HELLO!

It’s 2023, and we have a very exciting year ahead of us here at the Breast Cancer Coalition – we are officially 25 years old! Our three major fundraisers: Pink & Teal Challenge (formerly Pink Ribbon Walk & Run), Tee’d Off At Breast Cancer Golf Tournament, and ACTober will help us celebrate these last impactful 25 years and forge ahead into the future! All proceeds from these events stay in our community, benefiting our essential mission here at the Breast Cancer Coalition.

In case you don’t know, the Breast Cancer Coalition changes the lives of those touched by a breast or gynecologic cancer diagnosis through our 4 pillars:

- **ADVOCACY.**
- **EDUCATION.**
- **RESEARCH.**
- **SUPPORT.**

We could go on and on about the specific challenges our community’s survivors face, especially as the pandemic continues. But instead, we’d like to share a note from a survivor the Coalition has recently assisted:

"How lucky am I to speak with these amazing women... Each day as I face my surgical scars, the post-op complication, the change in my treatment plan and the uncertainty of the future, I think back to one of the conversations with your staff... and I find a nugget of advice to keep me going. Thank you, again, from my heart."

Cancer certainly didn't stop when the pandemic hit, and we haven’t stopped our essential work either. Today, you’re invited to explore our 2023 sponsorship opportunities – with multiple levels per event and many specialty sponsorships as well, we know there is something for every single business to show their support for cancer survivors in our community.

Thank you for your consideration – we personally appreciate it, and our survivors do, too.

Sincerely,

Holly Anderson    Meredith Utman
Executive Director    Director of Special Events

**OUR IMPACT:**

- Nearly $1 million to researching causes, prevention, and a cure for breast cancer.
- 875+ hours of support and education groups, annually, at no cost to them.
- Delivered 200 PALS PAKS (Peer Advocates Lending Support) in 2021.
- Advocacy for legislation that benefit survivors at all levels of government.
- We help survivors and those who are touched by a diagnosis.

**OUR AUDIENCE:**

- Thousands of Coalition supporters in Western and Central NY, and beyond.
- A robust email list reaching over 11,500 people.
- A quarterly printed newsletter with a distribution of 11,365.
- A social media following of nearly 6,000 across five platforms.
- A family of corporate partners, foundations & individual donors.
- Hundreds of local businesses and artists.

BreastCancerCoalition.org
MOTHER’S DAY WEEKEND
SATURDAY, MAY 13, 2023
Monroe Community College

A new year means a new beginning! The Coalition is excited to announce our walk & Run is back with a new name, the PINK & TEAL CHALLENGE!

Why did we change the name? To be more inclusive to the breast and gynecologic cancer community we serve. We hope you share this excitement and join us for our first annual Pink and Teal Challenge. Don’t worry, this is still a two-in-one event, offering a virtual option as well.

What’s the Challenge? The Coalition Challenges YOU to help us make this year’s event bigger and better than ever! Challenge your friends, family, and coworkers to join us in raising funds for cutting-edge programming, education, and support available, free-of-charge, for anyone facing a breast or gynecologic cancer diagnosis.

What are you waiting for? Register now and join the Challenge SATURDAY, MAY 13th for raffles, music, fundraising and of course, FUN!

This is a hybrid event, offering a virtual component welcoming participation from anywhere around the world. You may also register and fundraise online at www.breastcancercoalition.org. We anticipate 2,500+ participants.

All proceeds from this event benefit the Breast Cancer Coalition. Contact Meredith@bccr.org with any questions.
# Sponsor Opportunities

