

Media Sponsor E-mail *(The sports team will probably send something similar to media sponsors.)*

CONTACT NAME AND INFORMATION

Thank you for supporting **EVENT NAME** (*PINK AT THE RINK PAINT THE , PARK PINK, ETC.*) with The Mary Kay Ash Charitable Foundation at the **TEAM NAME** game on **DATE AND TIME** between your **HOME TEAM** and the **OPPOSING TEAM**.

The mission of The Mary Kay Ash Charitable Foundation is two-fold:

- To support women living with cancer dealing with the appearance-related side effects of cancer treatment; and
- To help put an end to violence against women by providing grants to women's shelters and supporting community outreach programs.

Since the Foundation was established in Canada in 2001, it has granted over \$1 million to organizations to help women undergoing cancer treatment and violence against women.

For more information on the Foundation, visit www.marykay.ca

Ask the team to list any upcoming interviews scheduled for the game.

Work with sports team to offer interviews with players, independent sales force members, coaches, etc.

MENTION ANY OTHER SPONSORS FOR THE EVENT OR ANY OTHER TICKETS SOLD TO LARGE GROUPS.

MENTION ANYTHING UNIQUE ABOUT THIS GAME.

SAMPLE DETAILS YOU MIGHT WANT TO INCLUDE:

Mention special giveaways

Encourage fans to wear pink

EVENT DATE & TIME

Will the Mary Kay Ash Charitable Foundation have display booths?

Is space available for media booths?

Are tickets available to sponsors?

Is there a live Jersey auction after the game?

How much money do you hope to raise?

List any special recognition for breast cancer survivors or victims. (For instance, you could hold a parade at intermission for all breast cancer survivors attending the game.)

List any time of silence for domestic violence victims.