

Media Sponsor E-mail (The sports team will probably send something similar to media sponsors.)

CONTACT NAME AND INFORMATION

Thank you for supporting **EVENT NAME (PINK AT THE RINK, PAINT THE PARK PINK, ETC.)** with The Mary Kay Foundation at the **TEAM NAME** game on **DATE AND TIME** between your **HOME TEAM** and the **OPPOSING TEAM**.

The mission of The Mary Kay Foundation is two-fold:

- To eliminate cancers affecting women by supporting top medical research.
- To end domestic violence by providing grants to women's shelters and outreach programs.

Since the Foundation began in 1996, it has granted \$25 million dollars to organizations fighting cancer and violence against women. For more information on the Foundation, go to www.marykayfoundation.org.

Ask the team to list any upcoming interviews scheduled for the game.

Work with sports team to offer interviews with players, independent sales force members, coaches, etc.

MENTION ANY OTHER SPONSORS FOR THE EVENT OR ANY OTHER TICKETS SOLD TO LARGE GROUPS.

MENTION ANYTHING UNIQUE ABOUT THIS GAME.

SAMPLE DETAILS YOU MIGHT WANT TO INCLUDE:

Mention special giveaways

Encourage fans to wear pink

EVENT DATE & TIME

Will the Mary Kay Foundation have display booths?

Is space available for media booths?

Are tickets available to sponsors?

Is there a live Jersey auction after the game?

How much money do you hope to raise?

List any special recognition for breast cancer survivors or victims. (For instance, you could hold a parade at intermission for all breast cancer survivors attending the game.)

List any time of silence for domestic violence victims.