



8TH ANNUAL

PINK PINT NIGHT

FIGHT WITH A PINT!

THURSDAY, SEPTEMBER 26TH, 2019

NODA BREWING COMPANY

2921 N. TRYON ST. CHARLOTTE, NC 28206

N·O·D·a
BREWING COMPANY®

CharlotteRadiology™
The Imaging Experts.

FIGHT WITH A PINT!

• A SIGNATURE EVENT BY CHARLOTTE RADIOLOGY •



Charlotte Radiology is proud to present our annual Pink Pint Night at NoDa Brewing Company! Pink Pint Night raises critical funds, providing screening and diagnostic mammograms to local, uninsured women through Levine Cancer Institute: Project PINK. Kicking off breast cancer awareness month each year, this event is free to the public and consistently draws 600+ patrons, all of whom come together to enjoy live music, a silent auction, food trucks, an exclusive "pink" brew, and support an amazing cause.



PROJECT PINK

• WHERE THE MONEY GOES •

Founded in 2011, Levine Cancer Institute: Project PINK provides free screening and diagnostic mammograms for **more than 1,000 local, uninsured women each year**. Charlotte Radiology's mobile mammography program works in tandem with LCI to bring state-of-the-art early breast cancer detection to communities where need is greatest.

100%

of money raised stays
LOCAL

100%

of the money raised directly funds
life-saving mammography exams for
low-income, uninsured women

THE COSTS

\$150

funds
one screening mammogram

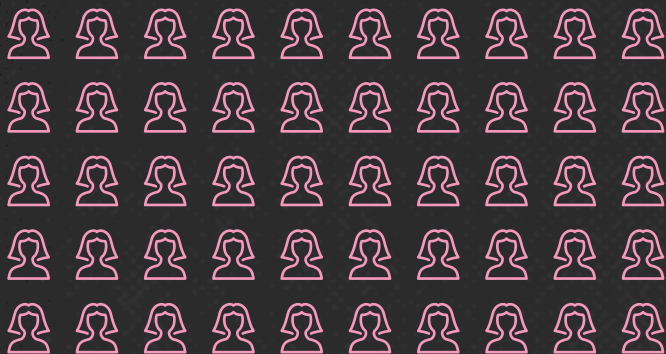
\$7,500

funds a Project PINK screening day
and follow up care for
40 women

www.fightwithapint.com

THE LOCAL IMPACT


• HOW PINK PINT NIGHT MAKES A DIFFERENCE •



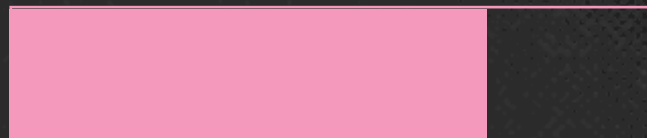
 = 100 women

1,000+ low-income women served, locally each year

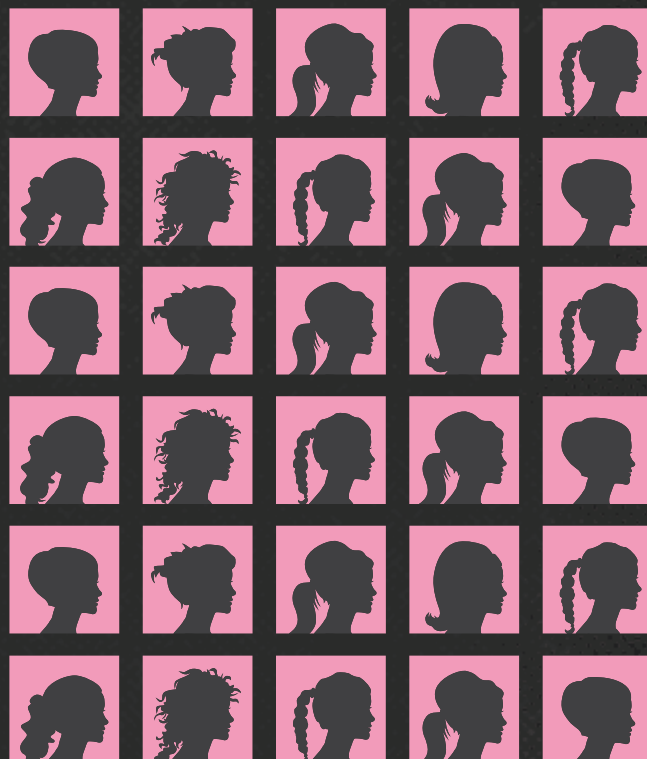



 = 1 screening day

15 Project PINK hosts 15 mobile screening days/year, taking screening mammography to the communities where the need is greatest



73% of women served have never had a mammogram or are past-due



 = 2 women

60+ breast cancers have been diagnosed to date – we diagnose approximately 2 breast cancers a month

SPONSORSHIP OPPORTUNITIES - HOW YOU CAN HELP

\$7,500 PROJECT PINK PATRON

Funds Project PINK Screening Day + Follow-up Care

Enjoy twice the recognition as key sponsor for both Pink Pint Night and a LCI: Project PINK screening day.

