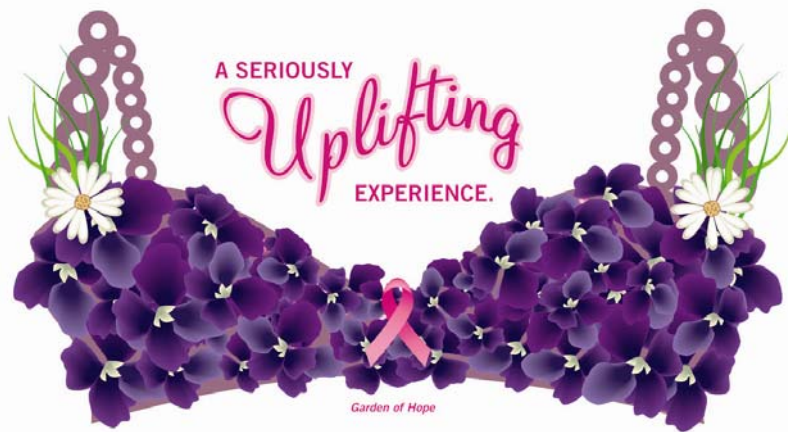


# The Bra-ha-ha!



## Sponsorship Opportunities



**CHESAPEAKE REGIONAL  
HEALTH FOUNDATION**

# Bra-Ha-Ha

## Sponsorship Opportunities

Chesapeake Regional Medical Center's 2010 Bra-Ha-Ha will take place at the MacArthur Center in Norfolk, Va from Oct. 3 - Oct. 17. This year's Bra-Ha-Ha features an exciting collaboration with community partners and citizens.

After the Oct. 3<sup>rd</sup> kick-off event decorative bras, created by some of Hampton Roads' finest, will be on display in center court of the mall. For two weeks shoppers and visitors will have the opportunity to read inspirational stories behind the making of each bra.

Through the two weeks, retailers such as Dillard's, Barnes & Noble and California Pizza Kitchen will be promoting the Bra-ha-ha with store-wide events.

Proceeds from this year's Bra-ha-ha will support all forms of breast health – including free mammograms – for women who need it most.

In 2009, more than 10,000 people toured the display, learned about best breast health practices, and showed their support for breast cancer awareness. We hope you do the same this year.

To be involved in this uplifting event, please contact the Chesapeake Regional Health Foundation at (757) 312-6314.



**CHESAPEAKE REGIONAL  
HEALTH FOUNDATION**

*Bra-Ha-Ha*

## Presenting Sponsor—\$7,500

*Only 1 Available*

At the \$7,500 level, sponsor's name/and or logo will appear on the following:

- Logo on event t-shirt (if committed by May 31, 2010)
- Logo on door clings at all mall entrances
- Logo on table tents in mall food court
- Logo on five, 30x40 signs around mall during two week event
- Logo on event invitations
- Logo in program book at kick-off event
- Logo/ name on kick-off event tickets
- Logo on sponsorship board displayed through the bra exhibit
- Recognized in Chesapeake Regional Health Foundation's newsletter "Touchstone," distribution of 4,000 pieces
- Chesapeake Regional Web site, to include hyperlink to sponsor's corporate Web Site
- Logo/name on "pop" displays promoting event around Hampton Roads
- Logo/name on one MacArthur Center e-bulleting promoting the event, sent out to all of shopping center's contacts
- Recognition from the podium during kick-off event
- Logo/name on other promotional/marketing collateral for the event
- Opportunity to including promotional items in take-away bags at the kick-off event
- 10 tickets to the Oct. 3<sup>rd</sup> kick-off event

## \$5,000 Sponsor

At the \$5,000 level, sponsor's name and/or likeness will appear on the following collateral materials:

- Five, 30x40 signs around mall during two week event
- Event invitations
- Sponsorship board displayed throughout the exhibit
- Program book at kick-off event
- Recognized in Chesapeake Regional Health Foundation's newsletter "Touchstone," distribution of 4,000 pieces
- Chesapeake Regional Web site, to include hyperlink to sponsor's corporate Web site.
- 8 tickets to the Oct. 3<sup>rd</sup> kick-off event.

