GEORGIA
2-DAY WALK FOR BREAST CANCER

GEORGIA ALLIANCE FOR BREAST CANCER

404-531-4111
info@gaabc.org
40 Technology Pwky S.
Suite 200
Peachtree Corners, GA 30092
Breast Cancer is an ongoing fight and we need your help to reduce breast cancer occurrences. Your support of Georgia Alliance for Breast Cancer will allow us to maximize our efforts in providing grants to organizations in Georgia that serve our community in breast health and breast cancer. Since 2002, the Georgia 2-Day Walk for Breast Cancer has raised more than $19 million to fund 554 grants. Partner with us as an event sponsor for the 2-Day Walk September 28-29, 2024. Our mission is not be possible without our community support.

WHY SUPPORT GAABC

- Our community stands united in our determination to confront breast cancer, promote awareness, educate our localities, extend comfort to those mourning beloved ones, and offer aid to those directly impacted by breast cancer.
- The only organization in which money raised stays in Georgia.
- 1 in 8 women are diagnosed with breast cancer, however, early detection saves lives. It is going to take everyone’s help to change the future for the better.
- The significance of breast cancer has never been greater and with your support, GAABC will be able to create a bigger impact than ever before, reaching more individuals in need.

WE NEED YOUR SUPPORT

GAABC leads the fight against breast cancer in Georgia. The funds we raise enable us to fund breast cancer education, screening, early detection, support services, and continuing care for Georgians.

We look forward to exploring our organization's engagement opportunities and benefits with you in greater detail.
Georgia Alliance for Breast Cancer (Formerly It’s the Journey) – producer of the Georgia 2-Day Walk for Breast Cancer - is a local organization founded in 2002 by breast cancer survivor, Randi Passoff. She created “the kinder and gentler breast cancer walk” based on the Avon 3-Day Breast Cancer Walk. Instead of walking 60 miles over 3 days and sleeping in a tent, the Georgia 2-Day Walk covers 30 miles over 2 days, and participants sleep in a hotel. Most importantly, what’s raised in Georgia, stays in Georgia.

DID YOU KNOW...
- In 2024, approximately 42,250 women will die from breast cancer, roughly 310,720 new cases of invasive breast cancer will be diagnosed, and about 56,500 cases of ductal carcinoma in situ (DCIS) will be diagnosed.
- Breast Cancer is the second leading cause of cancer deaths among women in Georgia.
- Black women are more likely to receive a late-stage diagnosis of breast cancer and are more likely to die following a breast cancer diagnosis.

Georgia Alliance for Breast Cancer’s mission is to engage with Georgia’s breast cancer community to increase access to care and reduce disparities in cancer outcomes.

WHAT YOUR DONATION DOES
- $175: Cost of an average mammogram for underinsured woman or woman under the age of 40
- $500: Cost for two women to go through genetic testing and hopefully provide peace of mind
- $1500: Cost of an average diagnostic process. From initial breast cancer exam to a screening mammogram then a diagnostic mammogram followed by an ultrasound and finally a biopsy

FOR MORE INFORMATION, CONTACT:
Kristen Petillo
Executive Director
404-531-4111 ex. 203
kpetillo@gaabc.org
WHERE THE MONEY GOES

- A New Daly Beginning
- Atlanta Cancer Care Foundation
- Atlanta Legal Aid Society
- Atrium Health Navicent Macon
- Beyond the Ribbon
- Boat People SOS Atlanta
- Cancer Support Community Atlanta
- Casting for Recovery
- Center for Black Women’s Wellness
- Charge Up Foundation
- Clarkston Community Health Center
- East Georgia Cancer Coalition
- Good News Clinics
- Good Samaritan of Cobb
- Grady Health Foundation