PINK PINT NIGHT

- Exclusive event day vendor table and/or sampling
- Logo on Pink Pint Night coasters (used at event and distributed to bars & restaurants throughout Charlotte)
- Logo recognition on all Pink Pint Night promotional materials, including banner, tee shirts and website
- Logo recognition on Fundraising site (AtriumHealthFoundation.org/pinkpintnight)
- Social media recognition by Charlotte Radiology and NoDa Brewing (total followers exceeding **45K Instagram, 37K Facebook**), as well as Pink Pint Night's event page
- Logo recognition on the digital information stations throughout the campus of Levine Cancer Institute during the month of September.
- Recognition in Atrium Health Foundation's Momentum publication, distributed to more than **10,000 individual and corporate donors**
- Recognition in NoDa Brewing's newsletter
- Event night **VIP entry for 6***

AND

PROJECT PINK SCREENING DAY

- Sponsor recognition at one of our LCI: Project PINK mobile screening days held in the Charlotte community
- **40 uninsured women** will receive screening mammograms, as well as any necessary follow-up care, courtesy of your company
- Enjoy event day signage and optional vendor table
- Fantastic PR opportunity (Charlotte Radiology can help with a press release, if needed!)

***Pink Pint Night VIPs enjoy reserved seating, a Pink Pint Night pint glass, food voucher, VIP bar access and two free beer tickets.**

SPONSORSHIP OPPORTUNITIES - HOW YOU CAN HELP

\$5,000 PROJECT PINK PARTNER

Funds Project PINK Screening Day

Enjoy twice the recognition as key sponsor for both Pink Pint Night and a LCI: Project PINK screening day.

PINK PINT NIGHT

- Logo recognition on all Pink Pint Night promotional materials, including banner, tee shirts and website
- Logo recognition on Fundraising site (AtriumHealthFoundation.org/pinkpintnight)
- Social media recognition by Charlotte Radiology and NoDa Brewing (total followers exceeding **45K Instagram, 37K Facebook**), as well as Pink Pint Night's event page
- Recognition in NoDa Brewing's newsletter
- Event night **VIP entry for 4***

AND

PROJECT PINK SCREENING DAY

- Sponsor recognition at one of our LCI: Project PINK mobile screening days held in the Charlotte community
- **40 uninsured women** will receive screening mammograms, courtesy of your company
- Enjoy event day signage and optional vendor table
- Fantastic PR opportunity

**Pink Pint Night VIPs enjoy reserved seating, a Pink Pint Night pint glass, food voucher, VIP bar access and two free beer tickets.*

\$2,500 GROWLER GURU

- Logo recognition on all Pink Pint Night promotional materials, including banner, tee shirts and website
- Logo recognition on Atrium Health Foundation Fundraising site (AtriumHealthFoundation.org/pinkpintnight)
- Social media recognition by Charlotte Radiology and NoDa Brewing (total followers exceeding **45K Instagram, 37K Facebook**), as well as Pink Pint Night's event page
- Event night **VIP entry for 2***

\$1,000 PINK PINT PAL

- Logo recognition on Pink Pint Night event banner and website
- Name recognition on Pink Pint Night tee shirt and flyer
- Event night **VIP entry for 2***

***Pink Pint Night VIPs enjoy reserved seating, a Pink Pint Night pint glass, food voucher, VIP bar access and two free beer tickets.**

SPONSOR AGREEMENT FORM

Company (if applicable)

Name

Email

Address

Phone

Signature

Date

SPONSOR LEVEL AGREEMENT

- ☐ **Project PINK Patron - \$7,500**
- ☐ **Project PINK Partner - \$5,000**
- ☐ **Growler Guru - \$2,500**
- ☐ **Pink Pint Pal - \$1,000**
- ☐ **OTHER: _____**

Make Check Payable to:

Atrium Health Foundation – Project PINK

To pay online visit:

AtriumHealthFoundation.org/pinkpintnight

Send to:

Marketing@charlotteradiology.com

Charlotte Radiology

700 E. Morehead Street, Suite 300 | Charlotte, NC 28202

THANK YOU

Your donation to Atrium Health Foundation -
Project PINK Fund is tax deductible. Tax ID # 56-6060481