

# 12th ANNUAL

# The Pink Ribbon

Jacksonville

## Co-Chairpersons

Joanne Ghiloni  
Nancy Morrison

## Honorary Chairperson

Casey DeSantis

## Committee

Susie Buckey  
Shelley Dickerson  
Barbara Donnelly  
Judy Flynn  
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Sharon Gibbons  
Mary Ann Graham  
Susan Hitch  
Bondy Hodgkins  
Becky Jewett  
Linda Lago  
Alison McCallum  
Mandy Morrow  
Kathie Seabrook  
Sara Strom  
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## Past Chairpersons

Susie Buckey  
Millie Harrison  
Duffy Kopriva  
Renee Randolph  
Robin Wahby

July 2018

Dear Friends,

The Pink Ribbon Committee is pleased to announce the events scheduled for 2018. Our fundraising efforts will tee off with the all-women's **Pink Ribbon Golf Classic** to be held at the Ponte Vedra Inn & Club on Thursday, October 4<sup>th</sup>. The **cocktail party featuring accomplished local artists** will be on Thursday, October 11<sup>th</sup> at an inviting Marsh Landing home in Ponte Vedra Beach. The final event, the **David Yurman Trunk Show**, held in conjunction with the **check presentation** to our beneficiaries at Underwood Jewelers, will be held on Thursday, November 8<sup>th</sup>.

We hope that you will join us as a partner or sponsor in our effort to raise \$300,000 in 2018. For Baptist Medical Center Beaches, our contribution will help purchase a PET/CT scanner for the Wilson Cancer Center. Currently, PET scans are only offered one day per week via a mobile unit. PET scans have proven particularly useful in evaluating a patient's response to therapy, specifically, chemotherapy for locally advanced breast carcinoma and metastatic disease, reassessing breast cancer stages, and problem solving when conventional imaging results are vague or ambiguous. For Mayo, our contribution will help The Jacoby Center for Breast Health fill unmet needs and offer innovative therapies. Our support enables the team at Mayo to utilize funds for patients (to include DigniCap service that reduces chemotherapy-induced hair loss) and research that is being conducted in patients and through the clinic.

To date, we have raised and given over \$1,465,000 to the fight against breast cancer right here in Jacksonville. Past contributions have supported research identifying the factors that put women at risk for lymphedema in an effort to help prevent it and ground-breaking clinical trials and research to better understand the role of genetics so that improved therapies can be developed. We have also helped fund purchases of state-of-the-art equipment and so much more. For greater details regarding our contributions, please see the attached information.

We truly hope that we can count on your support.

Best regards,

Joanne Ghiloni  
Co-Chairperson

Nancy Morrison  
Co-Chairperson



## 2018 Partner/Sponsor Reply Form

Company name \_\_\_\_\_

Contact name \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

Mailing Address (if different) \_\_\_\_\_

### Levels of Opportunity

Partnership		Sponsorship	
Premier	\$25,000	<del>Cocktail Party</del>	\$10,000
Presenting	\$15,000	<del>Luncheon</del> No longer available	\$10,000
Champions	\$10,000	Front Nine or Back Nine	\$5,000
Majors	\$5,000	Marketing	\$5,000
		Awards & Gifts	\$5,000
		<del>Breakfast</del> No longer available	\$5,000
		Beverage Cart	\$5,000
		Golf Cart	\$3,000
		Hole	\$1,500

For those interested in giving \$250 or more, join us as **Friends of the Pink Ribbon**.

Level selected \_\_\_\_\_

Signage/program details:

Name as it should appear \_\_\_\_\_

For additional opportunities or if there are any questions, please contact Nancy Morrison, 2018 Co-Chair, at phone number: (904) 545-6677 or e-mail address: nancy@customluxuryhomes.com.

**Please make checks payable to: The Pink Ribbon Golf Classic**

Once completed, mail this form and the donation to: The Pink Ribbon Golf Classic  
P. O. Box 483  
Ponte Vedra Beach, FL 32004

Additional information can be found on our website: [PinkRibbonJax.org](http://PinkRibbonJax.org).