<table>
<thead>
<tr>
<th>Sponsor Benefit</th>
<th>Platinum ($7,500)</th>
<th>Gold ($5,000)</th>
<th>Silver ($2,500)</th>
<th>Bronze ($1,000)</th>
<th>Pink ($500)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Exposure</strong></td>
<td>Extra large company logo on print collateral.* Extra large hyperlinked logo on Coalition website. Recognition also on event registration website.</td>
<td>Large company logo on print collateral,* and hyperlinked on Coalition website. Recognition also on event registration website.</td>
<td>Medium company logo on print collateral,* and hyperlinked on Coalition website. Recognition also on event registration website.</td>
<td>Small company logo hyperlinked on Coalition website. Recognition also on event registration website.</td>
<td>Hyperlinked listing on Coalition website. Recognition also on event registration website.</td>
</tr>
<tr>
<td><strong>Pre-event Recognition</strong></td>
<td>Mention in third party promotion of the event.* Thanked and tagged on social media with logo.</td>
<td>Thanked and tagged on social media with logo.</td>
<td>Thanked and tagged on social media with logo.</td>
<td>Thanked on social media with logo.</td>
<td>Thanked on social media with listing.</td>
</tr>
<tr>
<td><strong>Event Day Visibility</strong></td>
<td>Verbal and visual recognition during the stage program. Logo sign displayed at the event. Opportunity to set up sponsor-provided informational tent+, and/or hang up two banners on location.</td>
<td>Visual recognition during the stage program. Logo sign displayed at the event. Opportunity to set up sponsor-provided informational tent+, and/or hang up one banner on location.</td>
<td>Visual recognition during the stage program. Logo sign displayed at the event.</td>
<td>Logo sign at the event.</td>
<td>Logo sign at the event.</td>
</tr>
<tr>
<td><strong>Continuous Recognition</strong></td>
<td>Extra large logo on event t-shirt.* Opportunity to include item and literature at packet pick-up.</td>
<td>Large logo on event t-shirt.* Opportunity to include item and literature at packet pick-up.</td>
<td>Medium logo on event t-shirt.* Opportunity to include item or literature at packet pick-up.</td>
<td>Small logo on event t-shirt.* Opportunity to include item or literature at packet pick-up.</td>
<td>Listing on event t-shirt.*</td>
</tr>
<tr>
<td><strong>Team Building</strong></td>
<td>Ten Walk/Run entries</td>
<td>Eight Walk/Run entries</td>
<td>Six Walk/Run entries</td>
<td>Four Walk/Run entries</td>
<td>Two Walk/Run entry</td>
</tr>
</tbody>
</table>

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+ All products and services provided by sponsors are at the discretion of the Breast Cancer Coalition.
### SPECIALITY SPONSORSHIPS

#### Hydration Station Sponsor ($1,500)
**This opportunity is to underwrite the cost of the water station placed along the course.**

- Your logo will be prominently presented as “(Company Name) Hydration Station” on a banner attached to the table.
- Small hyperlinked logo on all Coalition website and event registration website.
- Thanked on social media with logo.
- Listing in the “Voices of the Ribbon” summer newsletter.
- Logo on event t-shirt with the Bronze sponsors.*
- Four Walk/Run entries

**SOLD**

#### First Aid Sponsor ($1,000)
**This opportunity is to underwrite the cost or provide in-kind service for our on-site first aid.**

- Your logo will be prominently presented as “(Company Name) First Aid” on a banner.
- Company logo on print collateral.*
- Hyperlinked logo on Coalition website and registration website.
- Verbal and visual recognition during stage program.
- Logo and listing in the wrap-up article in the “Voices of the Ribbon” summer newsletter.
- Logo on the event t-shirt with the Bronze Sponsors.*
- Four Walk/Run entries

**SOLD**

#### Raffle Prize Sponsor ($1,000)
**This opportunity is to underwrite the cost of the major raffle prize.**

- Your logo will be prominently presented as “(Company Name) Raffle Sponsor” on a sign next to the item.
- Hyperlinked Company logo on web or print marketing* related to the raffle prize.
- Verbal and visual recognition during the raffle drawing.
- Listing in the “Voices of the Ribbon” summer Coalition newsletter.
- Logo on event t-shirt listed with Bronze sponsors.*
- Four Walk/Run entries

#### Vendor Sponsor ($250)
**This opportunity is to be on site and interact with our participants.**

- You will be able to set up a folding table/signage/10x10 pop-up tent
- Provide literature, give-aways, or services (example - hair braiding, chair massage, make-up makeover).+
- All Vendor Sponsors will have designated spots in our vendor village.
- Responsible for your own set-up, staffing and take down.

