

# Tri-Valley SOCKs **Bras for the Cause** Breast Cancer Walk

## Saturday, 7pm, Date TBD, Spring 2022

### Partnership Support Opportunities and Benefits

On a Saturday evening in Spring 2022, hundreds of women and men will walk through Pleasanton in their decorated bras for a very compelling reason – to find a cure for breast cancer now! Show your commitment to the community and the cause while reaching an active, spirited, and informed local market.

#### \$7,500 Banner Partner

- Recognition on Main Street banner, all pre and post event press releases, brochures, posters, flyers & finisher's t-shirt
- Partner level acknowledgement in the Tri-Valley SOCKs newsletter
- Table space at pre walk festivities
- 15 complimentary walker registrations

#### \$5,000 Pit Stop Partner

- Your logo displayed on the pit stop banner & recognition on the finisher's t-shirt
- Partner level acknowledgement in the Tri-Valley SOCKs newsletter
- Table space at pre walk festivities
- 10 complimentary walker registrations

#### \$3,000 Cheering Station Partner

- Your logo displayed on a banner at the cheering stations & recognition on the finisher's t-shirt
- Table space at pre walk festivities
- 6 complimentary walker registrations

#### \$2,000 Limo Partner

- Your logo displayed on the Sweep Limo & recognition on the finisher's t-shirt
- Table space at pre walk festivities
- 3 complimentary walker registrations

#### \$1,000 Route Partner

- Your logo displayed along the route & recognition on the finisher's t-shirt
- Table space at pre walk festivities
- 2 complimentary walker registrations

#### \$500 Pink Ribbon Partner

- Your business acknowledged on the finisher's t-shirt
- Table space at pre walk festivities
- 1 complimentary walker registration

#### \$250 Supporter Partner

#### All Partnership levels include:

- Partner level logo placement on the Tri-Valley Socks website and event acknowledgement in the Finisher's Party slideshow.

#### Important Information:

- Due to the fluidity of ongoing COVID restrictions & we are unable to hold an 'in-person' walk, all funds received from Event Partners will first cover any accrued expenses & the remainder distributed to our designated breast cancer beneficiary groups.
- Deadlines: Jan. 20, 2022 for Event Partners to be included in Pleasanton Main Street banner week. Allow 1 week for website updates. All partner commitments must be received by March 1, 2022 for logo to be included on the t-shirt. Logo and name placement in advertising will be determined by ad space. Giveaways, coupons or information to be included in the Goodie Bags must be delivered to us before April 1, 2022. Donations for raffle baskets must be delivered by March 1, 2022.
- Table Space will be provided according to the level of partnership. Bring your signage. Share samples of your goods or information on services. No sales permitted.
- Each walker is required to raise the minimum \$200 in pledges. Complimentary walker registration applies to the registration fee only.