



HERE FOR
the girls[™]

2024 Here for the Girls

Sponsorship Packet

Our **MISSION** is to improve the lives of young women affected by breast cancer. Our **VISION** is that women everywhere will be inspired by their journey and overcome a life-altering diagnosis.





Dear Community Partner,

Here for the Girls (H4TG) is delighted to host three signature events in 2024 benefiting the impact programs for young women affected by breast cancer. We invite you to partner with **H4TG** to lovingly support the 'Breast' Ball Golf Tournament, Run for the Hills, or A Calendar to Live By/Pink Carpet Gala. Last year, nearly 1400 sponsors and supporters, in all three events combined, raised more than \$220,000 to provide a safe and inclusive space where individuals can connect with others, explore their personal journeys, gain knowledge to empower lifesaving decisions, and receive on-going in-depth support.

The generosity of our donors and community partners in 2023 enabled our educational, social engagement, and social-emotional support programs to reach more young women through increased workshops and support groups. This year, **H4TG** has set an ambitious goal to raise \$265,000 to launch counseling services and to enhance our programs that explore relationships after breast cancer, coping strategies, inspiration, self-care, and so much more.

We NEED your help to make a difference in the lives of hundreds of young women affected by breast cancer. You can help us reach our goal by becoming an event sponsor or making an in-kind contribution today! In the sponsorship materials attached, you will find more information about the ways you can partner with us to provide life – changing experiences for young women. If you or your company are interested in supporting these impactful events, please contact us info@hereforthegirls.org.

Thank you for your consideration.

The **H4TG** Family



IMPROVING THE LIVES OF YOUNG WOMEN AFFECTED BY BREAST CANCER

Here for the Girls, Inc. (H4TG) is a 501(c)(3) nonprofit improving the lives of young women affected by breast cancer (diagnosed under age 51). We offer social-emotional support through services that provide personal connections and a shared experience among our members. Our research-based support model focuses on the overall well-being of our members and delivers our services in a way that meets a member where they are in their breast cancer journey. The result is a robust, inclusive community that cultivates a sense of belonging and empowerment from diagnosis, through treatment, and beyond.



Social-Emotional

LEARNING IN for one another is key to building resilience and strength to overcome a cancer diagnosis.

H4TG offers monthly support groups, workshops, and support series designed to meet our members where they are at on their journey. Our support team of trained social workers and peer facilitators provide social-emotional support along with resources and referrals for our members.



Education

CARING FOR YOURSELF is at the center of breast and overall health and well-being.

H4TG offers educational events, workshops, and resources for our members. The private Member Hub is a central place for members to ask questions, access on-demand support, and learn about member only opportunities and events.



Connection

HOPE - INSPIRATION - POWER is the foundation of living life with an exclamation point instead of the period.

H4TG offers social engagement activities and events that provide personal connections and a sense of belonging among our members. Our members offer understanding, information, and sisterhood so they can face (and conquer) cancer together.



IT TAKES A VILLAGE WHY PARTNER WITH US?

Breast cancer doesn't just happen in October. It's something our members and their families face year round from diagnosis, through treatment, and beyond. We need your help to be **Here for the Girls** when they need us! Here are the top 8 reasons to partner with us!

Celebrate with community partners the overall impact for young women living with breast cancer

Promote brand awareness and association with events and campaigns

Connect with **H4TG** members and hear how your support is making a difference

Share a brand story and start a conversation through a selection of shareables and event influencer kit

Invest in the future of one and a community of many

Extend reach through marketing and PR with the support of **H4TG's** media partners

Drive authentic messaging through your own event page and an integrated experience at our events

Embrace **H4TG's** foundational value of "treasuring love above all"



LEARN MORE AT HEREFORTHEGIRLS.ORG

OUR EVENTS: BACKGROUND INFORMATION

Here for the Girls hosts three primary fundraising events, two of which are during Breast Cancer Awareness Month, that helps to fund our service offerings. Your support helps to provide the necessary support to address the social and emotional healing required after a breast cancer. Learn more at herefortheirls.org.



