

# BECOME A REAL MEN WEAR PINK OR VIPINK HONORARY

San Antonio Real Men Wear Pink and VIPink Honorary are community and business leaders from the greater San Antonio area. The mission of this group is to promote and support the success of the San Antonio Real Men Wear Pink and VIPink campaign(s). In doing so, this prestigious group will be assisting the American Cancer Society in its mission to eliminate breast cancer as a major health concern. Real Men and VIPink Woman will be recognized during the Cattle Baron's Gala in October and the top fundraisers will be awarded at the Wrap-Up Party in November.\*

## Duties and responsibilities:

- ❖ Attend the Real Men Wear Pink and VIPink Meet & Greet Happy Hour
- ❖ Generate a benchmark of \$2,500 in revenue by the end of Breast Cancer Awareness Month (October) 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 fundraising platform
  - Corporate underwriting (refer to 2021 Cattle Baron's Gala Underwriting Packet)\*\*
  - Corporate match contribution
- ❖ Use personal and professional connections, social networks, the campaign website, and host third-party fundraising events to ensure successful support of your Real Men Wear Pink or VIPink campaign
- ❖ Allow the use of your name, company affiliation/logo and photo to promote and publicize the Real Men Wear Pink or VIPink campaign
- ❖ Commit to wearing pink every day of Breast Cancer Awareness Month (October) in promotion of your efforts
- ❖ Attend the Cattle Baron's Gala to be recognized as a Real Men Wear Pink or VIPink Honorary\*
- ❖ Attend the Real Men Wear Pink and VIPink Wrap-Up Party for Top Real Men and VIPink awards
- ❖ Serve as a community leader for the American Cancer Society's mission and programs

## Benefits:

- ❖ Official Real Men Wear Pink/VIPink Welcome Packet
- ❖ Invitation to exclusive Real Men Wear Pink and VIPink events throughout the campaign
- ❖ Real Men Wear Pink/VIPink recognition on the event website, invitation, and evening program
- ❖ Recognition at the Cattle Baron's Gala event
- ❖ Two (2) tickets to Cattle Baron's Gala event when \$2,500 benchmark is achieved

## \*\$10,000+ benchmark achieved Real Men Wear Pink & VIPink Honorees receive:

- ❖ Official Real Men Wear Pink/VIPink banded brown cowboy hat (first year)
- ❖ Top Real Men Wear Pink/VIPink will be awarded Official Real Men Wear Pink/VIPink black cowboy hat
- ❖ \*One (1) VIP table of 8 at the Cattle Baron's Gala event
- ❖ 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 for Real Men Wear Pink/VIPink Honorary who have raised \$50,000 within the course of 5 years or less through the Real Men Wear Pink/VIPink Honorary program

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

This includes table, recognition, and gift(s).

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



# 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	<ul style="list-style-type: none"> <li>*Save the Date Mailer</li> <li>*Centerpieces</li> <li>*Registration</li> <li>*Mission Pens</li> </ul>
Pink Silver \$6,500			✓	✓	✓		8		<ul style="list-style-type: none"> <li>*Favor Item</li> <li>*Cattle Baron's Invite Reply Card</li> </ul>
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

