



GEORGIA  
ALLIANCE  
FOR BREAST CANCER

# Sponsorship Guide



Presented by



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.



Georgia Alliance for Breast Cancer is a 501(c)(3) charitable organization and the producers of the Georgia Alliance for the Georgia 5k Run for Breast Cancer, the Celebrating Survivor Breakfast Series, and the Georgia 2-Day Walk for Breast Cancer.

# JOIN US ON OUR MISSION

Georgia Alliance for Breast Cancer (GAABC) leads the fight against breast cancer in Georgia. Your support enables us to fund grants for Georgia-based organizations focused on breast health and breast cancer care. Since 2002, GAABC has raised over \$20 million to fund over 570 grants, providing essential resources for breast cancer education, screening, early detection, support services, and continuing care for Georgians in need.

We invite you to be part of our legacy through our premier events:

- **The Georgia 5K Run for Breast Cancer** – Help us expand outreach to communities beyond Metro Atlanta.
- **Celebrating Survivors Breakfast** – Sponsor a gathering to honor survivors and their loved ones.
- **The Georgia 2-Day Walk for Breast Cancer** – Our flagship fundraising event.

**Explore this guide to see the numerous ways you can make a difference!**



I'm the only one

Simply the Breast

GEORGIA  
WALK  
FOR BREAST CANCER

YOU HAVE  
REACHED MILE

16

This mile is sponsored by

strata

GEORGIA  
ALLIANCE  
FOR BREAST CANCER



# GEORGIA 2-DAY WALK FOR BREAST CANCER

## Georgia 2-Day Walk for Breast Cancer

is Georgia Alliance for Breast Cancer's premier fundraising event. With over 1000 participants and volunteers annually, this high-visibility event takes place all throughout Cobb County. Sponsors benefit from exceptional opportunities at each package level and play a crucial role in supporting GAABC's efforts to raise nearly \$1 million annually.

October 4-5 2025

\*Deadline for logo inclusion - September 12th, 2025

## Pink Diamond Presenting Sponsor

### *Industry Exclusivity*

As a \$50,000 sponsor for the Georgia 2-Day Walk, your company will receive:

- 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
- 10 Saturday Dinner Invitations (1 reserved table)
- Inclusion in pre & post-walk press releases
- 2 B'Rest Stop & 2 Mile Markers with company logo
  - 1 on Saturday & Sunday
- Company logo prominently displayed on the 2-Day Walk Victory Shirt\*
- Company logo on GAABC's website
- Promotion via social media platforms
  - Sponsor feature piece on website, 30 seconds
- 50 Complimentary walker registration (\$129/person value) with fundraising goals of \$1,200 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, your company will receive:

- Prominent recognition on banners & signage, including a custom pop-up banner welcoming walkers to the hotel
- 10 Saturday Dinner Invitations (1 reserved table)
- 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
- Promotion via social media platforms
  - Sponsor feature piece on website, 30 seconds
- 30 Complimentary walker registration (\$129/person value) with fundraising goals of \$1,200 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, your company will receive:

- Prominent recognition on banners & signage
- 10 Saturday Dinner Invitations (1 reserved table)
- 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
- Promotion via social media platforms
  - Sponsor feature piece on website, 30 seconds
- 20 Complimentary walker registration (\$129/person value) with fundraising goals of \$1,200 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, your company will receive:

- Prominent recognition on banners & signage
- Sponsorship signage at Saturday Dinner
  - Both inside & outside the ballroom
- Opportunity to speak at Dinner
- 10 Saturday Dinner invitations (1 reserved table)
- Company logo prominently displayed on the 2-Day Walk Victory Shirt\*
- Company logo on GAABC's website
- Promotion via social media platforms
- 10 Complimentary walker registration (\$129/person value) with fundraising goals of \$1,200 for 2-day walkers and \$500 for Sunday-only walkers
- Up to 10 Georgia 2-Day Walk Victory t-shirts (one per registration)



# Breakfast Sponsor

*2 Available - Industry Exclusivity*

As a \$20,000 sponsor for the Georgia 2-Day Walk, your company will receive:

- Prominent recognition on banners & signage
- Sponsorship signage at Breakfast
  - Both inside & outside the ballroom
- Opportunity to speak at Breakfast
- 10 Saturday Dinner Invitations (1 reserved table)
- Company logo prominently displayed on the 2-Day Walk Victory Shirt\*
- Company logo on GAABC's website
- Promotion via social media platforms
- 10 Complimentary walker registration (\$129/person value) with fundraising goals of \$1,200 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, your company will receive:

- 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
- Promotion via social media platforms
- 15 Complimentary walker registration (\$129/person value) with fundraising goals of \$1,200 for 2-day walkers and \$500 for Sunday-only walkers
- Up to 15 Georgia 2-Day Walk Victory t-shirts (one per registration)

# Saturday Lunch Sponsor

**Sold** As a \$10,000 sponsor for the Georgia 2-Day Walk, your company will receive:

- Sole recognition at lunch site as 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 (\$129/person value) with fundraising goals of \$1,200 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, your company will receive:

- 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 (\$129/person value) with fundraising goals of \$1,200 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, your company will receive:

- 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 (\$129/person value) with fundraising goals of \$1,200 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, your company will receive:

- 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.

