

### Campaign Description

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

### Ways to Participate

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

- Donating a percentage of overall sales (in-house event and/or on-line);
- Donating a portion of proceeds from a specific product or item.

### About the Lynn Sage Breast Cancer Foundation ([www.lynnsage.org](http://www.lynnsage.org))

Our mission is to raise funds for research and education to prevent breast cancer and improve outcomes for individuals with breast cancer. Investments are directed within the Chicago area but drive impact globally.

### How We Promote Our Partners

TARGET PARTNER DONATION:	\$250-\$1,000	\$1,001 - \$2,000	\$2,001 - \$3,499	\$3,500 - \$5,000	Over \$5,000**
Website Listing (during event & 2-weeks prior)	X	X	X	X	X
Newsletter Listing (photo or logo) prior to event*	X	X	X	X	X
Instore Signage (8.5 x 11")	X	X	X	X	X
Stickers	X	X	X	X	X
Face Book & Instagram Posts (including multiple partners)	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
Individual Face Book & Instagram Posts			1 FB & 1 IG Posts	2 FB & 2 IG Posts	2 FB & 2 IG Posts
E-mail promoting all major P4P partners (only October)*		1 E-Mail	2 E-Mails	2 E-Mails	2 E-Mails, +1 customized exclusively for retailer
Post-Event Feature in Newsletter*				X	X
Attendance at In-Store Event by LSBCF Leadership				X	X
Listing (with other P4P partners) in Oct 21 Fall Benefit Pre-Show	X	X	X	X	X
Customized Listing in Oct 21 Fall Benefit Pre-Show			X	X	X

\* Current distribution list to 11,000+ people

\*\* For donations over \$5,000, we will gladly collaborate and customize a promotion to meet your specific needs

For more information or questions, please contact Campaign Chairs:

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