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Marica Pendjer  
Alison Untiedt

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August 2020

Dear Friends,

As we settle into our new reality, and find ourselves going back and forth between embracing and resisting the reordering of our lives, planning fundraising activities during this unprecedented time has been... interesting. On the bright side, times of crisis can spark creativity and a stronger community bond!

During these uncertain times, two things remain certain. Breast cancer does not take a break for a pandemic; and the hospitals our efforts benefit – **Baptist Medical Center Beaches and Mayo Clinic, Jacksonville** – need our support more than ever. As **Pink Ribbon Jax** enters its 14<sup>th</sup> annual Fight Against Breast Cancer, we need your help. Please join us as a sponsor in our effort to raise \$250,000. This year's campaign will fund two vital and timely projects. For Baptist, the resources we raise will enable their **Mobile Mammography Unit** – the Buddy Bus – to roll into the community. You can be party to giving women, and men, the ability to get a mammogram without having to enter a medical building. For the Mayo Clinic, Jacksonville, funds will be directed toward the final phase of a **breast cancer vaccine**. Can you picture it, a world without breast cancer? We absolutely can!

This year, all of our events will be virtual. From the Lunch & Learn sessions with subject-matter experts on 3D mammography and the breast cancer vaccine, to a Trunk Show Preview with Underwood Jewelers and our month-ending Cocktail Party on October 29, you can enjoy it all from the comforts of your screen. In conjunction with the check presentation to our beneficiaries, the by-appointment designer Trunk Show will be held in November at Underwood Jewelers.

To date, Pink Ribbon Jax has raised and donated \$1,900,000 in our fight against breast cancer. With your help, in 2020 we can break that \$2,000,000 mark. Past contributions have supported ground-breaking research, improved therapies for much-needed patient care, and helped fund purchases of state-of-the-art equipment. For more details regarding our contributions, please see the information below.

We truly hope we can count on your support.

Best regards,

Marica Pendjer  
Co-Chair

Alison Untiedt  
Co-Chair



## Sponsorship Opportunities

**Title Sponsor** (\$50,000 Level) – Contact Event Chair for customized package.

**Matching Sponsor** (\$25,000 Level) – Contact Event Chair for specific details.

**Premier Sponsor** (\$15,000 Level)

- Company logo prominently displayed in all media
- Company logo with live link prominently displayed on PRJ website until July 2021
- Company logo prominently displayed at all virtual programs
- Company will receive 2 social media posts (Instagram & Facebook) in the month of October 2020

**Champion Sponsor** (\$10,000 Level)

- Company name prominently displayed in all media
- Company logo with live link prominently displayed on PRJ website until July 2021
- Company logo prominently displayed at all virtual programs
- Company will receive 1 social media post (Instagram & Facebook) in the month of October 2020

**Hope Sponsor** (\$5,000 Level)

- Company name prominently displayed in all media
- Company logo prominently displayed on Pink Ribbon Jax website until July 2021
- Company name prominently displayed at all virtual programs
- Company will receive 1 social media post (Instagram or Facebook) in the month of October 2020

**Pink Flag Sponsor** (\$2,500 Level)

- Company name displayed in all media
- Company name displayed on Pink Ribbon Jax website until July 2021
- Company name displayed at all virtual programs
- Company name listed on designated Sponsor Thank You social media post

**Pink Heart Sponsor** (\$1,000 Level)

- Company name listed in all media
- Company name listed on Pink Ribbon Jax website until July 2021
- Company name listed at all virtual programs
- Company name listed on designated Sponsor Thank You social media post

**Pink Ribbon Friend** (\$250 Level)

- Company name listed on Pink Ribbon Jax website until July 2021



## About Us

Pink Ribbon Jax is a volunteer-driven, nonprofit group created in 2006 to raise funds for local breast cancer research and related services at Baptist Medical Center Beaches and Mayo Clinic, Jacksonville. PRJ operates as a 501(c)(3) under the Baptist Health Foundation umbrella. What began as one event, the Pink Ribbon Golf Classic, had grown to multiple fundraising and educational events. To date, we have raised and donated nearly \$2,000,000 in the fight against breast cancer, and it all stays locally in Jacksonville.

## Contributions to Baptist Medical Center Beaches have specifically helped with:

- The purchase of state-of-the-art equipment, including
  - SenoClaire breast tomosynthesis with three-dimensional imaging technology
  - Bi-directional dopplers that repair cells damaged by radiation
  - X-ray pathology unit that results in even faster and more accurate diagnoses
  - Digital mammography unit that helps with earlier and more accurate diagnoses
- Creation and funding of the Breast Cancer Care Coordinator position responsible for supporting patients through every aspect of treatment, including adjusting to life after treatment.
- The underwriting of an educational forum on the hereditary risk of breast and ovarian cancers, the connection between these cancers, and the discovery of the BRCA 1 & 2 genes.
- Establishment of the Support & Survivorship Program at Hill Breast Center, offering services that enhance patients' lives during and after treatment.
- Establishment of an endowment that provides a consistent source of funding for breast cancer related needs, including medical costs not covered by health insurance.
- Fostering an endowment that provides funding for genetic testing and screening for young women diagnosed with or at an increased risk for breast cancer.

## For PRJ's contributions to the Mayo Clinic, Jacksonville, we were recently recognized as Distinguished Benefactors. Highlights of contributions, primarily benefiting pioneering research, include:

- Funding the Mayo Clinic Breast Cancer Translational Genomics Program, which 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), a ground-breaking, national genetic clinical trial designed to help researchers and physicians better understand the role genetics play in breast cancer treatment in order to develop more personalized therapies for breast cancer patients now and in the future.
- The purchase of a biopsy system used in conjunction with 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.
- Support of research to identify factors that put patients at risk of lymphedema in order to help women understand their own risk and aid in the development of novel prevention tools.