Golf

"Tee it up" for young women affected by breast cancer by supporting our annual **'Breast' Ball Golf Tournament presented by Hudgins Contracting Corp.** The tournament offers a day filled with golf, course contests, prizes, raffles, food, friends, and fun! This is a great opportunity for businesses to work side-by-side to support a good cause.

- **16TH** annual tournament scheduled for Thursday, April 18, 2024 with a 9:00 am shotgun start.
- **250+** participants, members, volunteers, and supporters each year.
- **70+** businesses represented in the tournament including construction, financial, professional services.
- **DEDICATED** to all members facing metastatic (stage IV) breast cancer.
- **2 COURSES** to choose from at Kingsmill, one of Williamsburg's premier clubs.



Calendar and Gala

Come together as a community and witness, firsthand, the impact each person has in making a difference in the lives of young women diagnosed with breast cancer. **The Pink Carpet Gala unveils A Calendar to Live By/Guide to Caring for Yourself, presented by Riverside Health System,** and shares the stories of resilience, optimism, and hope in the face of breast cancer.

- **18TH** annual Gala and unveiling of A Calendar to Live By. The Pink Carpet Gala is scheduled for Friday, October 25, 2024.
- **12** member stories featured with an opportunity to meet the members at the Gala.
- **8K+** calendars and health guides distributed in print and digitally.
- **EXCLUSIVE VENUE** featuring an intimate setting to experience the power of loving support firsthand. Tickets are limited - we encourage you to sponsor early to reserve your spot.



Run + Health Expo

Join us for a morning of health and fitness at the annual **Run for the Hills presented by TowneBank.** This event includes fun, love, and support for breast cancer survivors, caregivers, companies, health care practitioners, and those who just love to run or walk. Many teams coordinate matching outfits to support a loved one or to promote a favorite business.

- **14TH** annual 5K/1 Mile Fun Run with health expo scheduled for Saturday, October 5, 2024.
- **500+** participants, volunteers, and supporters each year!
- **20** teams fundraisers in 2022.
- **20+** sponsoring businesses and expo participants.
- **REACH** across southeastern Virginia with participants from Virginia Beach through Richmond sponsoring businesses.
- **COURSE** features a blend of roads and beautiful trails in New Town Williamsburg.



MARKETING + MEDIA HOW WE CAN HELP YOU!

A three-month comprehensive media and marketing campaign for each signature event will be activated across a number of platforms and channels.

DIGITAL

- H4TG eNewsletter - 8.7K+ database
- Event specific Electronic Direct Mail - 8.7K+ database
- Paid digital campaign including ad words and social advertising
- Other H4TG communications subject to availability

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WEBSITE

- H4TG Main Website
- Event Page through Classy.org
- 6.8K+ average page views
- Unique campaign page for each event
- 1.6K+ transactions per year

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SOCIAL

- H4TG Facebook and Instagram
- Media Partner Facebook and Instagram
- 3.1K+ Facebook followers
- 1K+ Instagram followers

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OUTDOOR

- Local community signage and promotion
- On-site promotions

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MEDIA + PR

- H4TG press releases
- Exclusive media partner opportunities (past examples include The Tide/WY Daily and 13NewsNow)
- Photo opportunities



2024 'BREAST' BALL GOLF TOURNAMENT

PRESENTED BY HUDGINS CONTRACTING CORP.