## PARTNERSHIP OPPORTUNITIES

### **Premier Partner** (\$25,000 level)

- Contact Event or Sponsorship Chair for specific details.

### **Presenting Partner** (\$15,000 level)

- 4 foursomes (women only) are invited to join the golf tournament.  
(Option for one foursome to be “anytime” foursome – men or women.)
- 16 cocktail party tickets will be made available.
- Company name/logo will be prominently displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo will have top billing on our website until April 2019.
- Company website link will be included on The Pink Ribbon website.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized at golf tournament luncheon.
- Option to include items/literature in goodie bags.

### **Champions Partner** (\$10,000 level)

- 2 foursomes (women only) are invited to join the golf tournament.  
(Option for one foursome to be “anytime” foursome – men or women.)
- 8 cocktail party tickets will be made available.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo will be included on our website until April 2019.
- Company website link will be included on The Pink Ribbon website.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized at golf tournament luncheon.
- Option to include items/literature in goodie bags.

### **Majors Partner** (\$5,000 level)

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo will be included on our website until April 2019.
- Company website link will be included on The Pink Ribbon website.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized at golf tournament luncheon.
- Option to include items/literature in goodie bags.

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Jacksonville

**SPONSORSHIP OPPORTUNITIES**

**\$10,000 Cocktail Party Sponsor** (1 sponsorship is available for this event.)

- 2 foursomes (women only) are invited to join the golf tournament.  
(Option for one foursome to be “anytime” foursome – men or women.)
- 8 cocktail party tickets will be made available.
- Prominent signage and program premier billing at cocktail party.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2019.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized during cocktail party.
- Option to include items/literature in goodie bags.

**\$10,000 Luncheon Sponsor** (1 sponsorship is available for this event.)

- 1 foursome (women only) is invited to join the golf tournament.
- 8 cocktail party tickets will be made available.
- Prominent signage at golf event and program premier billing.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2019.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized during golf event.
- Option to include items/literature in goodie bags.

**\$5,000 Front Nine or Back Nine Sponsor** (1 of each is available)

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Company name/logo will be on the hole flags on either the front nine greens on the Ocean and Lagoon Courses or the back nine greens on the Ocean and Lagoon Courses.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2019.
- Company will also be recognized during golf tournament luncheon.
- Option to include items/literature in goodie bags.

**\$5,000 Marketing Sponsor** (1 available)

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2019.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized during golf tournament luncheon.
- Option to include items/literature in goodie bags.

**\$5,000 Awards & Gifts Sponsor** (1 available)

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2019.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized during golf tournament luncheon.
- Option to include items/literature in goodie bags.

**\$5,000 Beverage Cart Sponsor** (1 available)\*

\* Drinks to be provided by The Pink Ribbon

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Prominent signage on both beverage carts.
- A company representative may ride on each beverage cart (total of two carts).
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2019.
- If provided by sponsor, usage of company logo cups permitted.  
**(Approval of logo cups is required from The Pink Ribbon Committee.)**
- Option to include items/literature in goodie bags.

**\$5,000 Breakfast Sponsor** (1 available)\*

\* Breakfast to be provided by The Pink Ribbon

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Prominent signage at player registration and in locker room.
- Up to two company representatives may greet golfers at player registration.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2019.
- Option to include items/literature in goodie bags.

**\$3,000 Golf Cart Sponsor** (Several available)

- 2 golfers (women only) may join the tournament **or** 4 cocktail party tickets will be made available.
- Company logo/ad to appear multiple times on media screen in every golf cart at tournament.
- Company name/logo will be displayed in all media and programs and at golf tournament.
- Company name/logo/website link will be included on our website until April 2019.
- Option to include items/literature in goodie bags.

**\$1,500 Hole Sponsor**

- 1 tee sign on each of the tournament golf courses (Lagoon and Ocean Courses).
- Recognition in Pink Ribbon Golf Classic program and on The Pink Ribbon website.

**Friends of Pink Ribbon** (\$250 or more)

- Recognized on Friends of Pink Ribbon tee sign and in program with other Friends of Pink Ribbon companies and individuals.

