

2025



PINK PROJECT SPONSORSHIP PROPOSAL

Our annual Pink Project provides a day of service to strengthen and renew the mind, body and spirit of Breast Cancer Survivors through donated beauty services.

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ABOUT US



The Pink Project is a heartfelt day of pampering and healing for women currently battling or surviving breast cancer. For nearly a decade, we've honored women through beauty, storytelling, and sisterhood—restoring confidence when they need it most. This year, we're elevating the experience in partnership with Sister's Journey Inc. by bringing our glam services to Mohegan Sun during their 27th annual Breast Cancer Pink Tea.

Breast cancer doesn't discriminate. Neither do we.

We welcome nominations from across our community—friends, families, and caregivers share stories of survivors and those in treatment. A select group of nominees will receive a full VIP beauty transformation and attend the Pink Tea in style.

MEET OUR TEAM



RENEE BROWN
Founder



RAMYA RIVERA
Event Coordinator



STEPHANIE CANTY
Beauty Team Lead



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WHY GIVE?

What your sponsorship supports

- Hotel accommodations for selected winners
- Beauty kits, wigs, makeup, and glam services
- Videographer + photographer to capture their stories
- Travel + stay for the beauty and media teams
- Event presence and materials for Sister's Journey Inc. Pink Tea

Why should you sponsor this?

You're not just giving—we're giving back to you:

- Logo in recap video shared across platforms
- Recognition on our social media (Instagram 30K, TikTok 11K, Clientele Email List 9K)
- Ad in event booklet at Sister's Journey Pink Tea
- Optional role in selecting winners through community nominations
- Real impact, real women, real stories—brought to life by your brand

Bonus Add-On Opportunities:

- Sponsor the gift bags for all Pink Tea attendees
- Provide in-kind items (e.g., lashes, makeup, affirmation cards, journals etc.)
- Cover travel or hotel rooms for beauty volunteers





SPONSORSHIP PACKAGES

POWER IN PINK \$5,000

Presenting Sponsor

Name/logo on all materials, social posts, video feature, full-page ad, role in nominee selection, speaking opportunity at the Pink Tea and an email blast highlight.

CROWN HER \$2,500

Wig & Glam Sponsor

Recognition on social, video credit, ½ page ad, logo on beauty kits and an email blast highlight.

CIRCLE OF CARE \$1,000

Group shout-out, name in booklet, logo on recap video

PINK HEART SUPPORTER \$500

Name on social media thank-you post and nomination website



SPONSORSHIP PROPOSAL 2025

THANK YOU!

Ready to sponsor?

We'd love to connect and find the level that fits your heart and your brand.

Contact: **Rosalee Daley, CFC®**

Certified Financial Counselor / Lead Consultant

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