



# PINK PINT NIGHT

FIGHT WITH A PINT!  
THURSDAY, SEPTEMBER 30, 2021  
NODA BREWING COMPANY

N·O·D·a  
BREWING COMPANY

CharlotteRadiology®



# FIGHT WITH A PINT!

• A SIGNATURE EVENT •



Charlotte Radiology is proud to present our 10th annual Pink Pint Night! After celebrating virtually last year, we're thrilled to be back at NoDa Brewing hosting a live event again! 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.

Join us as we celebrate 10 years of engaging with our community to support local women.





# 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 3D screening mammogram** for a Project Pink patient


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



 = 5 women


**75+** breast cancers have been diagnosed to date (1-2 per month) through these programs



 = 100 women

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



 = 5 screening days

**30+** mobile screening days per year are hosted by Project Pink, taking screening mammography to communities where the need is greatest



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

SPONSORSHIP OPPORTUNITIES - HOW YOU CAN HELP

**\$7,500**

# PROJECT PINK PATRON

*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
- Logo recognition on all Pink Pint Night promotional materials, including banner, tee shirts and website
- Logo recognition on Fundraising site ([AtriumHealthFoundation.org/pinkpintnight](https://AtriumHealthFoundation.org/pinkpintnight))
- Social media recognition by Charlotte Radiology and NoDa Brewing (total followers exceeding **53K Instagram, 34K 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 **5 Pink Pint Night Merchandise Bundles**

## PROJECT PINK SCREENING DAY

- Sponsor recognition at one of our LCI: Project PINK mobile screening days held in the Charlotte community
- **30 uninsured women** will receive screening mammograms, as well as any necessary follow-up care, courtesy of your company

**\*Pink Pint Night sponsors receive a 10-year commemorative merchandise bundle to include a Pink Pint Night t-shirt, pint glass, beer ticket, coaster, etc.**



SPONSORSHIP OPPORTUNITIES - HOW YOU CAN HELP

# \$5,000 PROJECT PINK PRINCIPAL

*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](https://AtriumHealthFoundation.org/pinkpintnight))
- Social media recognition by Charlotte Radiology and NoDa Brewing (total followers exceeding **53K Instagram, 34K Facebook**), as well as Pink Pint Night's event page
- Recognition in NoDa Brewing's newsletter
- Event night **4 Pink Pint Night Merchandise Bundles**

## PROJECT PINK SCREENING DAY

- Sponsor recognition at one of our LCI: Project PINK mobile screening days held in the Charlotte community
- **30 uninsured women** will receive screening mammograms, courtesy of your company

**\*Pink Pint Night sponsors receive a 10-year commemorative merchandise bundle to include a Pink Pint Night t-shirt, pint glass, beer ticket, coaster, etc.**

SPONSORSHIP OPPORTUNITIES - HOW YOU CAN HELP

# \$2,500

## PINK PINT PARTNER

- 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 **53K Instagram, 34K Facebook**), as well as Pink Pint Night's event page
- Event night **2 Pink Pint Night Merchandise Bundles**

# \$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 **1 Pink Pint Night Merchandise Bundle**

**\*Pink Pint Night sponsors receive a 10-year commemorative merchandise bundle to include a Pink Pint Night t-shirt, pint glass, beer ticket, coaster, etc.**

# SPONSOR COMMITMENT FORM

Please complete, scan & email commitment form to kaeley.marzano@charlotteradiology.com

Company (if applicable)

Name

Email

Address

Phone

Signature

Date

## SPONSOR LEVEL PLEDGE

- ☐ Project PINK Patron - \$7,500
- ☐ Project PINK Principal - \$5,000
- ☐ Pink Pint Partner - \$2,500
- ☐ Pink Pint Pal - \$1,000
- ☐ \$500
- ☐ \$215 provides FREE screening
- ☐ for one Project Pink patient
- ☐ OTHER: \_\_\_\_\_

Make Check Payable to:  
Atrium Health Foundation – Project PINK

To pay online visit:  
[AtriumHealthFoundation.org/pinkpintnight](http://AtriumHealthFoundation.org/pinkpintnight)

Questions?  
Kaeley.Marzano@charlotteradiology.com  
Charlotte Radiology  
700 E. Morehead Street, Suite 300  
Charlotte, NC 28202

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

# THANK YOU