

Cooperative Marketing and Fundraising Partnership Opportunity

Celebrating National Breast Cancer Awareness Month – October 2015

Show your pink pride!



Here's how you can be involved ...





You're invited to participate. This October, we'll **Paint the Town Pink, supporting cancer patients, right here in Harford County. From decorated store fronts and point of sale items, to fundraising events and promotions throughout the county and on the campuses of University of Maryland Upper Chesapeake Health, here's how you can be a part of this special month:**

1. Become a Partner in Pink:

- Agree to display promotional signage in your storefront, windows and/or at appropriate locations in your business. Get creative! Prizes and recognition will be awarded to our 'pinkest' participators.
- Agree to 'sell' and display point of sale cards in your business. Ask your patrons "Would you like to make a donation to Cancer LifeNet at The Kaufman Cancer Center?"
- Display information about the Cancer LifeNet program in your business. Cancer LifeNet is a free-of-charge supportive program offered to cancer patients and their loved ones in our community. The program is funded fully by philanthropy.

Note: Flyers, point of sale cards, and brochures will be provided to you by UM Upper Chesapeake Health.

2. Become a Signature Pink Sponsor: By making a gift or raising \$500 or more in support of Cancer LifeNet:

- Host a fundraising event at your business (ex. 25% off all pink merchandise with proceeds benefitting Cancer LifeNet at UM Upper Chesapeake Health) Get creative! Please share your promotion details by September 27, so that your specials can be included in Paint the Town Pink promotions.
- **For Restaurants and Pubs:** Agree to sell and honor drink specials with Paint the Town Pink commemorative cups.
- Agree to display promotional signage in your storefront, windows and/or at appropriate locations in your business.

By serving as a Signature Pink Sponsor, your business name will be listed in all press materials, event signage, UCHF website and social media promotion. **For Restaurants and Pubs:** Cup sales and drink specials will be promoted. Note: Flyers, cups, and brochures will be provided by UM Upper Chesapeake Health.

3. Go all in! More than 1,000 pins will be given to Kaufman Cancer Center employees and handed out at community events throughout the month of October to promote Paint The Town Pink pride. Serve as **exclusive Pink Pin Sponsor** and have your corporate name/ logo included on the **Pink Pin** giveaway along with our signature Paint The Town Pink logo. **Gift amount requested, \$2,500.**

4. Have other ideas on how you'd like to participate? Contact: Sarah Karantonis at 443-643-3390 or email: skarantonis@uchs.org.

Supporting Cancer Patients, Right Here In Harford County.



About Cancer LifeNet:

Everyone in our community knows someone who has faced the terribly frightening disease of cancer and has seen, firsthand, the impact this has in so many ways. Sometimes the unknown can be the biggest fear for individuals when they receive a cancer diagnosis. Navigating the healthcare system while facing a life-threatening illness can be a major challenge.

The Cancer LifeNet Program at The Kaufman Cancer Center, founded in 2006, offers free-of-charge services to all residents of Harford and Cecil counties, regardless of where they receive their cancer treatment. Services provided by Cancer LifeNet include:

- Education and assistance from oncology nurse navigators
- Counseling and assistance with access to resources from oncology social workers
- Support groups and educational programs
- Support from specially trained volunteer navigators who have personal experience with cancer

The Cancer LifeNet Program at The Kaufman Cancer Center anticipates serving more than 1,250 cancer patients or their loved ones in 2014. Over 85% of the cancer patients or loved ones served by The Cancer LifeNet Program reside in Harford County. With more than 1,000 new cancer patients per year in Harford County alone, the need for cancer care and supportive services is real and it is urgent. For more information about Cancer LifeNet call 1-866-393-4355 or visit www.uchcancer.org

About The Kaufman Cancer Center:

UM Upper Chesapeake Health's commitment to build a world-class Cancer Center and Support network came to fruition in Fall 2013 with the opening of The Patricia D. and M. Scot Kaufman Cancer Center. The 75,000 square foot, two-story facility gives cancer patients in Harford County access to top-tier care in their community. The Kaufman Cancer Center provides residents with convenient access to highly-trained physicians, state-of-the-art technology and multidisciplinary cancer care.

Upper Chesapeake Health formed a partnership with the University of Maryland Medical Center (UMMC) to provide patients with access to the best medical care in Harford County and the surrounding area. Building on the foundation of UMMC's Marlene and Stewart Greenebaum Cancer Center, UM Upper Chesapeake Health patients now have access to a large regional health network and expanded services. As a partner of UMMC, one of 66 designated National Cancer Institutes in the country, patients at the Kaufman Cancer Center will have access to resources such as clinical trials, research, and technological advances in cancer care.

About The Upper Chesapeake Health Foundation:

Founded in 1987, The Upper Chesapeake Health Foundation is a registered 501c3 nonprofit organization that exists to support Upper Chesapeake Health in its' mission to provide unparalleled healthcare services for our community. With a Board of Directors comprised of 45 community leaders, philanthropists, volunteers, and partners, The Foundation is committed to funding vital healthcare programs offered to the residents of Harford County, Cecil County, and Northern Baltimore County. For more information about The Foundation call 443-643-3460 or visit www.uchfoundation.org



REPLY FORM

*(Please reply by **September 28**)*

_____ Yes, we would like to serve as:

_____ **\$2,500 Exclusive Pink Pin Sponsor** - Note: Business logo requested September 15.

_____ **\$500 (or greater) Signature Pink Sponsor**

By checking, I pledge to award \$500 or more to UM UCH through participation in 2015 Paint The Town Pink cooperative marketing and fundraising efforts.

_____ **Partner in Pink** (cooperative marketing opportunity) --- *I pledge to show my pink pride! Please deliver posters and signage to display in my business.*

_____ Please contact me, I have additional ideas on how I'd like to participate.

Business Name: _____

(How name should appear in marketing and acknowledgement materials)

Contact Name: _____

Preferred Email Address: _____

Preferred Phone Number: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Please make checks payable to **Upper Chesapeake Health Foundation**

Mail with copy of this Partnership Reply Form to:

Upper Chesapeake Health Foundation c/o Paint The Town Pink

520 Upper Chesapeake Drive, Suite 405 Bel Air, MD 21014 Or, fax to: (443) 643-3316

To make a gift by credit card, please call The Foundation Office at (443) 643-3460 or visit: uchfoundation.org

For more information, contact: Sarah Karantonis @ skarantonis@uchs.org or 443-643-3390

To receive a copy of the current financial statements please submit your request in writing to 520 Upper Chesapeake Drive Bel Air, MD 21014. Documents submitted to the State of Maryland under the Maryland Charitable Distributions Act are available from the Office of the Secretary of State for the cost of copying and postage.