



2020 Call for Corporate and Private Sponsors

Why become a sponsor?

Proposal for Corporate Sponsor Support: 2020 Season

Since 2010 we have been an "informal" group of ladies from Wilmington, NC and the surrounding areas dedicated to empowering each other through athletic adventures while giving back to local charitable causes. 2012 was our inaugural year becoming a 501 (c) (3) non-profit. Together with over 40+ of our very generous corporate sponsorships and hundreds of club memberships we have been able to provide over **\$85,000** to 9 New Hanover local charities to date.

WE ARE a group of 500+ amazing women of all ages and backgrounds in Wilmington and the surrounding areas. What defines us is our love to move, motivate each other, to try new things all while giving back and making a difference in our local community together. We are volunteers, tennis players, walkers, triathletes, runners, paddlers, yogis, cheerleaders, bikers, swimmers, boot-campers, Pilates lovers, surfers, and more.

We are active in our community, serving on numerous committees that promote the health of women, children, and everyone in the surrounding area. Most importantly, we support all women and strive to empower each other through our healthy goals. We are friends, mothers, wives, sisters, athletes and so much more!

THE PINK LADIES is a tax-exempt, publicly supported, charitable organization as described in section 501 (c)(3) of the Internal Revenue Code. Accordingly, all contributions or gifts to THE PINK LADIES are tax-deductible. Tax ID 45-3836971 www.thepinkladies.org

Our past support includes:

2012: \$7000 to Nourish NC

2013: \$6000 to Breast Cancer and Awareness through local charities The Pink Ribbon Project, the Pretty in Pink Foundation

2014: \$9000 to the Special Olympics of New Hanover County

2015: \$13,000 to The Miracle League of Wilmington

2016: \$12,000 to Welcome Home Angel of Wilmington

2017: \$10,000 to Help Hub of the Harrelson Center

2018: \$11,500 to The Foster Pantry

2019: \$10,500 to Open Hands Farm

Together we can make a difference!

Why Support the Pink Ladies?

The Pink Ladies are seeking support from local businesses to allow our members to spread the word on what a healthy lifestyle can achieve while being able to volunteer their time to a deserving local charity. Pink Ladies sponsors will gain exposure by being a part of an organization of women that represent the Wilmington community and serve as role models for. Most importantly, we want to continue to improve our own local community through charitable work. Each year we will choose a different cause and promote awareness and raise funds to support that group. With the help of our corporate sponsors, we were able to provide over \$85,000 to local New Hanover charities in just 8 short years.

What will YOU receive?

The most important aspect of sponsorship will be YOUR association with a group of ladies that truly “know everyone” in the Wilmington area. Your logo will be listed on our regular email newsletters, on our website and on our TPL banner to be showcased at all volunteer opportunities, races and socials. We will also invite you to speak or participate at any of our workouts, races or socials. All of the above translates into repeated exposure for your business!

We are women empowering women and working for a greater good through athletic and healthy accomplishments, and we are asking for your support in helping us achieve our goals. Thank you for your time and attention and please do not hesitate to contact us if you have any questions or concerns. We look forward to working with you in 2020.

Sincerely,

Eliza Blackwell, President, The Pink Ladies

eliza@thepinkladies.org

910-262-5480

2018 THE PINK LADIES SPONSOR OPTIONS:

1) Hot Pink: \$1500

Top tier listing on TPL banner and all marketing materials

Website logo listing and link

Name and logo on Facebook link

Inclusion on weekly/monthly emails and newsletters

Recognition at all charitable events

Inclusion on all future printed materials and apparel through 2020 season

Tax deduction, we are 501(c)(3), Tax ID 45-3836971

Ability to address the Ladies at various functions

NETWORKING: PERHAPS THE MOST IMPORTANT VALUE

2) Fuchsia: \$1000

Top Inclusion on all future printed materials and apparel through 2020 season

Website logo listing and link

Name and logo on Facebook link

Inclusion on weekly/monthly emails and newsletters

3) Rose: \$750

Honored Inclusion on all future printed materials and apparel through 2020 season

Website logo listing and link

Inclusion on weekly/monthly emails and newsletters

4) Blush: \$500

Inclusion on weekly/monthly emails and newsletters

Mention on all future printed materials and apparel through 2020 season

5) Daisy: \$250

Mention on all future printed materials and apparel through 2020 season

6) OTHER: \$_____