



raise Is The Cure®

Giving Hope. Providing Help.
A Breast Health Initiative

12TH ANNUAL WEEK OF HOPE, HEALTH & HEALING

Philadelphia, PA

OCT **1 - 8**
2017

2017 Sponsorship Deck



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The Facts About Breast Cancer

- In 2017, it is estimated that 1900 breast cancer related deaths will occur in women in the Pennsylvania Region.*
- Breast cancer is the most commonly diagnosed cancer among African American women.**
- Only about half (51%) of breast cancers diagnosed among African American women are diagnosed at a local stage, compared to 61% among white women. **
- The mortality rate of breast cancer is higher in African Americans than in whites.**
- Factors that contribute to the higher death rates among African American women include differences in access to and utilization of early detection and treatment and differences in tumor characteristics; however it is believed that much of this disparity remains unexplained.**

*2017 Cancer Facts & Figures

**ACS African American 2013-2014 Cancer Facts

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About Praise Is The Cure

Praise Is The Cure® (PITC) is a non-profit organization that cares about the breast health of our current and future generations of African American women and men. We recognize the difficult journey to wellness made by African American Breast Cancer patients, survivors and their families, and we are ready to give hope and provide help.

Our mission is to eliminate Breast Cancer disparities among Black women by providing education, access to early detection and other support services.

We promote intervention, prevention and awareness, targeting African American Women and their families with an emphasis on the underserved and underinsured in Philadelphia, PA – the fifth largest African American populated city in the US* – through:

- Educational Workshops;
- Health Screenings;
- Empowerment Sessions;
- Community Events including our annual Week of Hope, Health & Healing.

PITC celebrates patients and survivors, as well as provides encouragement to uplift spouses, parents, children, family and friends who have gone down the path to recovery.

*2010 US Census Results: Philadelphia African American Population 1,241,780 (20%)

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Our Co-Founders

I thought, "Oh my gosh I gave my daughter breast cancer."

That's what Philadelphia survivor Anita T. Conner thought when her daughter, Kerri Conner Matchett was diagnosed with breast cancer in 2008, exactly 10 years to the day after Anita's own diagnosis. Now together, they're on a mission to educate and motivate women of color to get breast health screenings and treatments.

pabreastcancer.org



PITC Co-Founders (l-r) Kerri Conner Matchett and Anita T. Conner

"I want other women to know that breast cancer is not a death sentence. You have to be active in your health and remember that no one knows your body better than you do."

Anita T. Conner | 19 Year Survivor

"When I was diagnosed someone told me that a Monarch butterfly travels 1,000 miles in its lifetime. If a butterfly can do it, you can. Don't give up and you'll make it to your destination."

Kerri Conner Matchett | 9 Year Survivor

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About Annual Week of Hope, Health & Healing

A Week of Hope, Health and Healing enables women to receive mammograms and other health screenings each year, educates communities that are losing the fight from lack of breast health education and celebrates patients and survivors.

SCHEDULE OF EVENTS

October 1 [Sunday]

Location: Churches throughout Philadelphia and surrounding areas

Praise Sunday PITC's team of survivors and volunteers visit churches and community organizations to make Breast Health presentations and distribute health information to those in attendance.

October 4 [Wednesday]

Location: TBD

Children's Event A fun filled afternoon that educates youth ages 2-10 about breast cancer and encourages parents to have open discussions about the disease with their children.

October 7 [Saturday]

Location: Mt. Airy Church of God | 6401 Ogontz Ave | Philadelphia, PA 19126

Pamper Party This special session is for survivors and those currently fighting breast cancer. Attendees receive a wide range of complimentary pamper services to empower and celebrate them. Plus a full-course meal is always served.

Events continued on next page.

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About Annual Week of Hope, Health & Healing

SCHEDULE OF EVENTS Continued

October 7 [Saturday]

Location: Mt. Airy Church of God | 6401 Ogontz Ave | Philadelphia, PA 19126

Mammogram Screenings A mobile screening unit will be onsite to provide mammography for women 40 years and older with a prescription from their physician. Uninsured and underinsured are welcome.

Community Health Fair This fair offers attendees empowerment workshops, demonstrations and free health screenings such as blood pressure, BMI and glucose. Participants will also receive literature and a healthy conscious meal.

