

2011 Pink the Basin

Fifth Annual
Laura W. Bush Institute for Women's Health
Breast Cancer Awareness Luncheon

Tuesday, October 11, 2011

11:00 a.m. to 1:00 p.m.

Midland Horseshoe Arena · 2514 Arena Trail

Featuring: Kelly Corrigan, inspirational speaker, breast cancer survivor and author of the New York Times Best Seller *The Middle Place*, her inspiring story of being a young mother struggling with breast cancer while caring for her cancer-stricken father.

Proceeds will be used to provide free mammograms for area women in need.

Texas Breast Cancer Facts:

From 2008-2010 an estimated 45,891 cases of breast cancer were diagnosed in Texas, with an average of 15,397 cases per year. During this time period 8,310 Texans were lost to breast cancer. In Ector and Midland counties 510 people were diagnosed and 93 of those diagnosed lost their lives.

Breast cancer is the most common type of cancer among women in the United States and is the leading cause of cancer among women age forty to fifty-nine.

Sources: texas cancer.info and Center for Disease Control/National Cancer Institute

Laura W. Bush
INSTITUTE for WOMEN'S HEALTH
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Pink the Basin Sponsors:



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Presenting Sponsors:

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HEALTH SCIENCES CENTER
at the Permian Basin

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Pink the Basin Sponsorship

\$10,000

This comprehensive sponsorship gives you the option to have a booth, materials and/or personnel at the LWBIWH events and also at the events being coordinated through the recently created Basin Breast Cancer Coalition. It's a coalition of local organizations working together to provide care for women with breast cancer. Events will be added to the calendar; but here are the current events:

- Pink the Basin Motorcycle rally - Oct. 1 - hosted by LWBIWH
- Pink the Basin Luncheon, Oct. 11 - hosted by LWBIWH
- Pink the Basin Medical Lecture Oct. 20 - hosted by LWBIWH at TTUHSC - Odessa

Events coordinated with the Basin Breast Cancer Coalition include:

- Medical Center Hospital Luncheon – Tackling Breast Cancer - October 6
- Groundbreaking House of Hope-Odessa – October 6
- Allison Cancer Center Blood Drive – October 6
- Pink the Park, Freedom Park, Odessa – Wadley-Baron Park, Midland - October 9
- Medical Center Hospital's Girls Night Out – October 14
- Fight Like a Girl at Matthew's Martial Arts – October 14
- Gifts of Hope Chili cook off -Midland VFW - October 15
- Midland Memorial Hospital Healthy U Health Fair - October 22
- Pink the Rink – Odessa Jackelopes Hockey Game – October 29

Logo placement on t-shirts to be sold at multiple October events (if received by 8/15)



front



back

Logo placement on advertisements (if received by 8/15)

Logo in program

Recognition at event

Three reserved tables (total 24 seats)

October Event Calendar

as of September 9, 2011

Please make checks payable to:
Laura W. Bush Institute for Women's Health

For more information, to add an event to the calendar, or to submit your sponsorship check, please contact:
 David Jorgensen, Administrator
 Laura W. Bush Institute for Women's Health at the Permian Basin
 301 N. Avenue N
 Midland, TX 79701
 432.620.5800 ext 240

email: lwbiwh.pb@ttuhsc.edu

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31		1 Pink the Basin Motorcycle Rally Permian Basin Health Fair at Barn G
2	3	4	5	6 Groundbreaking House of Hope - Odessa MCH Tackling Breast Cancer Allison Cancer Center Blood Drive	7	8
9 Pink the Park Flag Display	10	11 LWBIWH Pink the Basin Luncheon	12	13	14 MCH Girls Night Out MCM Fundome Fight like a Girl event	15 Gifts of Hope Chili Cook off Midland VFW
16	17	18	19	20 Medical Center Hospital Mammo Madness Pink the Basin Guest Lecture TTUHSC - Odessa	21	22 Midland Memorial Hosp. Healthy U
23	24	25	26	27	28	29 Odessa Jackelopes Pink the Rink Hockey Game
30	1	2	3	4	5	6



Sponsorship Opportunities

Pink the Basin

\$10,000

Details on previous page

Presenting Partner

\$5,000

Logo placement on t-shirt (if received by 8/15)

Logo placement on marketing materials (if received by 8/15)

Logo in program

Recognition at event

Two reserved tables (total 16 seats)

Pink Angel

This sponsorship provides 10 free mammograms for women in need

\$3,500

Listing in program

Recognition at event

Reserved table with 8 seats

Pink Ribbon

\$1,000

Listing in program

Reserved table with 8 seats

Table

\$500

Reserved table with 8 seats

Individual Tickets

\$45 per person – General Admission Seating

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This year's event includes:

-  Style Show by Julian Gold: Modeled by breast cancer survivors
-  Silent Auction: Art featuring a pink ribbon created by local artists
-  Pink Boutique: Offering exclusive pink ribbon items

Yes! I will do my part to fight breast cancer.

Sponsorships must be finalized by September 15, 2011 to be included in the program.

Company _____

Contact _____

Address _____

City, State, Zip _____

Phone _____

My check is enclosed

- ___ Pink the Basin sponsorship \$10,000 \$ _____
- ___ Presenting Partner sponsorship \$5,000 \$ _____
- ___ Pink Angel sponsorship \$3,500 \$ _____
- ___ Pink Ribbon sponsorship \$1,000 \$ _____
- ___ Table sponsorship \$500 \$ _____
- ___ I am unable to attend but would like to donate \$ _____

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