



Men Wear Pink CENC

Sponsorship Opportunity

National, Regional, & Statewide Partnerships

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Men Wear Pink Overview

As a Men Wear Pink sponsor, you hold the power to lead the most influential men and those who identify with masculinity in **communities across the nation** in the charge to help end breast cancer as we know it, for everyone. These high-profile, **influential participants include thousands of CEOs, doctors, and community leaders** in hundreds of communities across the country. In 2023 there were over 2,400 ambassadors who participated in the campaign. Together, they raised more than \$11 million. **This year approximately 2,500 ambassadors will participate in over 110 campaigns.**



2013: started in Jackson, TN



3,200 candidates



200 communities



\$10+ million raised

We Are Working to End Breast Cancer as We Know it, for Everyone.

The American Cancer Society is the **nation's nonprofit leader** in the breast cancer fight.

We are putting **100+ years** of cancer-fighting experience to work through investments in **breast cancer research**, ensuring greater access to **quality care, influencing public policy**, and **providing patient support**.

We've witnessed a **42% decline** from **1989 to 2019** in the **female breast cancer death rate**, and as the top private funder of breast cancer research, **we have no intention of ever slowing down**.

Because of programs like **Men Wear Pink**, the American Cancer Society is able to serve people facing breast cancer and their families where and when they need us most.

Breast Cancer Facts & Stats



For the first time ever, female breast cancer has surpassed lung cancer as the most commonly diagnosed cancer worldwide (*Global Cancer Statistics 2020*). **An estimated 290,560 people will be diagnosed in 2024: 287,850 women and 2,710 men** (*Cancer Facts & Figures*).



ACS is currently investing **\$78.1 million** in breast cancer-specific research through **160 grants** (as of January 2023).



There are more than **3.8 million breast cancer survivors** in the US today, including those who have completed treatment and those still undergoing treatment.



ACS has **26 grants totaling \$18.6 million** at 22 institutions nationwide dedicated to metastatic breast cancer research. (Jan 2023)



The death rate from breast cancer dropped by 42% from 1989 to 2019 as a result of earlier detection through increased awareness and mammography screening, as well as advances in treatments. **Despite this drop, Black women are 41% more likely to die of breast cancer than White women overall and are twice as likely to die if they are younger than age 50.**



In addition, the American Cancer Society's commitment to health equity includes a **\$49 million investment in research to help understand cancer inequalities** and create strategies for overcoming them.

Presenting Sponsor

Sponsorship Fee: \$25,000

- Presenting Placement of company logo on campaign websites as campaign Presenting Sponsor
- Company logo and “present by company name” featured on co-branded signs for all campaign events
- Television and radio interviews (as available)
- Speaking opportunities during campaign events
- ACS support in developing co-branded social campaign and execution
- Verbal and visual recognition for all campaign events
- Inclusion in pre and post campaign news releases
- Logo included on signature line of all campaign emails sent from the website
- Social recognition within designated channels where applicable
- Logo inclusion on all program materials for campaign
- Opportunity to provide giveaway to all Ambassadors



Companies committed to supporting our efforts to end breast cancer as we know it can make a meaningful contribution to the American Cancer Society as sponsors of the Men Wear Pink program.

Sponsorship not only benefits a great cause, but it directly supports the work of breast cancer research and support services.

Kickoff Sponsor

Sponsorship Fee: \$10,000

- Right to use ACS logo on your website and social platforms with messaging relating to your partnership. ACS reserves the right to review and edit messaging and logo placement.
- Company logo featured on digital kickoff invitations
- Television and radio interviews (as available)
- Speaking opportunity at kickoff event
- Company logo featured on kickoff signage
- Company mentioned in pre kickoff new release
- Social recognition on channels where applicable
- Logo inclusion on all program materials for campaign
- Opportunity to provide giveaway to all Ambassadors



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Wrap-Up Sponsor

Sponsorship Fee: \$10,000

- Right to use ACS logo on your website and social platforms with messaging relating to your partnership. ACS reserves the right to review and edit messaging and logo placement.
- Opportunity to host wrap up event at company
- Company logo featured on digital invitations
- Speaking opportunity at Wrap Up event
- Television and radio interviews (as available)
- Logo included on signature line of “thank you” email sent from the website
- Social recognition on channels where applicable
- Logo inclusion on all program materials for campaign
- Opportunity to provide giveaway to all Ambassadors



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Business Networking Sponsor

Sponsorship Fee: \$7,500

- Right to use ACS logo on your website and social platforms with messaging relating to your partnership. ACS reserves the right to review and edit messaging and logo placement.
- Company logo on Men Wear Pink campaign website
- Featured in local official campaign promo video
- Television and radio interviews (as available)
- Opportunity to host business networking event at location of choice
- Mention in pre and post event news release
- Social recognition on channels where applicable
- Logo inclusion on all program materials for campaign
- Opportunity to provide giveaway to all Ambassadors



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MVP Sponsor

Sponsorship Fee: \$5,000

- Right to use ACS logo on your website and social platforms with messaging relating to your partnership. ACS reserves the right to review and edit messaging and logo placement.
- Company logo on Men Wear Pink campaign website
- Company mentioned in pre and post event news release
- Featured in local official campaign promo video
- Logo included on signature line of all campaign emails sent from the website
- Social recognition on channel where applicable
- Logo inclusion on all program materials for campaign
- Opportunity to provide giveaway to all Ambassadors



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Champion Sponsor

Sponsorship Fee: \$2,500

- Right to use ACS logo on your website and social platforms with messaging relating to your partnership. ACS reserves the right to review and edit messaging and logo placement.
- Company logo on Men Wear Pink campaign website
- Company name mentioned in pre and post campaign news release
- Featured in local official campaign promo video
- Logo included on signature line of all campaign emails sent from the website
- Social recognition on channel where applicable
- Logo inclusion on all program materials for campaign
- Opportunity to provide giveaway to all Ambassadors



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Hope Sponsor

Sponsorship Fee: \$1,000

- Right to use ACS logo on your website and social platforms with messaging relating to your partnership. ACS reserves the right to review and edit messaging and logo placement.
- Company logo on men wear pink campaign website
- Verbal and visual recognition at all campaign events
- Social recognition on applicable channels
- Logo inclusion on all program materials for campaign
- Opportunity to provide giveaway to all Ambassadors



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Thank You

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