



MEDIA KIT

CONTENTS

- Event Overview
- Attendee Demographics
- Sponsorship Options
- 2016 Event Sponsors
- Organizing Committee
- Quick Links
- About Breastcancer.org
- Contact



MUST ATTEND SOCIAL EVENT OF THE YEAR

Join us **March 15, 2017 at Lucky Strike Manhattan (42nd Street and 12th Avenue)** for the knock-down event of the year for the media, marketing, and advertising industry. For the past seven years, thousands of individuals across New York's thriving digital advertising marketplace have joined together to bowl as they raise awareness and funds in support of Breastcancer.org, the world's leading online resource for breast health and breast cancer information and support. As awareness of Bowling for Breastcancer.org has grown, it has become the first "must attend" social event of the year — raising close to \$3M dollars and earning the support of the nation's most prominent companies and organizations. For more details, visit www.bowlingforbreastcancer.org.

ATTENDEE DEMOGRAPHICS

Who Attends?

- 400+ agency, client, and media company decision makers
- 60 media companies sponsor the event annually

Why Participate?

By participating in the event, you support the mission and the work of Breastcancer.org. One in eight women will get breast cancer in her lifetime. In the advertising and marketing industries, we have a high percentage of women, so many of us and our colleagues will feel the impact of breast cancer either directly or indirectly. Only 5-10% of breast cancers are connected to genetic factors, and 90% of breast cancers are tied to environmental factors. Therefore, knowing more about the risk factors and steps to reduce risk of breast cancer is important to all women.

The companies returning for their 8th year use this event for a multitude of opportunities, including:

- Staff engagement, team building
- Client engagement
- Networking with attendees, friendly "competition" with other teams
- Meeting new members of the advertising community
- Showing clients and employees their corporate "good will," support, and concern for important work that WILL have an impact on our industry (and your company)



Attendee Titles:

Director, Automated Trading; Strategic Investments Supervisor; Supervisor, Strategic Partnerships; Account Director; Account Manager; Activation Manager; Ad Operations Manager; Associate Director; Associate Marketing Publisher; AVP; Buyer; Category Sales Director; Finance; CEO; Client Marketing Manager; Digital Director; Digital Manager; Digital Strategist; Digital Supervisor; Director, Strategic Planning; Director of Advertising Solutions; Director of Education; eBusiness Digital Marketing; ESenior Partner; Founder & CEO; Global Supervisor; Group Media Director; Integrated Media Planner; Integrated Planning Supervisor; Manager - Digital Partnerships; Manager -Digital Marketing; Manager, Digital Media; Managing Director; Managing Director – Digital; Managing Partner, Director; Marketing Director; Marketing Manager; Marketing Manager - Digital Content; Media Director; Media Planner; Online Marketing Specialist; Online Marketing Supervisor; Operational Marketing Manager; Partner; Partner - Creative Director; Planner; President; Regional President; Senior Account Executive; National Strategic Accounts; Senior Digital Associate; Senior Manager of Business Development; Senior Marketing Manager; Senior Strategic Growth Manager; Social Media Strategy; Sr. Director, Media; Sr. Director, Sales Strategy & Account Management; Sr. Sales Manager; Supervisor; National Broadcast, Supervisor; Search Engine Marketing; SVP; SVP Marketing; SVP - Managing Director; SVP – Sales; Treasurer – SVP; Vice President; VP & Publisher; VP, Account Manager; VP, Analytics; VP Business Manager; VP - Director Media

What is the ROI?

To maximize your ROI, you need to consider who on your team attends, who you invite, and how you guide and prepare your team to spend time with your invited guests as well as network. Use the open bar and lounge area/seating for more meaningful conversations, spend some time explaining why you are supporting the event, make it fun (e.g., get your caricature drawn), and promise to follow up. Make sure your team brings a lot of business cards for networking, and wearing a fun team bowling shirt will give people a reason to start a conversation.

Certainly greater marketing ROI will happen with a higher level of sponsorships, and we have been extremely creative with our sponsors. If your team just wants to bowl and have fun, then your ROI might be tied to "soft" measures rather than standard event marketing metrics, and certainly you need to find ways to track post-event connections and monitor sales efforts against these.

Great fun for a great cause!

