

# BECOME A REAL MEN WEAR PINK OR VIPINK HONORARY

Real Men Wear Pink and VIPink of San Antonio are community and business leaders who are determined to raise awareness and funds to support the American Cancer Society's fight to end breast cancer. Every dollar raised helps the American Cancer Society save lives from breast cancer by funding innovative breast cancer research; providing education and guidance to help people reduce their risk; and offering comprehensive patient support to those who need it most that no one faces breast cancer alone.

## Commitment & Expectations:

- ❖ Fundraise alongside other candidates from August – October (Breast Cancer Awareness Month) with the goal to reach or exceed a \$2,500 benchmark through one or more of the following avenues:
  - ❖ Personal or corporate cash donations to support the American Cancer Society's mission
  - ❖ Personal fundraising endeavors through the Real Men Wear Pink or VIPink platform and fundraising events
  - ❖ Corporate underwriting and/or match contribution\*
- ❖ Use your personal and professional connections, social networks, the campaign website, and fundraising events to raise awareness and promote the campaign.
- ❖ Allow the use of your name, company affiliation/logo and photo to promote and publicize the campaign.
- ❖ Attend the Pink Announcement Party in September (exact date TBD) to meet your fellow candidates and be announced as a 2021 Real Man/VIPink.
- ❖ Commit to wearing pink every day in October in promotion of your efforts, don't worry we will help!
- ❖ Attend the Pink Wrap-Up Happy Hour in November (exact date TBD) to celebrate a successful campaign and award the top fundraisers

## Benefits:

- ❖ Individualized goal planning meeting and candidate toolkit to assist you with your fundraising.
- ❖ Promotion on the campaign website along with an individual fundraising page.
- ❖ Recognition at the annual San Antonio Cattle Baron's Gala as well as the event website, invitation, and evening program.
- ❖ Two (2) tickets to the annual San Antonio Cattle Baron's Gala.\*\*

## Real Men Wear Pink & VIPink Honorees will receive the following benefits upon achieving \$10,000+ benchmark:\*\*\*

- ❖ Official Real Men Wear Pink/VIPink banded brown cowboy hat.
- ❖ One (1) VIP table of eight (8) at the Cattle Baron's Gala.
- ❖ Opportunity to return as an Alumni Real Men Wear Pink/VIPink Honorary in subsequent years and earn additional Real Men Wear Pink/VIPink recognition upon achieving minimum fundraising goal:
  - Year 2: Men - belt buckle
  - Year 2: Women - silver charm bracelet with VIPink charm
  - Year 3 & 4: Men - bolo tie
  - Year 3 & 4: Women - silver charm
  - Year 5: White hat upon raising \$50,000 within the course of 5 years or less.

\*Corporate underwriting does not count towards Real Men Wear Pink and VIPink benefits.

\*\*\$2,500 benchmark must be achieved in order to receive tickets to the Cattle Baron's Gala on October 23, 2021.

\*\*\*If the \$10,000 benchmark is not achieved six (6) weeks prior to the Cattle Baron's Gala, Cattle Baron amenities may be adjusted and/or will not be received.



# REAL MEN WEAR PINK & VIPINK

SPONSORSHIP LEVEL	Prominent "Pink" Recognition	Speaking Opportunity at "Pink" Awards	Co-Branded Video Promotion	Customized Personalized Fundraising Page	Cattle Baron's Invitation Recognition (Print Cutoff 8.15.21)	Cattle Baron's "Pink" Co-Branded Favor Bag Item	Cattle Baron's Entry	Cattle Baron's "Pink" Program Advertisement	Cattle Baron's Opportunity Choice (Choose One)
Pink Presenting \$18,000	✓	✓	✓	✓	✓	✓	8 VIP	Quarter ¼ page	
Pink Gold \$10,000	✓		✓	✓	✓	✓	8 VIP	Quarter ¼ page	*Save the Date Mailer *Centerpieces *Registration *Mission Pens
Pink Silver \$6,500			✓	✓	✓		8		*Favor Item *Cattle Baron's Invite Reply Card
Pink Bronze \$3,000			✓	✓	✓		6		

Real Men Wear Pink = Men Fighting Breast Cancer  
VIPink = Women Fighting Breast Cancer

Breast cancer affects everyone - women and men. That's why we're recruiting men and women to fight breast cancer through Real Men Wear Pink and VIPink. This distinguished group of community leaders is determined to raise awareness and money to support the American Cancer Society's mission and save more lives than ever before from breast cancer.

## Top 2020 Real Man Wear Pink Candidate



Jaime Wesolowski  
Methodist Health Ministries  
\$109,603.04

