CHARGE UP
CAMPAIGN

SPONSORSHIP OPPORTUNITIES

1 IN 8 WOMEN

WILL BE DIAGNOSED WITH

Breast Cancer

IN THEIR LIFETIME

ABOUTUS

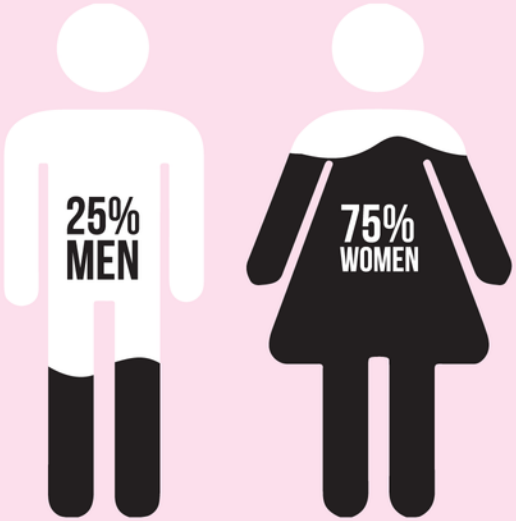
OUR REASON WHY

The Charge Up Campaign is a 501(c)3 non-profit organization that supports, educates, empowers, and celebrates men, women and youth who have fought against health, social, and economic concerns due to the impact of cancer. The campaign brings awareness and support to those affected through its support programs, social events and special projects.

This survivorship campaign began in 2013 by founder, Charessa Sawyer, who created the campaign after her own experience with being a caregiver for her mother who is a breast cancer survivor. She and her siblings understood that once they stopped focusing on mom "the patient" and began celebrating mom "the person," is when they gained a new outlook on life. It is Charessa's goal to empower survivors, inspire warriors and educate communities on life after cancer.

OURDEMOGRAPHICS

EXPECTING OVER
200+
ATTENDEES



75% AFRICAN AMERICAN

10% HISPANIC

10% OTHER

5% CAUCASIAN

WE TARGET AGES **30 TO 55 YEARS OLD**

INCOME RANGES FROM $40,000 TO $65,000/YR

INTERESTS

Community Service, Healthcare, Cure for Breast Cancer, Cancer, Caregiving, Volunteering, Women's Empowerment, Health Education, Uplifting, Self-love, Supporting Non-Profit Organizations, Cancer Survivors, Networking, Health-Related Fields, Cancer Awareness Initiatives

OUR PAST ATTENDEES HAVE COME FROM

- GEORGIA
- NORTH CAROLINA
- SOUTH CAROLINA
- ALABAMA
- FLORIDA

PINK**CHAMPAGNE GALA**

The 4th Annual Pink Champagne Gala is an evening of celebrating Cancer Survivors, Caregivers, Healthcare Professionals, and Support Organizations.

SURVIVORSCON

The Survivors Con is a two-day weekend conference on October 19th-20th, 2019 that is full of education, empowerment and resources for cancer survivors and caregivers. This engaging event includes our:

+ Welcome Reception
+ Survivors Pajama Jam
+ Breakout Sessions
+ Keynote Brunch

OUREVENTS
QUICK FACTS

4TH ANNUAL PINK CHAMPAGNE GALA

Theme:
A Survivor's Dream

Date:
June 1st, 2019 @ 6:30pm

Location:
Atlanta Metropolitan College
1630 Metropolitan Parkway
Atlanta, Georgia

Past No. of Attendees:
150+

Anticipated No. of Attendees:
200+

Platinum Reception:
May 31st, 2019 6:30pm -9:00pm
Reception for Sponsors and Special Guests

Past Honorees/Brand Ambassadors:
Bravo TV's- Jackie Walters and Dr. Heavenly Kimes; Former Green Bay Packer- Eric Matthews; Ford Warriors in Pink- Niya Brown Matthews; VH1's- Priyanka Banks

