 Golf Ball sponsor

NAMING OPPORTUNITIES

Four types of grants are offered annually:

- Young Investigator Research:** This two-year grant is designated for those at an early stage in their research career to help provide seed funding for the research required to apply for larger, longer-term grants, often with the NIH. These grants have launched the careers of those newer to the field of breast cancer. Grant amount: \$125,000
- Exceptional Project Research:** This one-year award recognizes creative, unique and innovative research. Clinical doctors and research scientists whose primary focus is breast cancer are invited to apply. To secure federal funding, a researcher must prove a theory works; the BCA creates the critical bridge between novel research and the opportunity to generate preliminary results. Grant amount: \$100,000

POKER SPONSORSHIPS

Breast Cancer Alliance teams up with Faded Spade again for a virtual, live-stream tournament. Poker lovers, new and professional, come together for this online event to play and learn more about how to up their game as they up their ante, compete for non-cash prizes and enjoy live commentary from some of the best players in the game.

- \$25,000 Tournament Sponsor (includes tournament entry, 10,000 chips and 2 rebuys each for up to 30 players, logo displayed prominently on the screen and on the final table, invitation, and all event-related press)
- \$10,000 Gold Sponsor (includes tournament entry, 10,000 chips and 2 rebuys each for up to 15 players, logo displayed prominently on the screen, invitation, and all event-related press)
- \$5,000 Silver Sponsor (includes tournament entry, 10,000 chips and 2 rebuys each for up to 8 players, logo displayed prominently on the screen, invitation, and all event-related press)
- \$1,000 Angel Donation (10,000 chips and 2 free rebuys for 1 player)

****Other events arise throughout the year.**

Follow breastcanceralliance.org/events for a full roster as it develops.

- Breast Surgery Fellowships:** Breast Cancer Alliance is the only breast cancer foundation funding Breast Surgical Fellowships. These one-year grants are made to Society of Surgical Oncology-accredited institutions to bring more highly skilled, specialty trained breast surgeons to communities across the United States. Grant amount: \$75,000
- Education and Outreach:** These one-year grants support programs directly related to outreach and case-managerial breast cancer services, including education, counseling, biopsies and mammograms for underserved patients in Connecticut and/or in Westchester County, New York. Grant amount: \$5,000-\$50,000.

For more information, please contact Breast Cancer Alliance Executive Director, Yonni Wattenmaker at yonni@breastcanceralliance.org or visit breastcanceralliance.org.