

2018 SPONSORSHIP DECK



raise Is The Cure®

Giving Hope. Providing Help.

A Breast Health Initiative

13TH ANNUAL WEEK OF HOPE, HEALTH & HEALING

SEPTEMBER 30 – OCTOBER 7, 2018



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About Praise Is The Cure®



PITC Co-Founders (l-r)
Kerri Conner Matchett, 10 Year Survivor
and Anita T. Conner, 20 Year Survivor

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 screenings and treatment 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:

- Distribution of Breast Health literature
- Breast Health screenings and treatments through our referral network
- Support services for patients, survivors and their families and friends
- 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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Breast Cancer Disparity Facts

“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
Co-Founder, PITC
Breast Cancer Survivor

“When I was diagnosed with breast cancer, I learned that despite how fragile the Monarch butterfly is, it travels 1,000 miles in its lifetime. If a butterfly can make this difficult journey, you can too. You can’t give up despite what life may throw your way.”

Kerri Conner Matchett
Co-Founder, PITC
Breast Cancer Survivor

- African American women are more likely to be diagnosed with breast cancer at later stages of the disease and experience delays in treatment of two or more months after initial diagnosis.
- Breast cancer is the most commonly diagnosed cancer among black women.
- African American women have the highest death rate of all racial and ethnic groups, and are 42% more likely to die of breast cancer than white women.
- Higher death rates among African American women likely reflect a combination of factors, including differences in stage of cancer at diagnosis, tumor characteristics, as well as timely access to screening, diagnostic and treatment services.

Facts from American Cancer Society Cancer Network

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About Our 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 breast cancer patients and survivors.

Schedule Of Events

September 30 [Sunday] Estimated Attendance 15,000

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.

Praise Sunday will be hosted by over 60 faith-based institutions with an average of 300 members in attendance at each organization.

October 3 [Wednesday] Estimated Attendance 200

Location: Wissahickon Boys & Girls Club - *Private Event*

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 6 [Saturday]

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

SUPER SATURDAY - Includes 5 Community Events

Pamper Party – Estimated Attendance 200

This special session is for survivors and those currently fighting breast cancer. Attendees receive a wide range of complimentary spa services and can participate in other fun activities. A full-course meal will be served.

Events continued on next page.

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About Our Annual Week of Hope, Health & Healing

Imagine a party that celebrates Life! Connecting patients, survivors, families and supporters and infusing wellness, awareness, fun and fellowship into a week long community festival. This is the essence of Praise Is The Cure®!

Schedule Of Events

October 6 (Saturday) Continued

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

Mammogram Screenings – Estimated Participants: 40
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 – Estimated Attendance 300
This fair offers attendees healthy living workshops, demonstrations and health screenings such as blood pressure, BMI and glucose. Participants will also receive literature and a healthy conscious meal.

Men's Forum – Estimated Attendance 100
This powerful gathering gives men an outlet to learn tips on supporting loved ones who are fighting breast cancer. Men also receive tips on improving their own personal health, private health screenings and a delicious meal.

Musical Extravaganza – Estimated Attendance 3000
In honor of our Breast Cancer patients, survivors, their families and friends, this uplifting time of praise features musical guests and words of encouragement from prominent individuals and breast cancer advocates.

Events continued on next page

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About Our Annual Week of Hope, Health & Healing

Families from across the area converge for an amenities filled weeklong retreat that blends: health advocacy, soulful cuisine, family friendly entertainment, health screenings, pampering, workshops, sponsors pavilions, a Musical Extravaganza and a Benefit Dance Concert together for the ultimate goal of spreading Hope, Health and Healing!

Schedule Of Events

October 7 [Sunday] Estimated Attendance 600

**Location: Kurtz Theatre for Performing Arts
3000 Schoolhouse Lane | Philadelphia, PA 19144**

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



Praise Is The Cure® volunteers take a photo with our annual sponsor Always Best Care owner Bryant Greene and world-renowned model Beverly Johnson at the 12th Annual Week of Hope, Health & Healing Survivors' Pamper Party.