- Gwinnett Hospital System Foundation
- I Will Survive
- Lighthouse Lymphedema Network
- Love Not Lost
- Loving Arms Cancer Outreach
- Mercy Care Foundation
- My Style Matters, Inc.
- Northside Hospital
- Painted Pink
- Piedmont Healthcare Foundation
- Southeast Georgia Rural Community Network
- St. Joseph’s Candler
- Team Maggie’s Dream
- The Cancer Foundation
- The Good Samaritan Health Center
- Turning Point
- United in Pink
- Wellstar Foundation
PINK DIAMOND PRESENTING SPONSOR
(INDUSTRY EXCLUSIVITY)
As a $50,000 sponsor for the Georgia 2-Day Walk, a company will receive at the event:
- Prominent recognition on banners & signage, including a custom pop-up banner welcoming walkers to the hotel
- “Presented By” your company on the 2-Day Walk signage & Saturday night presentation
- Opportunity to present at Opening or Closing Ceremonies
- 2 seats at the Head Table at Saturday Dinner
- Inclusion in pre & post-walk press releases
- 1 B'Rest Stop on either Saturday or Sunday
- 2 Mile Markers with company logo, 1 on each Saturday & Sunday
- Company logo prominently displayed on the 2-Day Walk Victory Shirt
- Company logo on GAABC's website
- 4 invitations to GAABC’s Giving Gala the next year
- Opportunity to present one of GAABC’s grant awards at the Giving Gala
- Promotion via social media platforms
- 50 complimentary walker registration ($99/person value) with fundraising goals of $1,000 for 2-day walkers and $500 for Sunday-only walkers
- Up to 50 Georgia 2-Day Walk Victory t-shirts (one per registration)

PLATINUM SPONSOR
(INDUSTRY EXCLUSIVITY)
As a $35,000 sponsor for the Georgia 2-Day Walk, a company will receive at the event:
- Prominent recognition on banners & signage, including a custom pop-up banner welcoming walkers to the hotel
- 2 seats at the Head Table at Saturday Dinner
- 1 B'Rest Stop on either Saturday or Sunday
- 2 Mile Markers with company logo, 1 on each Saturday & Sunday
- Company logo prominently displayed on the 2-Day Walk Victory Shirt
- Company logo on GAABC’s website
- 4 invitations to GAABC’s Giving Gala the next year
- Opportunity to present one of GAABC’s grant awards at the Giving Gala
- Promotion via social media platforms
- 40 complimentary walker registration ($99/person value) with fundraising goals of $1,000 for 2-day walkers and $500 for Sunday-only walkers
- Up to 40 Georgia 2-Day Walk Victory t-shirts (one per registration)
PINK RIBBON SPONSOR
As a $25,000 sponsor for the Georgia 2-Day Walk, a company will receive at the event:
- Prominent recognition on banners & signage
- 2 seats at the Head Table at Saturday Dinner
- 1 Mile Marker with company logo, on either Saturday or Sunday
- Company logo prominently displayed on the 2-Day Walk Victory Shirt
- Company logo on GAABC’s website
- 2 invitations to GAABC’s Giving Gala the next year
- Promotion via social media platforms
- 25 complimentary walker registration ($99/person value) with fundraising goals of $1,000 for 2-day walkers and $500 for Sunday-only walkers
- Up to 25 Georgia 2-Day Walk Victory t-shirts (one per registration)

SATURDAY DINNER SPONSOR
(1) AVAILABLE
As a $25,000 sponsor for the Georgia 2-Day Walk, a company will receive at the event:
- Prominent recognition on banners & signage
- Sponsorship signage at Saturday Dinner, both inside & outside the ballroom
- 10 Saturday Dinner invitations (1 reserved table)
- Company logo prominently displayed on the 2-Day Walk Victory Shirt
- Company logo on GAABC’s website
- 2 invitations to GAABC’s Giving Gala the next year
- Promotion via social media platforms
- 10 complimentary walker registration ($99/person value) with fundraising goals of $1,000 for 2-day walkers and $500 for Sunday-only walkers
- Up to 10 Georgia 2-Day Walk Victory t-shirts (one per registration)

HERO SPONSOR
As a $15,000 sponsor for the Georgia 2-Day Walk, a company will receive at the event:
- Prominent recognition on banners & signage
- 1 Mile Marker with company logo, on either Saturday or Sunday
- Company logo prominently displayed on the 2-Day Walk Victory Shirt
- Company logo on GAABC’s website
- 2 invitations to GAABC’s Giving Gala the next year
- Promotion via social media platforms
- 15 complimentary walker registration ($99/person value) with fundraising goals of $1,000 for 2-day walkers and $500 for Sunday-only walkers
- Up to 15 Georgia 2-Day Walk Victory t-shirts (one per registration)
SPONSORSHIP OPPORTUNITIES CONT.