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MAKE A DIFFERENCE BECOME A SPONSOR

TEE’D OFF AT BREAST CANCER GOLF TOURNAMENT
Monday, July 31, 2023 at Midvale Country Club

Join us for a great day of golf, raffle prizes, silent auction, breakfast, and lunch, followed by a cocktail reception.

With more golfers than ever before, don’t miss the chance to get your company’s name out on the course for all to see.

GOLF TOURNAMENT SPONSOR OPPORTUNITIES

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>DESCRIPTION</th>
</tr>
</thead>
</table>
| Presenting ($5,000)  | • Co-branded event logo used on print collateral* and hyperlinked on Coalition website.  
• Mention in all news stories and third party promotion of the event. Thanked and tagged on social media with logo.  
• Share company partnership testimonial via Coalition Chronicle email blast, and on social channels two times.  
• Co-branded banner at sign-in and reception areas. Verbal recognition during raffle prize pull. Opportunity to hang up one banner on location. Signage with logo at four course holes.  
• Opportunity to include item and literature in goodie bag.+  
• Recognition in wrap-up article and logo in the "Voice of the Ribbon" fall newsletter.  
• Logo displayed on Thank you banner at the event.  
• Two foursomes  |
| EXCLUSIVE OPPORTUNITY|                                                                                                                                                                                                                                                                                                                                                                    |
| Golf Ball Sponsor ($3,000) | • Sponsor logo will be on a sleeve of golf balls that each player receives upon check-in.  
• Sponsor receives 10 dozen additional golf balls with Sponsor logo.  
• Medium company logo on print collateral* and hyperlinked on Coalition website.  
• Thanked and tagged on social media with logo.  
• Share company partnership testimonial via Coalition Chronicle email blast, and on social channels once.  
• Verbal recognition during raffle prize pull. Co-branded stickers on golf goodie bags.  
• Signage with logo at two course holes.  
• Opportunity to include item and literature in goodie bag.+  
• Recognition by logo in the "Voice of the Ribbon" fall newsletter.  
• Logo displayed on Thank you banner at the event.  
• One foursome  |

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<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **Goodie Bag Sponsor**     | - Sponsor logo will be on the Goodie Bag that each player receives upon check-in.  
                             | - Medium company logo on print collateral* and hyperlinked on Coalition website.  
                             | - Thanked and tagged on social media with logo.  
                             | - Share company partnership testimonial via Coalition Chronicle email blast, and on social channels once.  
                             | - Verbal recognition during raffle prize pull. Co-branded stickers on golf goodie bags.  
                             | - Signage with logo at two course holes.  
                             | - Opportunity to include item and literature in goodie bag.+  
                             | - Recognition by logo in the "Voice of the Ribbon" fall newsletter.  
                             | - Logo displayed on Thank you banner at the event.  
                             | - One foursome.                                                                 |
| ($3,000)                   | **EXCLUSIVE OPPORTUNITY**                                                                                                                   |
| **Divot Tool Sponsor**     | - Sponsor logo will be on the divot tool/ball marker that each player receives upon check-in.  
                             | - Medium company logo on print collateral* and hyperlinked on Coalition website.  
                             | - Thanked and tagged on social media with logo.  
                             | - Share company partnership testimonial via Coalition Chronicle email blast, and on social channels once.  
                             | - Verbal recognition during raffle prize pull. Co-branded stickers on golf goodie bags.  
                             | - Signage with logo at two course holes.  
                             | - Sponsor receives 10 additional divot tools with sponsor logo.  
                             | - Opportunity to include item and literature in goodie bag.+  
                             | - Recognition by logo in the "Voice of the Ribbon" fall newsletter.  
                             | - Logo displayed on Thank you banner at the event.  
                             | - One foursome.                                                                 |
| ($3,000)                   | **Sponsorship must be confirmed by June 30, 2023**                                                                                           |
| **Eagle Sponsor**          | - Medium company logo on print collateral* and hyperlinked on Coalition website.  
                             | - Thanked and tagged on social media with logo.  
                             | - Share company partnership testimonial via Coalition Chronicle email blast, and on social channels once.  
                             | - Verbal recognition during raffle prize pull. Signage with logo at two course holes.  
                             | - Opportunity to include item and literature in goodie bag.+  
                             | - Recognition by logo in the "Voice of the Ribbon" fall newsletter.  
                             | - Logo displayed on Thank you banner at the event.  
                             | - One foursome.                                                                 |
| ($2,500)                   | **EXCLUSIVE OPPORTUNITY**                                                                                                                   |
| **Cart Sponsor**           | - Logo prominently displayed in every golf cart used at the tournament.  
                             | - Recognized on social channels once.  
                             | - Can include an item or literature in the goodie bag.  
                             | - Recognized by logo in the "Voice of the Ribbon" fall newsletter.  
                             | - Logo displayed on Thank you banner at the event.  
                             | - One foursome.                                                                 |
| ($2,000)                   | **Sponsorship must be confirmed by June 30, 2023**                                                                                           |
| **Golf Tee Sponsor**       | - Sponsor logo will be printed on the pack of tees that each player receives upon check-in.  
                             | - Small company logo hyperlinked on Coalition website.  
                             | - Thanked on social media with logo.  
                             | - Share company partnership testimonial on social channels once.  
                             | - Signage with logo at two course holes.  
                             | - Opportunity to include item or literature in goodie bag.+  
                             | - Recognition by logo in the "Voice of the Ribbon" fall newsletter.  
                             | - Logo displayed on Thank you banner at the event.  
                             | - One foursome.                                                                 |
| ($1,500)                   | **EXCLUSIVE OPPORTUNITY**                                                                                                                   |