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Sponsorship Levels

THE BENEFITS OF SPONSORSHIP

Sponsorship provides opportunities to access thousands of consumers through online, print and radio impressions, while demonstrating the philanthropic impact of your company.

We look forward to bringing you into our health awareness campaign and working with you to showcase your brand to our vast sphere of influence.

PARTNER | \$10,000

- Company logo printed on all event print collateral
- Opportunity to have your company vertical banner displayed at Super Saturday and Benefit Dance Concert. (You must provide banner & stand.)
- Opportunity to make a presentation at the Children's Festival, Pamper Party, Men's Forum, Musical Extravaganza and Benefit Dance Concert
- Exhibit table at Super Saturday
- Opportunity to include marketing items in attendee registration bags. *Approximately 500 bags will be distributed.*
- Sponsor recognition during Media interviews
- Company logo featured as Week of Hope, Health & Healing sponsor on PraiselsTheCure.org for one (1) year (2018 – 2019) with a link to your website
- Prominent Thank You on signage at all events
- Social Media recognition leading up to the week
- Social Media "Thank You" the week following the event
- Special Seating at the Musical Extravaganza
- Full Page Color Ad in 2018-2019 Breast Cancer Awareness Education Booklet to be distributed on Praise Sunday and other events throughout the year *15,000+ booklets printed.*

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Sponsorship Levels

THE BENEFITS OF SPONSORSHIP

- Develop a better relationship with African American breast cancer survivors, patients and their families
- Showcase your services and/or products

SURVIVOR | \$5,000

- Opportunity to make a presentation at the Pamper Party and Musical Extravaganza
- Company logo printed on Week of Hope, Health & Healing flyer distributed throughout Philadelphia and surrounding areas (15,000 printed)
- Exhibit table at Super Saturday
- Opportunity to include marketing items in attendee registration bags. *Approximately 500 bags will be distributed.*
- Sponsor recognition during Media interviews
- Company logo featured as Week of Hope, Health & Healing sponsor on PraiselsTheCure.org for one (1) year (2018 – 2019)
- Prominent Thank You on signage at all events
- Social Media recognition leading up to the week
- Social Media “Thank You” the week following the event
- Special Seating at the Musical Extravaganza
- Half Page Color Ad in 2018-2019 Breast Cancer Awareness Education Booklet to be distributed on Praise Sunday and other events throughout the year *15,000+ booklets printed.*

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Sponsorship Levels

THE BENEFITS OF SPONSORSHIP

- Heighten your company's visibility in Philadelphia's viable African American community
- Maximize your company's impact and generate media coverage

FIGHTER | \$2,500

- Opportunity to include marketing items in attendee registration bags. *Approximately 500 bags will be distributed.*
- Company logo on Week of Hope, Health & Healing flyer (15,000 printed)
- Quarter Page Color Ad in 2018-2019 Breast Cancer Awareness Education Booklet to be distributed on Praise Sunday and other events throughout the year *15,000+ booklets printed*
- Company name featured as Week of Hope, Health & Healing sponsor on PraiselsTheCure.org for one (1) year (2018 – 2019)
- Company logo on "Thank You" signage at all events
- Social Media recognition leading up to the week
- Social Media "Thank You" the week following the event
- Special Seating at the Musical Extravaganza

SUPPORTER | \$1,000

- Business Card Color Ad in 2018-2019 Breast Cancer Awareness Education Booklet to be distributed on Praise Sunday and other events throughout the year *15,000+ booklets printed.*
- Company name featured as Week of Hope, Health & Healing sponsor on PraiselsTheCure.org for one (1) year (2018 – 2019)
- Company logo on "Thank You" signage at all events
- Social Media recognition leading up to the week
- Social Media "Thank You" the week following the event
- Special Seating at the Musical Extravaganza

Custom Packages are available.

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

*Become a sponsor for our
13th Annual Week of Hope, Health & Healing.*

Contact:
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www.PraiseIsTheCure.org

Praise Is The Cure® is a non-profit affiliate of Anita T. Conner & Associates, P.C.



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