SATURDAY LUNCH SPONSOR
As a $10,000 sponsor for the Georgia 2-Day Walk, a company will receive at the event:
- Sole recognition at the lunch site as the Saturday Lunch Sponsor
- Recognition on banners & signage
- Company logo displayed on the 2-Day Walk Victory Shirt
- Company logo on GAABC’s website
- Promotion via social media platforms
- 10 complimentary walker registration ($99/person value) with fundraising goals of $1,000 for 2-day walkers and $500 for Sunday-only walkers
- Up to 10 Georgia 2-Day Walk Victory t-shirts (one per registration)

CHAMPION SPONSOR
As a $10,000 sponsor for the Georgia 2-Day Walk, a company will receive at the event:
- 1 Mile Marker with company logo, on either Saturday or Sunday
- Recognition on banners & signage
- Company logo displayed on the 2-Day Walk Victory Shirt
- Company logo on GAABC’s website
- Promotion via social media platforms
- 10 complimentary walker registration ($99/person value) with fundraising goals of $1,000 for 2-day walkers and $500 for Sunday-only walkers
- Up to 10 Georgia 2-Day Walk Victory t-shirts (one per registration)

PATRON SPONSOR
As a $5,000 sponsor for the Georgia 2-Day Walk, a company will receive at the event:
- Recognition on banners & signage
- Company logo displayed on the 2-Day Walk Victory Shirt
- Company logo on GAABC’s website
- Promotion via social media platforms
- 5 complimentary walker registration ($99/person value) with fundraising goals of $1,000 for 2-day walkers and $500 for Sunday-only walkers
- Up to 5 Georgia 2-Day Walk Victory t-shirts (one per registration)

B’REST STOP SPONSOR
As a $2,500 sponsor for the Georgia 2-Day Walk, a company will receive at the event:
- Recognition on banner & signage
- Company logo displayed on the 2-Day Walk Victory Shirt
- Company logo on GAABC’s website
Along the route, there will be 12 rest stops (B’Rest Stops) where walkers may eat, drink, rest, and receive medical attention. Bring employees, friends, and family to decorate the area in your company’s colors and cheer on the walkers! We will provide the refreshments, tables and supplies. Your company will get 100% visibility with each walker.
SPONSORSHIP OPPORTUNITIES CONT.

FINAL B’REST STOP SPONSOR  
(SUNDAY ONLY)  
As a $5,000 sponsor for the Georgia 2-Day Walk, a company will receive at the event:
- Recognition on banners & signage
- Company logo displayed on the 2-Day Walk Victory Shirt
- Company logo on GAABC’s website
- Exclusive opportunity to promote company at the B’Rest stop

MILE MARKER SPONSOR  
As a $500 sponsor for the Georgia 2-Day Walk:
Mile markers highlight each mile of the 2-Day Walk, informing walkers of their progress through the event. Your company logo or message will be featured on the display area of the marker, and seen by 2-Day Walkers, crew, and volunteers during the 2-Day Walk. Only one sponsor is featured on each marker.

2-DAY EXPO TABLE SPONSOR  
(FRIDAY NIGHT ONLY)  
As a $500 sponsor for the Georgia 2-Day Walk:  
Come to the Marriott Marquis in downtown Atlanta to mingle and share your products or services with our walkers, crew, and volunteers at our 2-Day Expo! The Expo takes place on Friday afternoon as participants check in ahead of the 2-Day Walk on Saturday. A table and two chairs will be provided.
Thank you for your support of the Georgia Alliance for Breast Cancer - the Georgia 2-Day Walk for Breast Cancer - Your contribution benefits breast cancer programs throughout the state. Please submit this form along with your contribution and logo so we can showcase your support.