More Golf opportunities on next page!

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<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Opportunities</th>
</tr>
</thead>
</table>
| **Driving Range Sponsor ($1,500)** | • Your logo will be prominently displayed at the driving range.  
• Recognized on social channels once.  
• Can include an item or literature in the goodie bag.+  
• Will be recognized by logo in the “Voice of the Ribbon” fall newsletter.  
• Logo displayed on Thank You banner at the event.  
• One foursome |
| **EXCLUSIVE OPPORTUNITY** | • Your logo prominently displayed in the area where the golfers eat their breakfast.  
• Your company will have signage with logo at the Practice Putting Green.  
• Recognized on social channels once.  
• Can include an item or literature in the goodie bag.+  
• Will be recognized by logo in the “Voice of the Ribbon” fall newsletter.  
• Logo displayed on Thank You banner at the event.  
• One foursome |
| **Breakfast Sponsor ($1,500)** | • Your logo prominently displayed in the area where the golfers eat their breakfast.  
• Your company will have signage with logo at the Practice Putting Green.  
• Recognized on social channels once.  
• Can include an item or literature in the goodie bag.+  
• Will be recognized by logo in the “Voice of the Ribbon” fall newsletter.  
• Logo displayed on Thank You banner at the event.  
• One foursome |
| **Lunch Sponsor ($1,500)** | • Your logo prominently displayed in the area where the golfers eat their lunch.  
• Your company will have signage with logo at the Practice Putting Green.  
• Recognized on social channels once.  
• Can include an item or literature in the goodie bag.+  
• Will be recognized by logo in the “Voice of the Ribbon” fall newsletter.  
• Logo displayed on Thank You banner at the event.  
• One foursome |
| **Reception Sponsor ($1,500)** | • Your logo prominently displayed in the reception space.  
• Your company will have signage with logo at the Practice Putting Green.  
• Recognized on social channels once.  
• Can include an item or literature in the goodie bag.+  
• Will be recognized by logo in the “Voice of the Ribbon” fall newsletter.  
• Logo displayed on Thank You banner at the event.  
• One foursome |
| **Green Sponsor ($1,000)** | • Small company logo on print collateral* and Coalition website.  
• Thanked on social media with logo.  
• Share company partnership testimonial on social channels once.  
• Signage with logo at entrance walkway.  
• Opportunity to include item or literature in goodie bag.+  
• Recognition by logo in the "Voice of the Ribbon" fall newsletter.  
• Logo displayed on Thank You banner at the event.  
• One foursome |
| **Pink Sponsor ($500)** | • Listing on Coalition website.  
• Thanked on social media with listing.  
• Signage with logo at one course hole.  
• Opportunity to include item or literature in goodie bag.+  
• Listing in the "Voice of the Ribbon" fall newsletter.  
• Logo displayed on Thank You banner at the event.  
• One twosome |
| **Hole Sponsor ($175)** | • Show the community that your company supports the Coalition with a custom-made sign displaying your company logo on one hole of the course.  
• Additionally, your company will be listed on the Coalition website. |