# Final B'Rest Stop Sponsor

*2 Available - 1 Saturday & 1 Sunday*

As a \$5,000 sponsor for the Georgia 2-Day Walk, your company will receive:

- 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



# Silent Auction Sponsor

*1 Available*

As a \$5,000 sponsor for the Georgia 2-Day Walk, your company will receive:

- Sole recognition as the Silent Auction 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

# Mile Marker Sponsor

As a \$500 sponsor for the Georgia 2-Day Walk, your company will receive:

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 Afternoon

As a \$500 sponsor for the Georgia 2-Day Walk, your company will receive:

- Come to the Renaissance Atlanta Waverly in Cobb County 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.

# Corporate Employee Opportunities

Gather your team, break out of the office and partner with Georgia Alliance for Breast Cancer to make a hands on impact and saves lives in Georgia's breast health and breast cancer community through one of our Corporate Employee Opportunities.

## *Join us for a day of service*

Volunteer opportunities available year-round and during our main fundraiser events.

## *Create a 2-Day company walking team*

A team building experience like no other, bond with your colleagues as either 2-Day or single-day walkers

## *Start an Employee Giving Program*

Contact GAABC's office to discuss setting up an opt-in Employee Giving Program. Program could be once annually or per pay period.

## How Far Will Your Sponsorship Dollars Go?

Did you know that \$1,500 is approximately the amount that it takes a GAABC grantee to pay for one person to go through the breast cancer diagnostic process from start to finish?

**At \$5,000, your sponsorship could help provide:** 35 screening mammograms for individuals in need or 10 genetic marker tests for people with a family history of breast cancer

**At \$10,000, your sponsorship could help provide:** 71 screening mammograms for individuals in need or 50 counseling sessions for people facing a breast cancer diagnosis or treatment

**At \$15,000, your sponsorship could help provide:** 12 people from start to finish all the way through the breast cancer diagnostic process

**At \$25,000, your sponsorship could help provide:** 20 people from start to finish all the way through the breast cancer diagnostic process, or provide transportation for those who need it to 150 treatment sessions

**At \$50,000, your sponsorship could help provide:**

- 41 people from start to finish all the way through the breast cancer diagnosis process, or
- Cover the cost of a summer camp for children with family members going through breast cancer, provide 71 screening mammograms, 10 genetic marker tests, and 50 counseling sessions for individuals in need!

**Call the office at 404.531.4111 to make your arrangements today!**

# Georgia Alliance for Breast Cancer Partnership Commitment Form

Thank you for your support of Georgia Alliance 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.

Logo Instructions: Vector files (EPS, PS, EPS) to ensure logo integrity

## Georgia 2-Day Walk for Breast Cancer

Please indicate your level of support.

- Pink Diamond Presenting (\$50,000)
- Platinum Sponsor (\$35,000)
- Pink Ribbon Sponsor (\$25,000)
- Saturday Dinner Sponsor (\$25,000)
- Breakfast Sponsor (\$20,000)    Saturday    Sunday
- Hero Sponsor (\$15,000)
- ~~Saturday Lunch Sponsor (\$10,000)~~   **Sold**
- Champion Sponsor (\$10,000)
- Patron Sponsor (\$5,000)
- B'Rest Stop Sponsor (\$2,500)
- Final B'Rest Stop Sponsor (\$5,000)    Saturday    Sunday
- Silent Auction Sponsor (\$5,000)
- Mile Marker Sponsor (\$500)
- 2-Day Expo Table Sponsor (\$500)

# Georgia Alliance for Breast Cancer Partnership Commitment Form

Thank you for your support of Georgia Alliance 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.

Logo Instructions: Vector files (EPS, PS, EPS) to ensure logo integrity. Deadline for logo inclusion: Sept. 12, 2025

## Please Complete the Information Below

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ AP Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

Event(s) Supported: \_\_\_\_\_

Total Amount of Contribution: \_\_\_\_\_

## Payment Methods

◦ Check

- Submit signed agreement to: Kristen Petillo [kpetillo@gaabc.org](mailto:kpetillo@gaabc.org) or mail to GAABC
  - Make Payable to: Georgia Alliance for Breast Cancer
  - Mail check to: 40 Technology Pkwy. S. Suite 200, Peachtree Corners, GA, 30092

◦ Credit Card

Name on Card: \_\_\_\_\_ Type of Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Address (if different from mailing address): \_\_\_\_\_

# Thank you for your Support!

Please Contact Kristen Petillo with any questions: [kpetillo@gaabc.org](mailto:kpetillo@gaabc.org)

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

GAABC Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Georgia Alliance for Breast Cancer In-Kind Donation Form

Thank you for your support of Georgia Alliance 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.

Logo Instructions: Vector files (EPS, PS, EPS) to ensure logo integrity  
Website: Stacked logos appear best  
Deadline for logo inclusion varies by event.

## Donor Information

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ AP Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

## Gift Information

Event(s) Supported by this Donation: \_\_\_\_\_

Donated: \_\_\_\_\_

Description: \_\_\_\_\_

Restrictions (e.g. Exp. Date): \_\_\_\_\_

Fair-Market Cash Value: \$ \_\_\_\_\_

\*Donations with fair-market value will receive sponsorship benefits in line with half that value

- In-Kind Gift Delivery: Please contact Kristen Petillo

# Thank you for your Support!

Please Contact Kristen Petillo with any questions: [kpetillo@gaabc.org](mailto:kpetillo@gaabc.org)

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

GAABC Signature: \_\_\_\_\_ Date: \_\_\_\_\_



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