Please contact Kristen Petillo with any questions: kpetillo@gaabc.org 404-531-4111

SPONSORSHIP LEVELS

☐ Pink Diamond Presenting ($50,000)  ☐ Champion ($10,000)
☐ Platinum Sponsor ($35,000)  ☐ Patron ($5,000)
☐ Pink Ribbon ($25,000)  ☐ B'Rest Stop ($2,500)
☐ Saturday Dinner Sponsor ($25,000)  ☐ Final B'Rest Stop ($5,000)
☐ Hero ($15,000)  ☐ Mile Marker ($500)
☐ Saturday Lunch Sponsor ($10,000)  ☐ 2-Day Expo Table ($500)

PLEASE COMPLETE THE INFORMATION BELOW

(Please Print)

Company Name: ______________________________________________________________
Mailing Address: _______________________________________________________________
City: _________________ State: _____________ Zip Code: ____________________________
Contact Name:________________________ AP Contact: ______________________________
Phone: ______________________________ Email:_________________________________
Company Website: ____________________________________________________________

PAYMENT METHODS

☐ Check
  • Submit signed agreement to: Kristen Petillo kpetillo@gaabc.org or mail to GAABC
    ○ Make Payable to: Georgia Alliance for Breast Cancer with “GA 2-Day Walk” in memo
    ○ Mail check to: 40 Technology Pkwy. S. Suite 200, Peachtree Corners, GA, 30092

☐ Credit Card
Name on Card: __________________________________ Type of Card: ________________
Credit Card #: ________________________________ 3 or 4 digit Pin #: _______
Expiration Date: ____________________ Phone: __________________________________
Billing Address (if different from mailing address): __________________________________
Logo Instructions: Vector files (EPS, PS, PDF) to ensure logo integrity.
Website: Stacked logos appear best

DEADLINE FOR LOGO INCLUSION & FULL ACTIVATION: AUGUST 26th 2024

Sponsor Signature: ___________________________ Date: _______________
GAABC Contact Signature: ______________________ Date: _______________

IN-KIND DONATION FORM

Thank you for your support of the Georgia Alliance for Breast Cancer - the Georgia 2-Day Walk for Breast Cancer - Your contribution benefits breast cancer programs throughout the state. Please submit this form along with your contribution and logo so we can showcase your support.

Please contact Kristen Petillo with any questions: kpetillo@gaabc.org 404-531-4111

DONOR INFORMATION
(Please Print)
Donor Name: _________________________________________________________________
Mailing Address: _________________________________________________________________________________________
City: __________________ State: ________ Zip Code: ____________________________
Contact Name: __________________ AP Contact: ____________________________
Phone: ____________________________ Email: ____________________________
Company Website: ____________________________

GIFT INFORMATION

Item(s)/Services
Donated: _________________________________________________________________________________________
Description:
________________________________________________________________________________________
________________________________________________________________________________________

Restrictions (e.g. Exp. Date): _________________________________________________________________________
Fair-Market Cash Value: $ ____________________________

*Donations with a fair-market cash value will receive sponsorship benefits in line with half that value
  • In-Kind Gift Delivery: Please contact Kristen Petillo at kpetillo@gaabc.org / 404-531-4111 to coordinate delivery
  • Sponsor Deadline: Monday, August 26th, 2024. Email signed agreement & logo to kpetillo@gaabc.org
  • Sponsor T-Shirt Deadline: Monday, August 26th, 2024

Logo Instructions: Vector files (EPS, PS, PDF) to ensure logo integrity.
Website: Stacked logos appear best

DEADLINE FOR LOGO INCLUSION & FULL ACTIVATION: AUGUST 26th 2024

Thank you for your Support!
Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see Purpose of Form, below.

1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

Georgia Alliance for Breast Cancer

2 Business name/disregarded entity name, if different from above.

3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.

☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . .

Note: Check the “LLC” box above and, in the entity space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) . . . .

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

☐ Exempt payee code (if any) . . . .

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any)

(Appplies to accounts maintained outside the United States.)

5 Address (number, street, and apt. or suite no.). See instructions.

40 Technology Parkway South Suite 200

6 City, state, and ZIP code

Peachtree Corners Georgia 30092

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN, later.

Note: If the account is in more than one name, see the instructions for line 1. See also What Name and Number To Give the Requester for guidelines on whose number to enter.

Social security number

[Blank]

Employer identification number

4 7 - 0 8 9 7 5 9 1

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and

2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and

3. I am a U.S. citizen or other U.S. person (defined below); and

4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Date

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the “LLC” box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they...