## \$2,500 Sponsor

At the \$2,500 level, sponsor's name and/or likeness will appear on the following collateral materials:

- Five, 30x40 signs around mall during two week event
- Program book at kick-off event
- Sponsorship board displayed throughout the exhibit
- Chesapeake Regional Health Foundation's newsletter "Touchstone," distribution of 4,000 pieces
- Chesapeake Regional Web site, to include hyperlink to sponsor's corporate Web Site.
- 6 tickets to the Oct. 3<sup>rd</sup> kick-off event.



*Bra-Ha-Ha*

## Educational Series Sponsor - \$2,000

As the Educational Series Sponsor, your name and/or likeness will appear on the following collateral materials:

- Program book at kick-off event
- Signage regarding all educational series components
- Thanked at each educational seminar
- Recognized in Chesapeake Regional Health Foundation's newsletter "Touchstone", distribution of 4,000 pieces
- 4 tickets to the October 3<sup>rd</sup> kick-off event

## Bar Sponsor-\$1,500

As the Bar Sponsor, your name and/or likeness will appear on the following collateral materials:

- Program book at kick-off event
- Name printed on cocktail napkins to be at all bars
- Recognized in Chesapeake Regional Health Foundation's newsletter "Touchstone", distribution of 4,000 pieces
- 4 tickets to the October 3<sup>rd</sup> kick-off event

## Favor Sponsor - \$1,500

As the Favor Sponsor, your name and/or likeness will appear on the following collateral materials:

- Program book at kick-off event
- Card connected to favor handed out to each gala night guest
- Chesapeake Regional Health Foundation's newsletter "Touchstone," distribution of 4,000 pieces
- 4 tickets to the Oct. 3<sup>rd</sup> kick-off event.

## \$1,000 Sponsor

At the \$1,000 level, sponsor's name and/or likeness will appear on the following collateral materials:

- Program book at kick-off event
- Recognized in Chesapeake Regional Health Foundation's newsletter "Touchstone", distribution of 4,000 pieces
- 2 tickets to the October 3<sup>rd</sup> kick-off event

*Bra-Ha-Ha*

## Bra Contest Sponsor - \$750

As the Bra Contest sponsor, your name and/or likeness will appear on the following collateral materials:

- Program book at kick-off event
- Chesapeake Regional Health Foundation's newsletter "Touchstone," distribution of 4,000 pieces
- Recognition from podium when bra contest winners are announced
- Name on bra voting "tickets", including the people's choice tickets, which will take place during the entire exhibit.
- 2 tickets to the Oct. 3<sup>rd</sup> kick-off event.
- Company logo on voting boxes.

## Sign Sponsor - \$500

As the sign sponsor, your name and/or likeness will appear on the following collateral materials:

- Program book at kick-off event
- Name printed on all bra description signs
- Recognized in Chesapeake Regional Health Foundation's newsletter "Touchstone," distribution of 4,000 pieces
- 2 tickets to the Oct. 3<sup>rd</sup> kick-off event

## Registration Table Sponsor - \$500

As the Bar Sponsor, your name and/or likeness will appear on the following collateral materials:

- Program book at kick-off event
- Signs on each registration table
- Recognized in Chesapeake Regional Health Foundation's newsletter "Touchstone," distribution of 4,000 pieces
- 2 tickets to the Oct. 3<sup>rd</sup> kick-off event

## Bra-Ha-Ha Kick-Off Information

With an expected crowd of 500 attendees, the kick-off event will take place Sunday, Oct. 3, 2010, in Center Court at MacArthur Center in Norfolk, Va. This cocktails and hors d'oeuvres reception will take place from 7 -9 p.m. and feature the unveiling of the Bra-ha-ha bras. Winners of the Bra-ha-ha contest will be announced. The evening features fantastic bra-art, entertainment, beverages and hor d'voures, all for a worthy cause!





