



Campaign Description

The **Purchase 4 Pink Campaign** brings retailers, restaurants, and service providers from all across Chicagoland together to raise funds to benefit the Lynn Sage Breast Cancer Foundation.

Ways for Partners to Participate

Partners are encouraged to participate in a way that best works for their business, including but not limited to:

- o Donating a percentage of overall sales;
- o Donating a percentage of sales from a specific day (in-house event or on-line), weekend, or time frame;
- o Donating a portion of proceeds from a specific product or item.

About Lynn Sage Breast Cancer Foundation

The Lynn Sage Breast Cancer Foundation raises funds for research and medical education to prevent breast cancer and improve treatment and survivorship for individuals diagnosed with breast cancer. Investments are directed locally within the Chicagoland area, but drive impact globally. For more information about the Lynn Sage Breast Cancer Foundation or to make a donation visit www.lynnsage.org.

How Lynn Sage Breast Cancer Foundation Will Promote Our Partners

	<i>Partners Targeting to Raise \$250-\$1,000</i>	<i>Partners Targeting to Raise \$1,001 - \$2,000</i>	<i>Partners Targeting to Raise \$2,001 - \$3,499</i>	<i>Partners Targeting to Raise \$3,500 - \$5,000</i>	<i>Partners Committed to Raise over \$5,000**</i>
<i>Listing and Hyperlink on LSBCF website under Campaign page (during event & 2-weeks prior)</i>	X	X	X	X	X
<i>Listing (including photo or logo) and Hyperlink in newsletter prior to event (11,000+ people)</i>	X	X	X	X	X
<i>8.5 x 11" Display Signage for retail store/restaurant</i>	X	X	X	X	X
<i>LSBCF Stickers indicating support for breast cancer research</i>	X	X	X	X	X
<i>Group Face Book & Instagram Posts with link to Campaign Website</i>	1 FB & 1 IG Posts	2 FB & 2 IG Posts	3 FB & 3 IG Posts	3 FB & 3 IG Posts	3 FB & 3 IG Posts
<i>Individual Face Book & Instagram Posts with link to Campaign Website</i>			1 FB & 1 IG Posts	2 FB & 2 IG Posts	2 FB & 2 IG Posts
<i>Group e-mail listing all current participants to over 11,000+ people</i>		1 E-Mail	2 E-Mails	2 E-Mails	2 E-Mails, +1 customized e-mail only about retailer
<i>Post-Event Spotlight Feature in Newsletter (sent to 11,000+)</i>				X	X
<i>Attendance at In-Store Event by LSBCF Leadership</i>				X	X
<i>Listing with other P4P retailers/restaurants in Oct 21 Fall Benefit Pre-Show</i>	X	X	X	X	X
<i>Individual and Customized Listing in Oct 21 Fall Benefit Pre-Show</i>			X	X	X

** For any Partner donating over \$5,000, Lynn Sage will work with Partner to customize promotion of the event(s).

For more information or questions, please contact Campaign Chairs:

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