Featured Press & Media:

rollingout
upscale
FREDDYO.COM
sheen MAGAZINE
Girl POWER Tour

CHARGE UP
up
BRANDING
Shaping your

CHARGE UP
PUBLIC RE
SALUTE

CHARGE UP
up

upscale

upscale
DARRYL

SPONSORSHIP LEVELS

$500 — CHEERS TO SURVIVORS

- Welcome Reception
- Digital Brand Exposure
- CUC T-Shirt
- Gift Bag Inserts
- Gala Seating for Two (2)
- Brand on Gala and Pajama Jam Event Materials
- Social Media Exposure
- Mentions by Hosts
- One (1) Sponsored Cancer Survivor Ticket
- Brand Inclusion on CUC Website for Three (3) Months
- Press Release Mention

$750 — SNAPS, LIVES, & STORIES

- Speaking Opportunity at Welcome & Media Reception
- Branded Social Media Coverage
- Interviews with Media Sponsors & Social Media Activation
- VIP Gala Seating for Four (4)
- One (1) SurvivorsCon Ticket
- Presenting Sponsor of Event Activation (i.e. Entertainment, Interview Lounge)
- Two (2) Sponsored Tickets to Cancer Survivors
- Brand Inclusion on CUC Website for Six (6) Months

$1,000 — SIPS & SURVIVORS

- Presenting Sponsor at Welcome Session
- Four (4) Gala Tickets
- Two (2) SurvivorsCon Tickets
- Speaker Opportunity at SurvivorsCon
- Social Media Takeover [IG & Facebook]
- Premium Exhibition Booth at Gala
- Brand Inclusion at SurvivorsCon
- Product Promotion
- Brand Inclusion on CUC Website for Six (6) Months

$1,000 — PILLOW FIGHT!

- Two (2) Gala Tickets
- Two (2) SurvivorsCon Tickets
- Eight (8) Sponsored Survivor Tickets to Pajama Jam
- Exclusive CUC Pajama Jam Presenter
- Branded Gift Bags for Gala Attendees
- Premium Exhibition Booth at Welcome Reception
- On Site Brand Activation at Welcome Reception
- Brand Inclusion on CUC Website for Three (3) Months

$2,500 — CHARGEUP FOR A CAUSE

- Gala Awards Presenter
- Table for Eight (8) at Gala
- Six (6) SurvivorsCon Tickets
- Branded Gift Bags for Attendees at Gala
- Premium Exhibition Booth at Gala and Conference
- Brand Inclusion at Survivorscon
- Presenter at SurvivorsCon
- Presenting Sponsor for CUC Pajama Jam
- Five (5) Sponsored Tickets for Cancer Survivors to Pajama Jam
- Three (3) Social Media Take-Overs [IG & Facebook]
- Brand Inclusion on CUC Website for Twelve (12) Months
- Media Interviews with CUC
- Product Promotions
- Two (2) Sponsored Gala tickets for Cancer Survivors
- Two (2) Sponsored Gala tickets for Caregivers

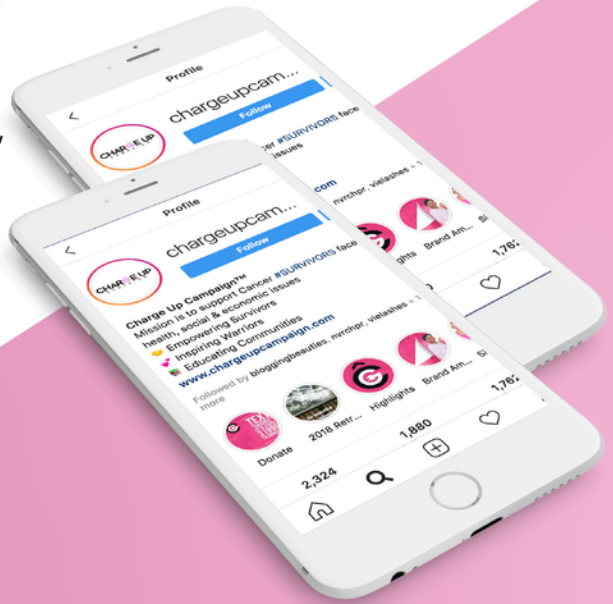
LETSPARTNER

INFO@MATTIECLAYBPR.COM

SMALL BUSINESS SPONSORSHIP COORDINATOR/PRESS & MEDIA

Presenting Partnership Opportunity available.
Contact Charge Up Campaign for opportunity.
PRESIDENT@CHARGEUPCAMPAIGN.COM

Customized Sponsorship Opportunities available
i.e. Gift bags, photography, entertainment, make up, sound, etc.



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