Learn more at hereforthegirls.org/golf

	Title Sponsor \$15,000 (1)	Reception/ Awards Sponsor \$6,000 (2)	Golf Clinic Sponsor \$5,000 (1)	Team Photo Sponsor \$3,000 (2)	Contest Sponsor \$1,300 (4)	Beverage Sponsor \$800 (6)	Hole Sponsor \$300 (36)
Mission Impact	Helps to ensure H4TG is able to continue our mission-critical services at no cost to our members	Helps to provide the support needed to launch H4TG's pilot counseling services	Helps to provide members access to opportunities that build confidence and resiliency	Helps provide tailored support services to help meet the unique needs of newly diagnosed women	Helps provide support and resources for members living with metastatic breast cancer	Helps provide monthly support groups for our members	Helps provide educational materials to newly diagnosed members
Category exclusivity	Prominently featured and naming rights with the opportunity for custom sponsor benefits	Featured at the post-golf reception and awards ceremony with the invitation to speak during the awards ceremony	Featured at the women's clinic which allows members to participate at a reduced cost	Featured on the team photos taken before golf and shared after the tournament	Featured at the course contests with the option to host a table/tent at the contest location	Featured at one of the beverage stations with the opportunity to volunteer at the station along with staff	Featured at one hole on the course
On-site Event Signage	Top Sponsor Banner on the course and at the clubhouse and the Sponsor Banner	Top Sponsor Banner on the course and at the clubhouse and the Sponsor Banner	Top Sponsor Banner on the course and at the clubhouse and the Sponsor Banner	Included on the Team Photo and Logo on the Sponsor Banner	Contest station banner and Logo on the Sponsor Banner	Beverage Station Banner and Listed on the Sponsor Banner	Logo on one Hole Sign and Listed on the Sponsor Banner
Sponsor Recognition	Logo with Links and Custom Materials	Logo	Logo	Logo	Logo	Listed	Listed
Event marketing and promotion	x	x	x	x	x	x	
PR & editorial	x						
Tickets and hospitality	16 Premier Players	8 Premier Players	Donated Golf Clinic Spots to Members	4 Premier Players	4 General Admission Players	5 Reception Tickets	
Brand activation	Option to host a table at the event	Option to host a table at the event	Option to host a table at the event	Option to host a table at the event	Option to host a table at the event		
Speaking opportunities	x	x					
On-site reads and announcements	x	x	x				
Post-event consumer insights	x	x					
Website recognition	x	x	x	x	x	x	x
Electronic direct mail content	x	x	x				
Social inclusions	x	x	x				
Reserve the sponsorship for 2025	x	x	x	x	x	x	

Sponsorship deadline is Thursday, March 28, 2024. Sponsorships after the deadline will not be guaranteed recognition on printed material.

2024 RUN FOR THE HILLS AND HEALTH EXPO

PRESENTED BY TOWNEBANK

Learn more at herefortheirls.org/run

	Presenting \$12,000 (1)	Platinum Sponsor \$5,500 (2)	Gold Sponsor \$2,550 (4)	Silver Sponsor \$1,500 (10)	Bronze Sponsor \$750 (8)	On Course Sign \$350 (5)	Expo Booth \$250 (8)
Category exclusivity	Prominently featured and naming rights with the opportunity for custom sponsor benefits	Featured at the health expo with the invitation to speak during the opening ceremony	Featured at the awards ceremony	Featured at the start/finish line of the race	Featured in the runner hospitality section of the race	Featured at the water stop on the course	Ask us about an exclusive rate for nonprofits
Event signage	Logo Recognition + Most Prominent Logo Placement on the Race Tee	Logo Recognition + Premier Logo Placement on the Race Tee	Logo Recognition + Logo on the Race Tee	Logo Sign at the start/finish line with logo on the Sponsor Banner and on the Race Tee	Logo Sign inside the Runner Hospitality and Listed on the Sponsor Banner and on the Race Tee	Logo Sign on the Course and Listed on the Sponsor Banner and on the Race Tee	
Sponsor Recognition	Logo with Links and Custom Materials	Logo	Logo	Logo	Listed	Listed	
Event marketing and promotion	x	x	x	x	x	x	
PR & editorial	x						
Tickets and hospitality	64 race entries	32 race entries	16 race entries	8 race entries	4 race entries	2 race entries	
Brand activation	Table/Tent and Items for the Participant Swag Bag	Table/Tent and Items for the Participant Swag Bag	Table/Tent and Items for the Participant Swag Bag	Table/Tent and Items for the Participant Swag Bag	Table/Tent and Items for the Participant Swag Bag	Items for the Participant Swag Bag	Space to setup a table/tent at the health expo
Consumer promotion	x	x	x	x	x		
Speaking opportunities	x	x					
On-site reads and announcements	x	x	x				
Post-event consumer insights	x	x					
Website recognition	x	x	x	x	x	x	
Electronic direct mail content	x	x	x				
Social inclusions	x	x	x				
Opportunity to reserve for next year	x	x	x	x	x	x	

Sponsorship deadline is Friday, September 13th. Sponsorships after the deadline will not be guaranteed recognition on printed material.