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# The Pink Ribbon Jacksonville

## **About Us**

The Pink Ribbon-Jacksonville is an all-volunteer, non-profit group of events created in 2006 to raise funds for local breast cancer research and related services at Baptist Medical Center Beaches and Mayo Clinic-Jacksonville. We operate as a 501(c)(3) under the Baptist Health Foundation umbrella. What began as one event, **The Pink Ribbon Golf Classic**, has now become multiple events allowing us to raise and give over \$1,465,000 to the fight against breast cancer right here in Jacksonville. Contributions to Baptist Medical Center Beaches over the years have specifically helped with the following:

- Purchasing state-of-the-art equipment to include a SenoClaire breast tomosynthesis with three-dimensional imaging technology, bi-directional dopplers that repair cells damaged by radiation, an x-ray pathology unit that results in even faster and more accurate diagnoses, and a digital mammography unit that helps diagnose breast cancer earlier and with greater accuracy.
- Hiring a Breast Cancer Care Coordinator, who supports patients with every aspect of treatment to include life as a breast cancer survivor.
- Underwriting an educational forum on the hereditary risk of breast and ovarian cancers, the connection between these cancers, and the ensuing discovery of the BRCA 1 & 2 genes.
- Establishing the Support & Survivorship Program at Hill Breast Center that offers services that enhance patients' lives during and after treatment.
- Purchasing new mammography/MRI gowns.
- Helping cover medical costs incurred by breast cancer patients, who are not covered by health insurance.
- Establishing an endowment providing a consistent source of funds to support breast cancer related needs.
- Growing an endowment that provides funds for genetic testing and screening coverage (such as breast MRI's) for young women who have been diagnosed with or who are at an increased risk for breast cancer.

In regard to Mayo Clinic-Jacksonville, we were honored to be recently recognized as **Distinguished Benefactors**. Highlights of these contributions, which have primarily benefited pioneering research, include the following:

- Supporting the breast cancer research of Edith A. Perez, M.D., E. Aubrey Thompson, Ph.D., and their team in the Mayo Clinic Breast Cancer Translational Genomics Program. This team developed an analytical infrastructure that positioned Mayo Clinic as one of the global leaders in breast cancer genomics.
- Supporting the Breast Cancer Genome Guided Therapy Study (BEAUTY). BEAUTY is a ground-breaking, national genetic clinical trial designed to help researchers and physicians better understand the role genetics play in breast cancer treatment so that they can develop more personalized therapies for breast cancer patients now and in the future.
- Purchasing a biopsy system that is used in conjunction with the digital breast tomosynthesis. This integral piece of equipment gives radiologists the ability to locate and accurately target regions of interest for biopsy resulting in a seamless, streamlined procedure.
- Supporting the research of Sarah A. McLaughlin, M.D., as she worked to identify factors that put women at risk of lymphedema. This knowledge will help women not only understand their own risk of lymphedema, but aid in the development of novel treatments to help prevent it.
- Providing funds that support an on-going focus on the stress and emotional impact breast cancer has on patients' lives, as the clinicians at Mayo continue to see positive outcomes from their integrative medicine programs, such as acupuncture and massage (each highly sought-after services).

Administrators at both Baptist Medical Center Beaches and Mayo Clinic-Jacksonville have emphasized the importance of this financial support. This type of local commitment helps them attract and retain medical talent. In the words of Dr. McLaughlin, Medical Director of the Robert & Monica Jacoby Center for Breast Health at Mayo Clinic-Jacksonville, "Being part of Mayo Clinic facilitates unique opportunities to interact with patients, identify a clinical question that is relevant to patient care, and act...in a timely, meaningful way. Through the support of benefactor funds, it allows us to consistently and steadily work toward a solution...it allows immediate application of our work, which is very satisfying to many patients and a primary reason they seek our care." "Your efforts and hard work allow us to be inspired, to be innovative, to be thoughtful and to rapidly push out research changes into the clinical practice making a real difference in our patients' lives."