## CHESAPEAKE REGIONAL BREAST CENTER

*Proud to be your choice for complete breast health services for life!*

The Breast Center at Chesapeake Regional Medical Center offers women the very latest in breast imaging, diagnostics and cancer treatment in a setting that is as comfortable as it is discreet. The Breast Center is a Breast Center of Excellence and offers a full range of state-of-the-art services including all-digital mammography. Digital mammography improves early detection rates over conventional mammography.

It's a one-stop center designed specially for women, featuring the latest technology and treatment options, seamless case management and some of the region's most experienced physicians, surgeons, radiologists, oncologists and therapists.

Located inside the Diagnostic Center of Chesapeake, the Breast Center offers convenient parking and weekday appointments

### *Services*

- Breast care case manager
- Pain management
- Registered dietician
- Support groups
- Community Education Resource Center
- American Cancer Society Patient Navigator
- Palliative care
- Pastoral care
- Home Health Services
- Board-certified radiation oncologists and radiologists specializing in breast imaging

### *Our people make us the right choice*

This is more than a job for us, it is our passion. This is not just about treating a patient, it is about helping to care for an individual who needs to know that she is not alone.



*Bra-Ha-Ha*

I would like to make a gift towards the Bra-ha-ha.

Proceeds from this year's Bra-ha-ha will support all forms of breast health – including free mammograms – for women who need it most.

\_\_\_\_\_ \$ 500 Uplifting Supporter

Recognition in the printed program at Bra-ha-ha Gala & Foundation newsletter

\_\_\_\_\_ \$ 250 Breast Health Supporter

Recognition in the printed program at Bra-ha-ha Gala & Foundation newsletter

\_\_\_\_\_ \$ 100 Ja-la-rific Donor

Recognition in the printed program at Bra-ha-ha Gala

\_\_\_\_\_ \$ 50 Bratastic Donor

\$ \_\_\_\_\_ Other Amount for Donation

(Optional) My gift is:

In Honor Of \_\_\_\_\_  In Memory Of \_\_\_\_\_

\_\_\_\_\_ My payment is included OR \_\_\_\_\_ Please bill me

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

For your convenience, we accept Visa, MasterCard and Discover:

Name on Card: \_\_\_\_\_

Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Please make checks payable to:  
Chesapeake Regional Health Foundation

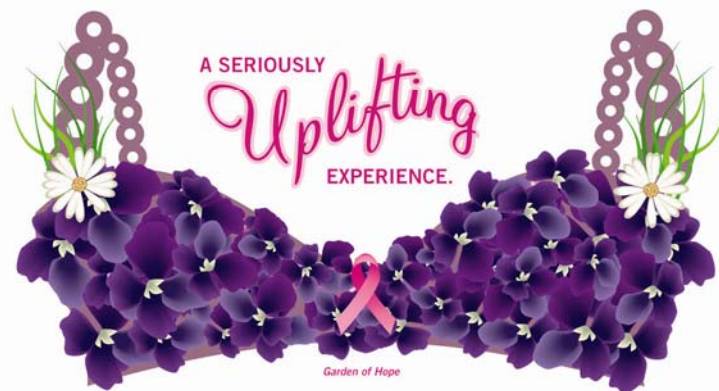
Tax ID No.: 54-1693739



**CHESAPEAKE REGIONAL  
HEALTH FOUNDATION**

736 Battlefield Blvd, N · Chesapeake, VA 23320  
(757) 312-6314  
[www.chesapeake-regional.com/giving](http://www.chesapeake-regional.com/giving)

# The Bra-ha-ha!



**CHESAPEAKE REGIONAL  
HEALTH FOUNDATION**

736 Battlefield Blvd, N · Chesapeake, VA 23320  
(757) 312-6314  
[www.chesapeake-regional.com/giving](http://www.chesapeake-regional.com/giving)