

A promotional poster for the Pink Friday event. The central focus is a large circular graphic with a pink-to-purple gradient border. Inside the circle is a photograph of a concert stage with a large crowd in the foreground. The text 'Pink FRIDAY' is overlaid on the image. 'Pink' is in a white, elegant script font, and 'FRIDAY' is in a bold, white, sans-serif font. The background of the poster is a dark grey gradient.

Pink **FRIDAY**

Friday, October 27, 2023
Jackson, Mississippi

PAST SPONSORS & PARTICIPANTS

The Steven James Foundation has raised over 1 Million Dollars for Breast Cancer Awareness through Pink Friday. This event focuses not only on the performers but on early prevention & detection, survivor stories, tips, information, and so much more! Early detection saved the life of Nashandra James, Steven's wife, and they desire to support helping lives all over the country with the help of Pink Friday.





AMERICAN CANCER SOCIETY

The American Cancer Society was founded in 1913 in New York City. The Society's founders knew they had to raise public awareness about cancer if progress was to be made against this disease. Society-funded researchers have contributed to nearly every major cancer research breakthrough seen in the almost 70 years since the Society's research program began. Since 1946, the American Cancer Society has invested more than \$5 Billion in research. Today, the American Cancer Society is a global leader in the fight against cancer, working tirelessly to save lives by helping people stay well and get well, by finding cures, and by fighting back against the disease.



WHO IS

STEVEN JAMES

Steven James is the Chief Executive Officer of the Steven James Insurance Agency, Inc. located in Jackson, Mississippi. Known as the "community service guy", Steven has built his business on community service and involvement. His agency is involved in more than 70 community service events each year. He continuously supports local organizations such as the Mississippi Coalition for Domestic Violence, American Heart Association, The Covenant House of New Orleans, local high schools, and Stewpot Community Services.

For the last 4 year, Steven has participated in a sleep-out in the streets of New Orleans to benefit The Covenant House of New Orleans and to shine a light on the population of homeless teens in America. This event raises over \$500,000 in one night each year, and all the proceeds benefit The Covenant House. Steven also hosts an Annual Old School Fundraiser in support of Stewpot Community Services and an annual fundraiser for the American Cancer Society called "Pink Friday". All proceeds from this event support the fight against breast cancer.



SPONSORSHIP OPPORTUNITIES

Executive Level Packages

Corporate table Sponsor - \$1500

Pink Carpet Sponsor - \$5000

Corporate Level Packages

Platinum - \$25,000

Gold - \$15,000

Silver - \$10,000

Presenting Sponsor

\$50,000

PRESENTING SPONSOR \$50,000

- Recognized as the Presenting Sponsor
- Company logo as Presenting Sponsor will appear on all promotional materials distributed throughout the community
- Company logo displayed on the website
- Name and logo on the Step and Repeat
- Signage near the main stage
- Company name as Presenting Sponsor will be included in all press materials distributed to local media outlets promoting the event
- “Company logo as Presenting Sponsor will appear on the e-blast sent to a database of 10,000 locals
- Company will receive 5 corporate tables of 10
- On Stage Recognition at the event as Presenting Sponsor
- Company will have the opportunity to speak during opening remarks at the event
- Recognition on the event website, Instagram, Facebook, Twitter as a Presenting Sponsor
- Name mentioned on (50) 30 second radio spots
- Name mentioned in the Press Release
- Information on your brand and or service will be distributed to all attendees upon exiting via swag bag
- Photo Opportunity and Inclusion in the Presentation photo

PLATINUM PRESENTING SPONSOR \$25,000

- Recognized as the Platinum Sponsor
- Company logo as Platinum Presenting Sponsor will appear on all promotional materials distributed throughout the community
- Company logo displayed on the website
- Name and logo on the Step and Repeat
- Company name as Platinum Sponsor will be included in all press materials distributed to local media outlets promoting the event
- Company will receive 4 corporate tables of 10
- On Stage Recognition at the event as Platinum Sponsor
- Recognition on the event website, Instagram, Facebook, Twitter as a Platinum Sponsor
- Name mentioned on (25) 30 second radio spots
- Name mentioned in the Press Release
- Photo Opportunity

GOLD PRESENTING SPONSOR \$15,000

- Recognized as the Gold Sponsor
- Company logo as Gold Presenting Sponsor will appear on all promotional materials distributed throughout the community
- Company logo displayed on the website
- Name and Logo on the Step and Repeat
- Company name as Gold Presenting Sponsor will be included in all press materials distributed to local media outlets promoting the event
- Company will receive 3 corporate tables of 10
- On Stage Recognition at the event as Gold Presenting Sponsor
- Recognition on the event website, Instagram, Facebook, Twitter passes as a Gold Sponsor
- Name mentioned on (15) 30 second radio spots
- Name mentioned in the Press Release
- Photo Opportunity

SILVER PRESENTING SPONSOR 10,000

- Recognized as the Silver Sponsor
- Company logo as Silver Presenting Sponsor will appear on promotional materials distributed throughout the community.
- Company logo displayed on the website
- Name and logo on the step and Repeat
- Company name as Silver Presenting Sponsor will be included in all press materials distributed to local media outlets promoting the event
- Company will receive 2 corporate tables of 10
- On Stage Recognition at the event as Silver Presenting Sponsor
- Recognition on the event website, Instagram, Facebook, Twitter passes as a Silver Presenter
- Name mentioned on (10) 30 second radio spots
- Name mentioned in the Press Release
- Photo Opportunity

PINK CARPET SPONSOR \$5,000

- Company Logo Displayed on the website
- Name and Logo on the Step and Repeat
- Your logo and signage will go over the Suite
- Information distributed to all attendees in the suite
- Your company will receive one corporate table of 10
- Recognition on the event website, Instagram, Facebook, Twitter as a Platinum Presenter
- Information distributed to all attendees in the suite
- Name mentioned on (5) 30 second radio spots
- Name mentioned in the Press Release
- Photo Opportunity

CORPORATE TABLE SPONSOR \$1,500

- Name mentioned in the post press release as a Corporate Table Sponsor
- Your company will receive one corporate table for 10
- Name and logo on the step and repeat.
- Photo opportunity



THANK YOU

CONTACT

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