



The
POWER **OF PINK**

12th Annual Event

2023 EVENT SPONSORSHIP OPPORTUNITIES

The Power of Pink is the major annual fundraising event for **Breast Care for Washington (BCW)** to support our breast health services for uninsured, underinsured, and underserved individuals in the Washington DC Metro area. Founded in 2011 by Karen Beam Leder in recognition of her sister Jill, a two-time breast cancer survivor, The Power of Pink raises funds through fitness and wellness programming that promotes whole body health.

100% of all funds go directly to support Breast Care for Washington's breast health services for those most in need in our region.

Approximately 150 individuals participate in The Power of Pink each year to celebrate the power of health, wellness, friendship, community, and giving back to those in the greatest need.

Health care services funding has never been more critical. Grappling with health and economic barriers still imposed by COVID-19 on top of day-to-day struggles, the Washington DC Metro area's most vulnerable populations are facing higher hurdles than ever before. Many postponed getting their annual screenings because of safety concerns during COVID-19 and are still trying to catch up. Now more than ever, we need to reach these patients. Early detection will save lives. Your support directly supports our breast health services in meeting this objective.

Hosted during Breast Cancer Awareness Month, this year's 12th Annual The Power of Pink event will take place on **Thursday, October 12, 2023**. The day will kick off with fitness classes, virtual and in-person at Equinox Bethesda, and pumpkin decorating, followed by a luncheon, program, and silent auction at PLANTA Bethesda where participants will hear messages from Breast Care for Washington. Laura Evans, media consultant and former local news anchor, will return as the Emcee of the event.



The Power Of Pink – the 12th Annual Event

Expanding Breast Health Services Funding

This year's The Power of Pink kicks off the second year as **the** major annual fundraising event for **Breast Care for Washington**. Karen Beam Leder founded, nurtured, and grew The Power of Pink that became a critical funding support for BCW. This broad base of support helps propel Breast Care for Washington into the forefront as an advocate for breast health services throughout the Washington DC Metro area. This high profile allows BCW to provide critical input during health care policy decision making at the federal, state, and local levels. Most of all, support of The Power of Pink allows BCW to continue and expand its mission to reduce breast cancer mortality in the Metro area.

The 12th Annual The Power of Pink will be **Thursday, October 12, 2023**.

Individual tickets are \$230 each—the cost of providing one woman with breast education, a clinical breast exam, a mammogram, and patient navigation services. Registration will open May 5. Sponsorships available NOW [here](#).

8–9 am

Virtual Yoga Sculpt with Karen Beam Leder

10:30-11:45 am

Pumpkin Decorating

11 am–12 pm

Yoga at Equinox Bethesda

12-2 pm

Luncheon, Program, Auction at PLANTA Bethesda



BREAST CARE FOR WASHINGTON

Washington, DC

Breast Care for Washington (BCW) aims to reduce breast cancer mortality in the Washington, DC, area by promoting access to breast cancer screening, diagnostics, and referrals to treatment for all regardless of their ability to pay. Since 2014, BCW has performed over 9,000 breast screenings and detected over 85 cases of breast cancer. The main location in Ward 8 of the District, offers screening and diagnostic mammography using state-of-the-art 3D technology, breast ultrasounds, minimally invasive biopsies, and patient navigation services. The mobile program has expanded the ability to bring mammograms to an even greater population where they live and work. A future goal of BCW is to add more comprehensive technological services to the mobile unit so that patients may have real-time assessment of their screening results.

FUNDRAISING HISTORY + HIGHLIGHTS

Since 2011, The Power of Pink has raised more than \$1,250,000 with a record \$181,000 in 2019.

2022



Dr. Regina Hampton, BCW's President & CEO, welcomes guests to The Power of Pink, BCW's major annual fundraiser generating more than \$170,000 in 2022

2018



Breast Care for Washington (BCW) recognized The Power of Pink as one of their largest supporters with our logo on their mobile mammography unit.

2016



BCW dedicated their mammography suite to The Power of Pink and its committee members who are breast cancer survivors.

Sponsor The Power Of Pink 12th Annual Event



ELITE ATHLETE / \$7,500

- Registration for 12 guests to attend the event
- Recognition in marketing materials
- Hyperlink to corporate website
- Mentioned in all public relations items



SPIRITED ATHLETE / \$2,500

- Registration for four guests to attend the event
- Recognition in marketing materials



COLLEGIATE ATHLETE / \$5,000

- Registration for eight guests to attend the event
- Recognition in marketing materials
- Hyperlink to corporate website



WEEKEND WARRIOR / \$1,000

- Registration for two guests to attend the event
- Recognition in marketing materials

EVENT CO-CHAIRS

Barbara Steakley, Breast Care for Washington Board Member

Susie Jackson, Former BCW VP for Development, Volunteer

COMMITTEE MEMBERS

Karen Beam Leder, The Power of Pink Founder, Chair Emeritus

Jacquelyn Dunmore-Griffith, MD, Breast Care for Washington Board Chair

Regina Hampton, MD, FACS, Breast Care for Washington President/CEO, ex officio

Mary Pat Alcus

Ami Aronson

Abbey Ayanian

Tomica L. Carter

Cathy Certner

Nancy Colleton

Elizabeth Crocker

Julie Crotty

Felicia Faragasso

Debbie Friedlander

Shelly Galli

Eleanor Gollob

Johnna Green

Janice Hansan

Kate Heald

Raymia Henderson

Jill Beam Kougl

Claire Leheny

Diane Lewis

Paige McKenzie

Judi Morris

Lisa Beam O'Brien

Julie Mendel Reinhard

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YES, I WOULD LIKE TO SPONSOR **THE POWER OF PINK** & SUPPORT BREAST HEALTH SERVICES FOR THOSE IN NEED!

ENCLOSED IS A CHECK FOR \$ _____

COMPANY/FOUNDATION NAME _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

PLEASE MAKE CHECKS PAYABLE TO: **BREAST CARE FOR WASHINGTON** OR YOU CAN SIGN UP AS A SPONSOR OR MAKE A DONATION ONLINE THROUGH [THIS LINK](#). SEE THE "SPONSOR OUR EVENT" OR "DONATE" BUTTON

FOR MORE INFORMATION, VISIT THE [BREAST CARE FOR WASHINGTON WEBSITE](#) AND [THE POWER OF PINK EVENT PAGE](#)

MAIL COMPLETED FORM TO: Barbara Steakley, The Power of Pink, 9110 Old Mt. Vernon Rd., Alexandria, VA 22309

OR EMAIL FORM TO: BSteakley@breastcaredc.org



FOR MORE INFORMATION

Barbara Steakley

Event Co-Chair

571-215-1897 (texts welcomed)

Bsteakley@breastcaredc.org