SPONSORSHIP OPPORTUNITIES & BENEFITS



Highlight your brand on every single alley screen



Trophy sponsor



Sponsor the caricaturist



Chocolates, foam fingers, coasters, and nail files

PERFECT 300 Event Sponsor.....\$30,000 (\$21,000 deductible)

- Naming rights as the Platinum "Official Sponsor" is available for a negotiated price
- Choose to "Lead the Way" on the red carpet
- Includes admission for 20 people (2 lanes with 16 bowlers, plus 4 guests), bowling, shoe rental, and unlimited food, cocktails, and refreshments.
- Premium visibility on pre-, post-, and night of event signage and displays. Listing on all pre-event media, press releases, advertising, and website.

5th Strike Premium Sponsor.....\$20,000 (\$17,600 deductible)

- Choose your sponsorship:
 - Music & Entertainment Sponsor on our big night
 - Make it last the whole year after as our Video & Photography Sponsor
 - Includes admission for 12 people (1 lane with 8 bowlers, plus 4 guests), bowling, shoe rental, and unlimited food, cocktails, and refreshments.
- Premium visibility on pre-, post-, and night of event signage and displays.
- Listing on all pre-event media, press releases, advertising, and website.

Strike! Premium Sponsor.....\$15,000 (\$13,600 deductible)

- Choose to be the a sponsor of:
 - Health & Fitness is a big score
 - Demo Table lets you share your wears
 - Road Warrior Raffle gets you in front all night long
 - Strike Expert helps your team be the biggest score
 - Scorecard & Trophy puts you up front and center
 - Auction gives you a shout out
- Includes admission for 8 people, bowling, shoe rental, and unlimited food, cocktails, and refreshments.
- Premium visibility on pre-, post-, and night of event signage and displays.
- Listing on all pre-event media, press releases, advertising, and website.

Score the Lane!.....\$7,500 (\$6,500 deductible)

- Sponsor a bowling lane and includes admission for 8 people, bowling shoe rental, and unlimited food, cocktails, and refreshments

Let's Party.....\$500 (\$390 deductible) **to \$4,000** (\$3,565 deductible)

- \$500 includes admission for one person and unlimited food, cocktails, and refreshments for the entire 4-hour event.
- Want to come with a crowd or get some visibility?
 - Signage and acknowledgement for your company; add \$1,000
 - For a group of 4 or more, get a Billiards Table; add \$2,000

Questions?

For more information, please contact Lori Crenny at lcrenny@breastcancer.org or 610.518.2468.

Custom sponsorship options available.



Tons of fun!



Recognize your staff



A unique way to entertain your clients!

Contact Us

Lori Crenny

Breastcancer.org

Event Planner

610.518.2468

484.883.0457 (cell)

lcrenny@breastcancer.org

www.bowlingforbreastcancer.org

2016 Bowling for Breastcancer.org



ORGANIZING COMMITTEE

Co-Chairs:

- Richy Glassberg, COO, Medialets
- Adrienne Skinner, Sr. Director, Ad Sales, eMarketer

Committee Members:

- Monika Belur
- Lynn Bolger, SVP, Media Relations, Medialets
- Laura Colona, Director of Marketing, Freewheel
- Mike Finucane, Account Executive, Operative
- Kathleen Formidoni, Founding Principal, BlastPR
- Perianne Grignon, Client Executive, Media Practice, Accenture
- Elizabeth Hellman
- Laura Sauer, Toshiba Business Solutions
- Johanna Shalhoub
- Kathryn Koegel, Chief of Insights, Steampunkt Collaborative
- Dave Smith, CEO and Founder, Mediasmith
- Ira Sussman
- Lynn Tornabene, CMO, Affinity Express
- Katie Walsh, Medialets
- Marisa Weiss, M.D., president and founder, Breastcancer.org
- Mark Westlake, CRO, Twelfefold Media

QUICK LINKS FOR MORE DETAILS

- 1) Check out the 2016 NYC Bowling for Breastcancer.org video:
<https://vimeo.com/162978161>
- 2) 2017 NYC [Bowlathon sponsorship order form](#).
- 3) Additional event details can be found at www.bowlingforbreastcancer.org



BREASTCANCER.ORG

ABOUT BREASTCANCER.ORG

Breastcancer.org is a nonprofit organization dedicated to providing the most reliable, complete, and up-to-date information about breast cancer.

Our mission is to help women and their loved ones make sense of the complex medical and personal information about breast health and breast cancer, so they can make the best decisions for their lives.

www.breastcancer.org

QUESTIONS?

Lori Crenny

Breastcancer.org

Event Planner

610.518.2468

484.883.0457 (cell)

lcrenny@breastcancer.org

www.bowlingforbreastcancer.org