



GEORGIA 2-DAY WALK FOR BREAST CANCER

Sponsorship Guide



OUR MISSION:

ENGAGE WITH GEORGIA'S BREAST
CANCER COMMUNITY TO INCREASE
ACCESS TO CARE AND REDUCE
DISPARITIES IN CANCER OUTCOMES!



95

COUNTIES
SUPPORTED
IN GEORGIA

OVER
\$20

MILLION RAISED SINCE
2002 TO FUND OVER

570

GRANTS FOR
ESSENTIAL BREAST
HEALTH AND
BREAST CANCER
PROGRAMS

310,720

WOMEN ♀

2,800

MEN ♂

WILL BE DIAGNOSED WITH INVASIVE
BREAST CANCER IN THE UNITED STATES

PROGRAMS FUNDED:

SCREENING AND DIAGNOSTIC MAMMOGRAMS,
FINANCIAL ASSISTANCE, TRANSPORTATION,
BREAST CANCER EDUCATION, AND MORE!

YOUR SUPPORT IN 2024
HELPED PROVIDE

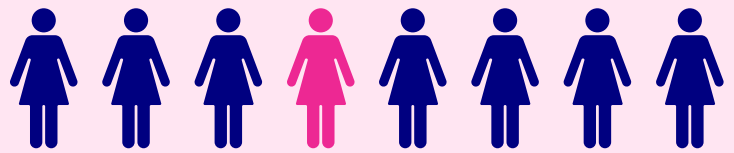
4,282

SCREENINGS

AND 90 NEW DIAGNOSES

1 IN 8

WOMEN WILL BE
DIAGNOSED WITH
BREAST CANCER



49%

OF UNINSURED
WOMEN DELAY OR
GO WITHOUT CARE
DUE TO COST

WALK. SPONSOR. VOLUNTEER. FUNDRAISE. DONATE.

GIVE THE
GIFT OF *Prevention*

gaabc.org

Inside the 2 Day

Who joins us

Age

6.5% - Age 10-20
10% - Age 21-30
12.5% - Age 31-40
21% - Age 41-50
30% - Age 51-60
15% - Age 61-70
5% - Age 71-80
2 people - Age 80+

Gender

81% female
19% male

Race

68% White
17% prefer not to say
11% Black
2.5% Asian
1.5% Mixed



Georgia Alliance for Breast Cancer Sponsorship Benefits 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 nearly 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 3-4, 2026

** Deadline for logo inclusion: September 9th, 2026*

Presenting Sponsor

Industry Exclusivity

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

- “Presented by” your company on the 2-DayWalk signage & Saturday night presentation
- Opportunity to present at Opening or Closing Ceremonies
- Inclusion in pre & post-walk press releases
- Prominent recognition on banners & signage, including a custom pop-up banner welcoming walkers to the hotel
- 10 Saturday Dinner Invitations (1 reserved table)
- 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)



Georgia Alliance for Breast Cancer

Sponsorship Benefits

Georgia 2 Day Walk for Breast Cancer

Platinum Sponsor

Industry Exclusivity

As a \$35,000 sponsor for the Georgia 2 Day Walk for Breast Cancer, 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 and 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 30 Georgia 2-Day Walk Victory t-shirts (one per registration)

Pink Ribbon Sponsor

As a \$25,000 sponsor for the Georgia 2 Day Walk for Breast Cancer, 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 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 20 Georgia 2-Day Walk Victory t-shirts (one per registration)

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Hero Sponsor

**As a \$15,000 sponsor for the Georgia 2 Day Walk for Breast Cancer,
your company will receive:**

- Prominent recognition on banners & signage, including a custom pop-up banner welcoming walkers to the hotel
- 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)

Champion Sponsor

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

- 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
- 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 for Breast Cancer,
your company will receive:**

- Recognition on banners & signage
- Company logo prominently 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)

Georgia Alliance for Breast Cancer Sponsorship Benefits Georgia 2 Day Walk for Breast Cancer



Saturday Dinner Sponsor *1 available*

**As a \$35,000 sponsor for the Georgia 2 Day Walk for Breast Cancer,
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*

**As a \$20,000 sponsor for the Georgia 2 Day Walk for Breast Cancer,
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)

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Survivor Victory Lap Sponsor

**As a \$15,000 sponsor for the Georgia 2 Day Walk for Breast Cancer,
your company will receive:**

- Recognition on banners & signage
- Sponsorship signage on Survivor Victory Lap
- Opportunity to speak at Breakfast
- 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)

Bag Check Sponsor – SOLD

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

- Recognition on banners & signage
- Sole logo placement on Bag Check bags, distributed to all walk participants
- 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)
- Opportunity to connect and engage with participants



Georgia Alliance for Breast Cancer Sponsorship Benefits

Georgia 2 Day Walk for Breast Cancer

Saturday Lunch Sponsor - SOLD

1 available

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

- Recognition on banners & signage
- Sole recognition at lunch site as Saturday Lunch Sponsor
- 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)
- Opportunity to connect and engage with participants

Final B'Rest Stop Sponsor

2 available - 1 Saturday & 1 Sunday

**As a \$5,000 sponsor for the Georgia 2 Day Walk for Breast Cancer,
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
- Opportunity to connect and engage with participants

B'Rest Stop Sponsor

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

- Recognition on banners & signage
- Company logo displayed on the 2-Day Walk Victory Shirt*
- Company logo on GAABC's website
- Opportunity to connect and engage with participants

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.

Georgia Alliance for Breast Cancer Sponsorship Benefits

Georgia 2 Day Walk for Breast Cancer

Mile Marker Sponsor

30 available

As a \$500 sponsor for the Georgia 2 Day Walk for Breast Cancer, 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

As a \$500 sponsor for the Georgia 2 Day Walk for Breast Cancer, 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.
- Opportunity to connect and engage with participants.

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

- **The Georgia 5K Run/Walk 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.

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!

Email us at info@GAABC.org to make your arrangements today!



GEORGIA 2-DAY WALK FOR BREAST CANCER

GAABC 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: September 9th, 2026*

Georgia 2 Day Walk for Breast Cancer

Please indicate your level of support - pricing per event

- Presenting Sponsor (\$50,000)
- Platinum Sponsor (\$35,000)
- Pink Ribbon Sponsor (\$25,000)
- Saturday Dinner Sponsor (\$20,000)
- Breakfast Sponsor (\$20,000) Saturday Sunday
- Hero Sponsor (\$15,000)
- Survivor Victory Lap Sponsor (\$15,000)
- Bag Check Sponsor (\$10,000)
- Saturday Lunch Sponsor (\$10,000)
- Champion Sponsor (\$10,000)
- Patron Sponsor (\$10,000)
- Final B'rest Stop Sponsor (\$5,000) Saturday Sunday
- B'Rest Stop Sponsor (\$2,500)
- Mile Marker Sponsor (\$500)
- 2-Day Expo Table Sponsor (\$500)

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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 or mail to GAABC
- Make Payable to: Georgia Alliance for Breast Cancer
- Mail check to: 40 Innovation Drive 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):