* Indicates that this benefit is restricted by time.  
+ All products and services provided by sponsors are at the discretion of the Breast Cancer Coalition.
September 2023

Kick-off Breast Cancer Awareness Month with the Coalition. Stay tuned for more details about this incredible event.

Speciality Sponsorships

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bar Sponsor ($5,000)</td>
</tr>
</tbody>
</table>

Here at the Coalition, we are not able to purchase alcohol- that’s why we need YOU!

- As the Bar Sponsor, you would have the opportunity to underwrite the cost of alcohol and co-design the bar with the Director of Special Events.
- There is plenty of room for signage, and even a signature cocktail option.
- In addition, your company would receive all of the “Silver Sponsor” benefits.
# SPONSOR OPPORTUNITIES

<table>
<thead>
<tr>
<th>Sponsor Benefit</th>
<th>Platinum ($7,500)</th>
<th>Gold ($5,000)</th>
<th>Silver ($2,500)</th>
<th>Bronze ($1,000)</th>
<th>Pink ($500)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Exposure</strong></td>
<td>Large company logo on print collateral.* Large hyperlinked logo on Coalition website and event website. Logo on event invitation.*</td>
<td>Medium company logo on print collateral*, Coalition website and event website.</td>
<td>Small company logo on print collateral*, Coalition website and event website.</td>
<td>Extra small company logo on print collateral*, Coalition website and event website.</td>
<td>Listing on Coalition website and event website.</td>
</tr>
<tr>
<td><strong>Pre-event Recognition</strong></td>
<td>Mention in third party promotion of the event.* Thanked and tagged on social media with logo.</td>
<td>Thanked and tagged on social media with logo.</td>
<td>Thanked and tagged on social media with logo.</td>
<td>Thanked on social media with logo.</td>
<td>Thanked on social media with listing.</td>
</tr>
<tr>
<td><strong>Share Your Story</strong></td>
<td>Share company partnership testimonial via Coalition Chronicle email blast, and on social channels 2 times.</td>
<td>Share company partnership testimonial via Coalition Chronicle email blast, and on social channels 2 times.</td>
<td>Share company partnership testimonial via Coalition Chronicle email blast, and on social channels 2 times.</td>
<td>Share company partnership testimonial on social channels once.</td>
<td>Share company partnership testimonial on social channels once.</td>
</tr>
<tr>
<td><strong>Event Program</strong></td>
<td>Verbal and visual recognition during the event program.</td>
<td>Visual recognition during the event program.</td>
<td>Visual recognition during the event program.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Event Day Visibility</strong></td>
<td>Co-branded signage in entryway. Extra large logo on signage throughout the venue. Full-page color ad in the event program book.*</td>
<td>Large logo on signage throughout the venue. Full-page color ad in the event program book.*</td>
<td>Medium logo on signage throughout the venue. Half-page color ad in the event program book.*</td>
<td>Small logo on signage throughout the venue. Quarter page color ad in the event program book.*</td>
<td>Listing on signage throughout the venue. Business card size color ad in the event program book.*</td>
</tr>
<tr>
<td><strong>Team Building</strong></td>
<td>1 table of 10.*</td>
<td>5 event tickets.*</td>
<td>3 event tickets.*</td>
<td>2 event tickets.*</td>
<td>1 event ticket.*</td>
</tr>
</tbody>
</table>

* Indicates that this benefit is restricted by time/ticket availability.
Our mission is to cultivate community among those touched by breast or gynecologic cancer; to empower informed decision-making through education, support, and advocacy; and to advance research in our region with the goal of eradicating breast cancer.