Men's Forum This powerful gathering gives men an outlet to learn tips on supporting loved ones who are fighting against breast cancer. Men also receive steps on improving their own personal health, on the spot private health screenings and a delicious meal.

Gospel Music Extravaganza In honor of our Breast Cancer Survivors, this uplifting time of praise features musical guests including a national platform artist and words of encouragement from celebrities, political figures and breast cancer advocates.

October 8 [Sunday]

Location: Kurtz Center for Performing Arts | 3000 School House Ln | Philadelphia, PA 19144

Grace Dance Theatre Benefit Dance Performance

Praise Is The Cure® and the renowned Grace Dance Theatre partner for this ticketed fundraiser open to the community. All attendees receive life-saving information on breast health.

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Help Us Give Hope & Provide Help To Others

Our goal is to be the solution to Philadelphia's African American communities having limited education about breast health, fear of employing early detection practices and the lack of access to support services. But the reality is that we cannot do this alone.

If your business aligns with our cause or simply believes in the work we are doing, please become a sponsor of PITC's 12th Annual Week of Hope, Health & Healing. We offer four (4) different sponsor levels: survivor, fighter, partner and supporter.

Join us on this journey to eliminate breast cancer disparities among black women by giving hope and providing help.

*Praise Is The Cure® is a 501C3 Non-Profit Organization.
Donations are tax deductible.*

The Benefits of Sponsorship

- **Heighten your company's visibility in Philadelphia's viable African American community with a worthy cause event**
- **Develop a better relationship with African American breast cancer survivors, patients and their families**
- **Showcase your services and/or products**
- **Maximize your company's impact and generate media coverage**

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Sponsorship Opportunities

\$10,000 | SURVIVOR

- Prominent name/logo printed in all event advertisements
- Opportunity to welcome attendees from the podium during
- Pamper Party or Gospel Music Extravaganza
- Exhibit table at Saturday event
- Opportunity to have your company vertical banner displayed at Children's Festival and Saturday event. (You must provide banner and stand.)
- Opportunity to include one (1) marketing item in attendee registration bags
- Prominent Logo on back of event t-shirt
- Sponsor recognition during Media interviews
- Company logo featured as Week of Hope, Health & Healing sponsor on praisethecure.org
- Prominent Thank You on signage at Saturday's event
- Social Media recognition leading up to the week
- Social Media "Thank You" the week following the event
- Eight (8) VIP Seats at the Gospel Music Extravaganza
- Full Page Color Ad in Praise Sunday Booklet distributed at all churches who participate in Praise Sunday

\$5,000 | FIGHTER

- Opportunity to include one (1) marketing item in attendee registration bags
- Logo on Week of Hope, Health & Healing flyer and back of event t-shirt
- Sponsor recognition during Media interviews
- Prominent Thank You on signage at Saturday's event
- Social Media recognition leading up to the week
- Social Media "Thank You" the week following the event
- Six (6) VIP Seats at the Gospel Music Extravaganza
- Half Page Color Ad in Praise Sunday Booklet distributed at all churches who participate in Praise Sunday

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Sponsorship Opportunities

\$2,500 | PARTNER

- Opportunity to include one (1) marketing item in attendee registration bags
- Logo on Week of Hope, Health & Healing flyer and back of event t-shirt
- Company name listing as Week of Hope, Health & Healing sponsor on praiseisthecure.org
- Thank You on signage at Saturday's event
- Social Media recognition leading up to the week
- Social Media "Thank You" the week following the event
- Four (4) VIP Seats at the Gospel Music Extravaganza
- Quarter Page Color Ad in Praise Sunday Booklet distributed at all churches who participate in Praise Sunday

\$1,000 | SUPPORTER

- Company name listing as Week of Hope, Health & Healing sponsor on praiseisthecure.org
- Thank You on signage at Saturday's event
- Social Media recognition leading up to the week
- Social Media "Thank You" the week following the event
- Two (2) VIP Seats at the Gospel Music Extravaganza
- Business Card Color Ad in Praise Sunday Booklet distributed at all churches who participate in Praise Sunday

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We know the battle that must be fought when someone is diagnosed with Breast Cancer.

Each year our greatest joy is to see the Week of Hope, Health & Healing reach as many hearts and minds as absolutely possible in Philadelphia.



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Thank you for considering being a sponsor.

Contact:

Anita T. Conner or Kerri Conner Matchett

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@_PITC

www.praiseisthecure.org



@praiseisthecure

