



FIGHT FROM HOME

BENEFITTING LCI: PROJECT PINK

THURSDAY, SEPTEMBER 24, 2020
STARTING AT 6:00PM VIA
YOUTUBE LIVE & FACEBOOK LIVE

N·O·D·a
BREWING COMPANY®

CharlotteRadiology®

FIGHT FROM HOME!

• PINK PINT NIGHT VIRTUAL EDITION 2020 •

Charlotte Radiology is proud to present our 9th annual Pink Pint Night in partnership with NoDa Brewing Company! Each year this much anticipated community event is integral in the fight against breast cancer, helping to provide essential screening and diagnostic mammograms for local uninsured women through Levine Cancer Institute: Project Pink.

This year, in light of the current environment and the critical need to protect the safety of our supporters, Pink Pint Night will be going virtual! While the event will certainly look different from past events held at NoDa Brewery, it's imperative for Pink Pint Night to take place in a way that our community of supporters can safely fight from home. We're excited about the first-ever live broadcast, featuring breast cancer awareness education, an online auction, a live flight tasting (including the 2020 PPN signature pink brew!) with NoDa's chief brewer, and more.

There are many ways sponsors and participants can engage in this event and raise money for LCI: Project Pink, both leading up to and during our September 24th live broadcast. Teams and individuals will be able to Crowdfund and make donations via our fightwithaflight.com website. Pink Pint Night Sponsorship packages are available at various levels with new virtual benefits (see page 2). Additionally, supporters will have the option to 'host' a gathering of their friends, family or coworkers (either at home or virtually!) to participate in the NoDa craft beer tasting.

The need for funding this year is more important than ever, as many state and local resources for essential health screening programs have been reprioritized to help with the COVID-19 response. Project Pink serves the same at-risk populations impacted by coronavirus at a time of critical need. Our goal is to continue to provide breast health services including free mammograms for these women. Breast cancer doesn't stop for pandemics, and we know that early detection saves lives.

We invite you to join us for a fun and festive night virtual-style as we #FightWithAFlight, celebrating our survivors, healthcare partners, and community of caregivers and care recipients, while raising much-needed funds for LCI: Project Pink! Thank you for your consideration.



PROJECT PINK

• WHERE THE MONEY GOES & HOW WE MAKE AN IMPACT •

Founded in 2011, Levine Cancer Institute: Project PINK and Project Pink Plus provide 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** & directly funds life-saving mammography exams for low-income, uninsured women

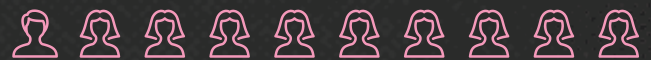
\$215 provides **one FREE screening mammogram** for a Project Pink patient

\$15,000 funds a Project PINK screening day for **30 women**



 = 2 women


70+ breast cancers have been diagnosed to date – we diagnose 1-2 breast cancers a month through these programs



 = 100 women

1,000+ low-income women served in the greater Charlotte area each year



 = 1 screening day

75% of women served have never had a mammogram or are past-due

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

\$5,000 PROJECT PINK PATRON

Enjoy recognition as a key supporter for both Pink Pint Night and one LCI: Project PINK screening day.

PINK PINT NIGHT

- Sponsorship recognition on Pink Pint Night printed materials, webpage & social media platforms during Pink Pint Night live stream event
- Sponsorship tag on pre-recorded video segment shown during Pink Pint Night live stream program
- Logo on Pink Pint Night promo items including t-shirts, NoDa flight tasting take-home bag
- One company logo item included in take-home bag
- Logo recognition on Pink Pint Night promotional flyers/posters, distributed to Charlotte bars & restaurants
- Logo recognition on fundraising site (AtriumHealthFoundation.org/pinkpintnight)
- Social media recognition by Charlotte Radiology, NoDa Brewing, and Atrium Health Foundation (total followers: 68,000)
- Logo recognition on 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
- Pink Pint Night 'flight tasting for 10' (host kit) = 5 kits, each including one NoDa 4-pack sampler, four flight glasses, two t-shirts (select a size), coasters & more
- Set of 4 Pink Pint Night commemorative glasses

PROJECT PINK SCREENING DAY

- Recognition for helping to support one of our local Charlotte area LCI: Project PINK mobile screening days in 2021
- Boosted posts on Charlotte Radiology and NoDa Brewing social pages to recognize sponsor contributions for PPN 2020
- 20+ uninsured women will receive free screening mammograms, thanks to your generosity!

\$2,500

PROJECT PINK PARTNER

PINK PINT NIGHT

- Sponsorship recognition on Pink Pint Night printed materials, webpage & during Pink Pint Night live stream event
- Logo on Pink Pint Night t-shirts
- Logo recognition on Pink Pint Night promotional flyers/posters, distributed to Charlotte bars & restaurants
- Logo recognition on fundraising site (AtriumHealthFoundation.org/pinkpintnight)
- Social media recognition by Charlotte Radiology & NoDa Brewing (total followers: 64,000)
- Pink Pint Night 'flight tasting for 4' (host kit) = 2 kits, each including one NoDa 4-pack sampler, four flight glasses, two t-shirts (select a size), coasters & more

\$1,000

PINK PINT PAL

- Sponsorship recognition on Pink Pint Night printed materials, webpage & during Pink Pint Night live stream event
- Logo on Pink Pint Night promo t-shirts and event
- Social media recognition by Charlotte Radiology (total followers: 9,400)

SPONSOR COMMITMENT FORM

Please complete, scan & email commitment form to **marketing@charlotteradiology.com**

Company (if applicable)

Name

Email

Address

Phone

Signature

Date

SPONSOR LEVEL PLEDGE

☐ **Project PINK Patron - \$5,000**

☐ **Project PINK Partner - \$2,500**

☐ **Pink Pint Pal - \$1,000**

☐ **\$500**

☐ **\$215** provides **FREE screening**
for one Project Pink patient

☐ **Yes!** We'd like to host a Crowdfunding page for our
company/team. Please send me more info.

☐ **OTHER:** _____

Make Check Payable to:

Atrium Health Foundation – Project PINK

To pay online visit:

AtriumHealthFoundation.org/pinkpintnight

Questions?

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Charlotte Radiology

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Your donation to Atrium Health Foundation -
Project PINK Fund is tax deductible.

Tax ID # 56-6060481

THANK YOU