In 2003, we lost our mother from Breast Cancer, and the Breast Cancer Coalition was a huge support for myself and my family during this time. And has been through all these years. That’s why our family-owned business supports the Breast Cancer Coalition of Rochester.

~ Jennifer Townsend, Partner, The Aristo Company

As a genetic counselor, I begin the journey with newly diagnosed patients. I set the stage with science and data and how they got to a diagnosis. BCCR comes alongside the patient and helps them complete that journey with care and compassion and empathy and humanity.

~ Jessica Salamone, Director of Genetic Counseling and Cancer Risk Assessment, Elizabeth Wende Breast Care

"I came to BCCR when I was diagnosed with breast cancer – to gain access to information to make the best decision for me, for that point in time. I give back to BCCR for what they gave to me. And I wish you would too because BCCR is the best thing about cancer."

~ Marj Cunningham, Owner, Genesee Office Interiors
2023 SPONSORSHIP COMMITMENT FORM

Please return this form, as well as a high resolution file of your company logo to:
Breast Cancer Coalition, Meredith Utman, Director of Special Events
1048 University Avenue, Rochester, NY 14607
Meredith@BreastCancerCoalition.org | (585) 473-8177

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact (First &amp; Last Name)</th>
<th>Address</th>
<th>City, State, and Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Email | Phone

Share your social media handles to be tagged and appreciated:

Please indicate your sponsorship level(s) and the amount you are enclosing:

<table>
<thead>
<tr>
<th>Pink &amp; Teal Challenge</th>
<th>TEE’d Off Golf Tournament</th>
<th>ACTober</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor, $15,000</td>
<td>Presenting Sponsor, $5,000</td>
<td>Presenting Sponsor, $15,000</td>
</tr>
<tr>
<td>Platinum Sponsor, $7,500</td>
<td>Golf Ball Sponsor, $3,000</td>
<td>Platinum Sponsor, $7,500</td>
</tr>
<tr>
<td>Gold Sponsor, $5,000</td>
<td>Goodie Bag Sponsor, $3,000</td>
<td>Gold Sponsor, $5,000</td>
</tr>
<tr>
<td>Silver Sponsor, $2,500</td>
<td>Divot Tool Sponsor, $3,000</td>
<td>Bar Sponsor, $5,000</td>
</tr>
<tr>
<td>Hydration Station, $1,500</td>
<td>Eagle Sponsor, $2,500</td>
<td>Silver Sponsor, $2,500</td>
</tr>
<tr>
<td>Bronze Sponsor, $1,000</td>
<td>Cart Sponsor, $2,000</td>
<td>Bronze Sponsor, $1,000</td>
</tr>
<tr>
<td>Raffle Prize Sponsor, $1,000</td>
<td>Golf Tee Sponsor, $1,500</td>
<td>Pink Sponsor, $500</td>
</tr>
<tr>
<td>First Aid, $1,000</td>
<td>Driving Range Sponsor, $1,500</td>
<td>Full Page Program Ad, $300</td>
</tr>
<tr>
<td>Pink Sponsor, $500</td>
<td>Breakfast Sponsor, $1,500</td>
<td>Half Page Program Ad, $150</td>
</tr>
<tr>
<td>Vendor Sponsor, $250</td>
<td>Lunch Sponsor, $1,500</td>
<td>Quarter Page Program Ad, $75</td>
</tr>
<tr>
<td>Reception Sponsor, $1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Sponsor, $1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pink Sponsor, $500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hole Sponsor, $175</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL AMOUNT ENCLOSED: ___________________________

PAYMENT:  □ CASH    □ CHECK (payable to: Breast Cancer Coalition)  □ Please invoice me
□ AMERICAN EXPRESS  □ MASTERCARD  □ VISA  □ DISCOVER

Call (585)473-8177 to pay over the phone.

Name on Card
Card Number  Expires
Signature  Date