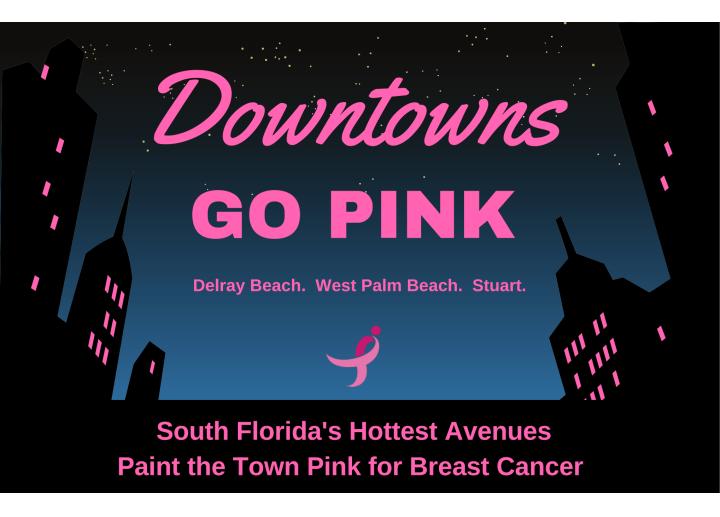
## Susan G. Komen<sup>®</sup> South Florida Downtowns Go Pink

### OFFICIAL SUPPORTER



October 26, 2017

**Participating Business Information Kit** 

# Susan G. Komen<sup>®</sup> South Florida Downtowns Go Pink

On behalf of Susan G. Komen South Florida, we hope you will join us in the fight against breast cancer by participating in our first-ever "**Downtowns Go Pink**" **event on Thursday, October 26, 2017.** Restaurants and stores all along each avenue in Delray Beach, West Palm Beach and Stuart will become destination hot spots by offering special discounts and items to help raise funds for local life-saving breast cancer programs and research to find a cure. As members of our community, we ask you to show your support for the local women and men in need of our services, while simultaneously promoting your business. Downtowns Go Pink will recognize your support during October's Breast Cancer Awareness Month and serve as a pre-event for the 27th Annual Susan G. Komen South Florida Race for the Cure on January 27, 2018.

Community support is critical to our life-saving work. Thanks to fundraising events like Downtowns Go Pink, Komen South Florida has **invested over \$14 million** in breast health programs in Palm Beach, Martin, and St. Lucie counties since 1991. Seventy-five percent of our fundraising net income stays in the South Florida community to help fund local programs offering breast health education and breast cancer screening and treatment. Twenty-five percent supports critical research through the Susan G. Komen Grants Program, impacting breast cancer patients locally, and around the world. You can help make all of this possible and be a part of Komen achieving its Bold Goal to reduce the nation's 40,000 cancer deaths by 50% by 2026!



<u>How it works</u>: Along with other downtown stores and restaurants, we ask you to pledge a donation to Susan G. Komen South Florida based upon your sales. Whether you are able to offer a percentage of your daily/nightly sales or a flat amount, we deeply appreciate the financial support. We will certainly acknowledge your gift for tax deduction purposes. The Delray Beach DDA is lighting up the Downtown area and hosting the Sidewalk Sale that was cancelled due to Hurricane IRMA. Please fill out the attached form and check off if you will be participating in the sidewalk sale on Oct. 26 from 10am – 6pm.

<u>Community-wide recognition</u>: Komen South Florida will publicize the event through a multi-media effort, including e-marketing, radio, social media, and our website. Your logo will be featured on all e-blasts distributed to more than 58,000 Komen South Florida supporters. We invite you to place our flyers in your store as well as use your own social

media outlets to show your support and encourage shoppers to visit your store during the event.

Thank you for considering becoming a part of Komen's Downtowns Go Pink. Attached is the participation agreement form, which we request you complete and return no later than October 5, 2017, to be included in our promotional efforts. It would be our privilege to partner with your business to save lives. With your help, we plan to make the inaugural Downtowns Go Pink a tremendously successful event!

Please be sure to join us for the Race for the Cure on Saturday, January 27, 2018!

Thank you!

#### Jill & Nichelle

Jill Weiss | Breast Cancer Survivor & Race for the Cure Chair

Nichelle Rains | Events Manager

If you or your company would like to consider other ways of supporting Susan G. Komen South Florida, we would love to meet with you to explore opportunities, including forming a team and becoming a sponsor of the Race for the Cure. Please contact Nichelle Rains at 561.514.3020 or nichelle@komensouthflorida.org.

#### **BUSINESS PARTICIPATION AGREEMENT FORM**

Business Name for Promoting:	
Name of Legal Entity (for tax purposes):	
Contact and Title:	
Store Address:	
	ttach a list of all locations/addresses/managers Business Phone:
Email:	respondence regarding Downtowns Go Pink participation
required for the most up-to date corr	espondence regarding Downtowns Go Pink participation
YES – WE WILL BE PARTICIPA	ATING IN THE DOWNTOWN DELRAY SIDEWALK SALE
<ul> <li>Press Releases sent to media partn</li> <li>Social Media including Facebook (ausing the hashtag #KomenSFGoPink</li> <li>Email Communications sent to 581</li> </ul>	~6K+ fans), Twitter (2.5K+ followers) and Instagram followers, K K+ to Komen South Florida supporters Iline at www.komensouthflorida.org/events/gopink) er/Flyer
10% of day's sales Other:	
	r ways to support Susan G. Komen South Florida, including Cure on January 27, 2018 or becoming a sponsor?
If yes, please provide contact name	and information:
Payment Donation is due by Friday, November Please make check payable to: Kome	
including cost or payments incurred pursual Komen Organization against any third-party	ate) o any party or vendor for any fees, costs or payments of any kind, nt to this Agreement. Applicant agrees to indemnify and hold harmless or claims arising out of our in connection with the indemnifying party's or provided by the indemnifying party in connection with the Downtowns
Print Name	Title
Signature	Date

