



# MASSACHUSETTS BREAST CANCER COALITION

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Dear Friend,

Massachusetts Breast Cancer Coalition (MBCC), the state's leading breast cancer nonprofit organization, is pleased to offer you the opportunity to become a Premier Sponsor for the annual statewide Against the Tide athletic virtual fundraising events in 2021. MBCC is planning two virtual events in June and August, each with a 7-day participation window. The virtual event schedule is as follows:

June 20<sup>th</sup> – 26<sup>th</sup>  
August 8<sup>th</sup> – 14<sup>th</sup>

Participants can choose to participate in a range of event activities, including 1-mile recreational or competitive swims, ½-mile recreational swim, 5K or 10K runs, 3-mile walk, ½-mile stand-up paddleboard, and 2-mile kayak. For participants who are looking to challenge themselves, there is also an Aquathon option, consisting of a competitive 1-mile swim followed immediately by either a 5K or 10K run. New in 2021, the event will feature a half marathon option for the June event and a full marathon for the August event. All proceeds raised by event participants benefit MBCC.

Your sponsorship will help to support and expand MBCC's community education and outreach programs throughout Massachusetts in an effort to reduce every family's exposure to chemicals of concern. You can help stop the epidemic of breast cancer and change the legacy of this disease for future generation.

As a Premier Sponsor, you will be afforded the range of benefits corresponding to your level of support. These benefits are detailed on the enclosed Sponsorship Tiers. I hope to speak with you on the phone to discuss some ideas I have regarding partnership that would benefit us both.

Sincerely,

Cheryl Osimo  
Executive Director  
cosimo@mbcc.org  
508- 246-3047

## **Against the Tide Sponsorship Tiers 2021 Virtual Events**

### **Premier Gold Sponsor (\$7,500 - \$10,000)**

- Opportunity for a press release or feature story to be written and pitched to Massachusetts media
- Opportunity to participate in, or be acknowledged on, radio talk shows with the Executive Director
- Social Media promotion
- Featured Sponsor on MBCC website, quarterly
- Logo on event T-shirt
- Logo and link on Against the Tide web site, [www.mbcc.org/swim](http://www.mbcc.org/swim)
- Opportunity to include an item in the Participant Fun Packs

### **Premier Silver Sponsor (\$5,000 – \$7,499)**

- Opportunity to participate in, or be acknowledged on, radio talk shows with the Executive Director
- Social Media promotion
- Featured Sponsor on MBCC website, twice annually
- Logo on Event T-shirt
- Logo and link on Against the Tide web site, [www.mbcc.org/swim](http://www.mbcc.org/swim)
- Opportunity to include an item in the Participant Fun Packs

### **Premier Bronze Sponsor (\$1,000 - \$4,999)**

- Featured Sponsor on MBCC website, once annually
- Logo and link on Against the Tide web site, [www.mbcc.org/swim](http://www.mbcc.org/swim)

### **Community Gold Sponsor (\$500 - \$999)**

- Listing on the Against the Tide website [www.mbcc.org/swim](http://www.mbcc.org/swim) (no logo or link)