A CALENDAR TO LIVE BY 2025 AND GALA PRESENTED BY RIVERSIDE HEALTH SYSTEM

Learn more at hereforthegirls.org/inspired

	Presenting \$20,000 (1)	Hope \$10,500 (2)	Inspiration \$7,000 (3)	Power \$3,500 (4)	Promise \$1,600 (12)	Gratitude \$650	Love \$250
Category exclusivity	Prominently featured and naming rights with the opportunity for custom sponsor benefits	Invitation to participate in annual educational events including the In the Know panel discussion (health partners only)	Invitation to participate in the annual In the Know panel discussion (health partners only)				
Health Guide Content Submission	Health Content Only (word counts apply)	Health Content Only (word counts apply)	Health Content Only (word counts apply)				
Health Guide Recognition	Logo on the Partner Page	Logo on the Partner Page	Logo on the Partner Page	Listed on the Partner Page	Listed as Sponsor on 1 Guide Page		
Grid Page Logo	Logo featured on 12 months	Logo featured on 12 months	Logo featured on 6 months	Logo featured on 6 months			
Grid Page Ad	4 grid ads	2 grid ads (month selection subject to availability)		1 grid ad (month selection subject to availability)			
Name recognition (Calendar + Gala)	x	x	x	x	x	x	x
Event marketing and promotion	x	x	x	x	x	x	x
PR & editorial	x	x	x				
Pink Carpet Gala Tickets	20 VIP Tickets (must RSVP by August 31, 2024)	10 VIP Tickets (must RSVP by August 31, 2024)	8 VIP Tickets (must RSVP by August 31, 2024)	4 VIP Tickets (must RSVP by August 31, 2024)	2 VIP Tickets (must RSVP by August 31, 2024)		
Calendars/Health Guides	160 (delivered after the unveiling at the Gala)	120 (delivered after the unveiling at the Gala)	60 (delivered after the unveiling at the Gala)	30 (delivered after the unveiling at the Gala)	12 (delivered after the unveiling at the Gala)	14 (delivered after the unveiling at the Gala)	5 (delivered after the unveiling at the Gala)
Speaking Opportunity	Invitation to speak at the Gala						
Post-event consumer insights	x	x					
Website recognition	x	x	x	x	x	x	x
Electronic direct mail content	x	x	x	x			
Social inclusions	x	x	x				

Sponsorship deadline is Friday, June 7, 2024. Sponsorships after the deadline will not be guaranteed recognition in the Calendar/Guide. Sponsorships for the Gala only are welcome through September 30th - tickets to the Gala are subject to availability. Limited tickets are available to the Pink Carpet Gala.

IN-KIND SPONSORSHIP OPPORTUNITIES

Provide the event with products, prizes, or services valued at \$500 or greater that is usable at the event in exchange for sponsor support you will have a presence at the event.

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Meals for volunteers and staff
- Clinics or demos (golf and run only)
- Photography/videography services
- Raffle merchandise and goodies
- Prize merchandise, services, and goodies
- Event signage

YOU WILL RECEIVE:

- Acknowledgment of your support on-line and throughout the event
- Promotional table at the tournament or health expo
- Promotional items for participant bags
- Logo/link on website, emails, social media channels
- Possible tickets or hospitality (depends on the fair market value of the in-kind sponsorship)



MEDIA SPONSORSHIP OPPORTUNITIES

Let's talk about exclusive media partnerships for our signature events!

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Print Media
- Online Media
- Social Media
- Radio
- Television
- On-site Entertainment
- Promotional Partners

YOU WILL RECEIVE:

- A custom media partner agreement
- Promotional table at the tournament
- Promotional items for participant bags
- Logo/link on website, emails, social media channels
- Possible tickets or hospitality (depends on the fair market value of the in-kind sponsorship)

LEARN MORE AT HEREFORTHEGIRLS.ORG