



Reach & Raise on the Road Sponsorship Opportunities

In 2002, Living Beyond Breast Cancer (LBBC) introduced our annual yoga event: a fundraiser on the steps of the Philadelphia Museum of Art that **used yoga in place of a walk run fundraiser**. Since then, we have **raised over \$2 million dollars** and expanded across the United States.

The funds raised from LBBC's Reach & Raise **help us connect more than 1,000 people to trusted breast cancer information every day**. LBBC's Reach & Raise on the Road utilizes something yoga studios are already very familiar with – **the donation class!** – to connect with their communities and raise money for LBBC's programs and services. We want you to help us spread the word about our programming while funding critical educational materials.

PRESENTING SPONSOR • \$35,000

- Logo inclusion on all materials including posters, signs, postcards, and all other event collateral.
- 4 Facebook posts, 6 Twitter posts, and 4 Instagram posts with option for custom content.
- Blog post on LBBC.ORG website.
- Promotional item to be sent out to yoga studios.
- Logo inclusion in all emails promoting the events to participants and supporters.
- Premier logo inclusion on Reach & Raise on the Road website.
- Name recognition in all Reach & Raise on the Road related posts in the following form: Living Beyond Breast Cancer's Reach & Raise on the Road presented by _____.
- Name inclusion in LBBC event press release.
- Logo inclusion in post-event promotional email to participants.
- Logo on LBBC.ORG corporate sponsors page.
- Inclusion in LBBC Annual Report.

LEADING SPONSOR • \$15,000

- 2 Facebook posts, 3 Twitter posts, and 2 Instagram posts with option for custom content.
- Logo inclusion in all emails promoting the events to participants and supporters.
- Logo inclusion on Reach & Raise on the Road website.
- Logo inclusion in post-event promotional email to participants.
- Logo on LBBC.ORG corporate sponsors page.
- Optional promotional item to be sent out to yoga studios.
- Inclusion in LBBC Annual Report.

SUPPORTING SPONSOR • \$5,000

- 1 Facebook post, 2 Twitter posts, and 1 Instagram post with option for custom content.
- Logo inclusion on Reach & Raise on the Road website.
- Logo inclusion in post-event promotional email to participants.
- Logo on LBBC.ORG corporate sponsors page.
- Inclusion in LBBC Annual Report.

Email kkimball@lbbc.org for more information.