

PROPOSAL

AUGUST 17, 2024 & OCTOBER 26, 2024
MYSKCLE.ORG/GALA

PRETTY IN PINK GALA

PROPOSAL

SPONSORSHIP

www.myskcle.org/sponsorship

My Sister's Keeper

16200 Euclid Avenue
Cleveland, OH 44112

ADDRESSING THE DISPROPORTIONATE CANCER BURDEN AMONG BLACK WOMEN IN OHIO: CHALLENGES AND STRATEGIES FOR EQUITABLE HEALTHCARE

In Ohio, the cancer burden among Black non-Hispanic women is a matter of significant concern, as they exhibit higher cancer incidence and mortality rates compared to national figures for similar demographics. A particular area of concern is breast cancer. Black women in Ohio face a paradox: they have lower breast cancer incidence rates than White women but suffer from dramatically higher mortality rates. This longstanding disparity, exceeding a decade, is mainly due to inadequate breast cancer screening and limited access to quality post-diagnosis treatment.

Addressing these disparities necessitates a concerted effort to enhance healthcare accessibility. Key initiatives include expanding Medicaid and fostering collaborative engagements among community stakeholders, advocacy groups, and health systems. These steps are vital in ensuring equitable healthcare access and improving cancer outcomes for Black women in Ohio.

An in-depth examination of Ohio's cancer statistics from 2016-2020 reveals that Black non-Hispanic women had an age-adjusted cancer incidence rate of 447.7 per 100,000, surpassing the national average for their demographic group. This indicates a specific health concern within the state. Moreover, the overall cancer mortality rate in Ohio is 166.1 per 100,000, with Black non-Hispanic individuals experiencing a significantly higher rate of 185.5. These figures highlight the profound racial disparities in cancer outcomes.

The "Cancer Facts & Figures for African American/Black People 2022-2024" report by the American Cancer Society provides further insights. It shows that breast cancer has overtaken lung cancer as the leading cause of cancer death among Black women. The report reveals that Black women are twice as likely to succumb to uterine cancer and 41% more likely to die from breast cancer compared to White women, even though their incidence rates are similar or lower. Additionally, Black women are more prone to diagnoses of stomach, liver, and pancreatic cancer, all associated with low survival rates. Despite a lower overall cancer incidence rate, Black women face a 12% higher overall cancer death rate than White women, underscoring the need for dedicated efforts to address these racial disparities in cancer outcomes.

This data highlights the pressing need for targeted cancer control and prevention strategies in Ohio, especially tailored to African American women. Focusing on this demographic is crucial to decrease cancer incidence and enhance survival rates for African American women in the state.

Dear Prospective Sponsor,

We are thrilled to invite you to be a part of an inspiring and transformative event - the Pretty in Pink Gala. This event is not just a gathering but a journey of hope and empowerment for those bravely battling cancer. This two-part experience is projected to attract at least 450 participants.



ABOUT THE EVENT

First offered in 2022, Pretty in Pink has evolved from its original format of a fashion show highlighting cancer stories into a two-part event that retains the essence of storytelling while adding more depth and engagement. Pretty in Pink is an experience designed to transform the outlook of current cancer warriors, offering them not only a platform to share their stories but also an environment of comprehensive support from fellow warriors and survivors.

The gala transcends a mere gathering, emerging as a sanctuary of healing that interlaces the spiritual, emotional, and physical strands of the human experience. This year, we're elevating the event to a realm of profound impact, unfolding in two deeply transformative segments.

PART 1

The first event - Pretty in Pink (August 17, 2024), set against the backdrop of the gala. Here, powerful, true stories are shared, illuminating the profound impact of cancer and offering a beacon of hope and inspiration to those embarking on their treatment journey. Plated dinner event featuring keynote speaker (TBD) and opportunities for networking.

PART 2

The second segment, taking place on October 26, 2024 (location TBD), is a premiere viewing of the documentary captured during the planning of the Pretty in Pink gala. This part of the event is not just a showcase but a living documentary, capturing the essence of our participants' transformative journeys.

Why Your Business Should Consider Sponsoring:

Your sponsorship will play a crucial role in the success of Pretty in Pink. Not only will it help raise essential awareness about cancer, but it will also directly support the warriors at the heart of this event. Your contribution will enable us to provide a platform for these individuals to share their stories and to receive the holistic support they need.

Why Your Business Should Consider Sponsoring:

1. **Community Impact:** Your sponsorship will directly support efforts to educate and empower a community heavily impacted by cancer. It's an opportunity to be part of a solution that addresses critical health issues and provides much-needed resources and support.
2. **Brand Visibility and Recognition:** Aligning your business with such a noble cause enhances your brand's visibility and reputation. Sponsors will be acknowledged in event materials, social media, and other promotional platforms, offering significant exposure to a diverse audience.
3. **Corporate Social Responsibility (CSR):** Participation in this event aligns with CSR goals by demonstrating your business's commitment to health equity and community well-being. It's a tangible way to show that your business cares about making a positive difference in society.
4. **Networking Opportunities:** The event will gather community leaders, healthcare professionals, and local residents, providing a unique platform for networking. It's an excellent opportunity to build and strengthen relationships with key community stakeholders.
5. **Employee Engagement and Team Building:** Encouraging employee participation in the event can foster team spirit and boost morale. It's an engaging way for your team to contribute to a meaningful cause, enhancing their sense of purpose and connection to the community.
6. **Tax Benefits:** Sponsorship contributions are typically tax-deductible, providing financial benefits to your business.

By sponsoring "Pretty in Pink" your business will not only gain recognition and goodwill but will also play a crucial role in making a lasting impact on community health and wellness. This is an invitation to be part of a journey that transcends mere business benefits, venturing into making a real, tangible difference in the lives of many.

<https://www.myskcle.org/sponsorship>



Pretty in Pink Gala

Premiere

5:00 PM - VIP Cocktail Hour
6:00 PM - 11:00 PM

6:00 PM - Pink Carpet Event
6:45 PM - Viewing #1
8:45 PM - Viewing #2

Why Your Business Should Consider Sponsoring:

To officially register as a sponsor, please [click here](#). Checks should be made payable to My Sister's Keeper. Proceeds will support the mission of the organization.

Please note in the memo section: Pretty in Pink Gala.

Mailing address:

My Sister's Keeper
16200 Euclid Avenue
Suite 208
Cleveland, OH 44112

Thank you for considering supporting the Pretty in Pink Gala. To exhibit or to discuss other sponsorship opportunities at MetroHealth, please contact me at Sherri White at Sherri@myskcle.org or call 216-333-1819 x 703.

We look forward to your partnership!

Sincerely,



Sherri White, MSPD, SSGBC
President & CEO



Pretty in Pink Gala

5:00 PM - VIP Cocktail Hour
6:00 PM - 11:00 PM

Premiere

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SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE	IN-KIND
Investment:	\$5,000	\$2,500	\$1000	\$250	\$50+ Value
No. of Packages available per category	1	3	10	Unlimited	Unlimited
The event will be known as the Pretty in Pink Gala Proudly Sponsored by (Your Company).					
Company logo on marketing material, event program, social media boosted ads.					
A speaking opportunity at the event the Gala and Premier (a recorded message may be used)					
Recognition in all press releases and media coverage.					
Tickets to events - Gala/Premiere	8 / 8	4/4	2/2		
Logo placement on the event page with a link to your site.					
Complimentary event merchandise.	8/8	4/4	2/2		
Vendor table at events.					
Acknowledgement on Raffle Tickets - to be sold at the events.					
Unlimited access to the 300 promotional bags to be distributed at the gala / 150 premiere. Your company may include promotional items i.e., special offers, business cards, magnet, etc.					
Acknowledgement as Sponsor (both events)	MC, Signage, & Program - full page	MC, Signage, & Program Ad - half page	Signage and Program Ad - quarter page	Sponsor page/Credits	Sponsor page/Credits
Logo placement and recognition on Organization's website.					



Who Is My Sister's Keeper?

My Sister's Keeper is a 501c3 non-profit organization that emphasizes compassion and dedication to its cause. It was founded by Sherri White, a breast cancer warrior who endured her battle with inspiring courage. The organization's primary objective is to provide support to women fighting cancer, serving as a symbol of hope and unity in the Cleveland community. Sherri's personal experience with cancer at 32 years old inspired her to establish an organization that extends beyond medical support, prioritizing the overall well-being of women undergoing this challenging journey.



WHO IS MYSISTER'S KEEPER?

Mission and Impact:

The mission of My Sister's Keeper is to surround women undergoing cancer treatment with an unwavering supportive community. Recognizing the multifaceted challenges of cancer, the organization emphasizes not just the physical aspects of cancer treatment but also the crucial emotional and social support necessary for women during this critical time. By rejuvenating the idea of community and revitalizing the spirit of womanhood, My Sister's Keeper plays a pivotal role in transforming the cancer experience into a journey of empowerment and support.

Services and Community Engagement:

My Sister's Keeper offers a boutique of supportive care services, meticulously designed to meet the diverse needs of women impacted by cancer. These services encompass a wide range of assistance and activities, all aimed at promoting a sense of normalcy, dignity, and strength among the participants. The organization's deep-rooted commitment to creating a nurturing environment is evident in every aspect of its operation, from individual support to community-wide initiatives.

Location and Accessibility:

Located in the heart of Cleveland, Ohio (16200 Euclid Ave), My Sister's Keeper is ideally positioned to serve the local community. Its accessibility ensures that vital support and services are readily available to those in need, making a significant impact in the lives of many women and their families within the area.

Invitation to Support:

We invite you to join us in this noble cause as a sponsor. Your support will not only contribute to the continuity and expansion of our services but also symbolize your commitment to the well-being and empowerment of women in our community. Partnering with My Sister's Keeper offers a unique opportunity to make a tangible difference in the lives of women facing one of the toughest battles of their lives.

Other Opportunities to Sponsor:

7th Annual - A Walk in Her Shoes - Saturday, October 5, 2024

Location: Glenville

This event awarded My Sister's Keeper with the City of Cleveland Champions Award



MEET *the team*



AKIA
Event Coordinator



J'NAY
Creative Director



MIRENDO
Back Stage Mgr



DEMETRIA
Venue Mgr



MAKELL
*Volunteer
Coordinator*



TRACEY
Finance



SHERRI
Marketing



VAL
Model Coach



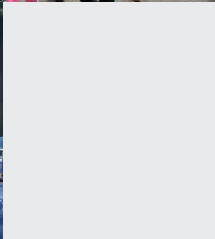
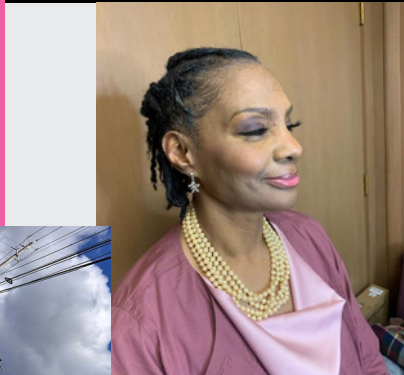
DEVVIE
Team Member



NOREEN
Team Member



LYDIA
Team Member



MY SISTER'S KEEPER

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