



Benchin' For Boobs Sponsorship Opportunities

Benchin' for Boobs, benefitting Hadassah presented by ICON Performance and the Levite Jewish Community Center, will be held Sunday, January 31, 2016 at the Levite Jewish Community Center. This family friendly event includes: a Power Breakfast with presentations on cutting edge BRCA gene research and testing, and powerful commentaries from women who have tested positively for the gene and the different paths they chose, a bench-press contest for ages 13-, and a wall of honor and remembrance.

Hadassah has done extensive research with the BRCA gene mutation that significantly increases a woman's risk of developing breast cancer. A Hadassah oncologist recently developed a blood test that reveals it is possible to predict the presence of harmful BRCA1 and BRCA2 mutations in otherwise healthy women using a novel technology called gene expression profiling. Hadassah's Marlene Greenebaum Multidisciplinary Diagnostic Breast Center provides patients with the most sophisticated diagnostic technology and care available. And Hadassah's Clinic for Oncogenetic Counseling is a source of pride. Founded in 1995, it has helped more than 4,000 patients to identify their genetic risks for cancer.

By becoming a sponsor your company will:

- Have promotional opportunities to gain repeated exposure prior to the event online PLUS reach a large audience on event day.
- Be presented to potential customers in a new and different way which will create new marketing and promotional programs in conjunction with our event.
- Have the opportunity to position itself as a strong, community-based corporate citizen.

Schedule of Events

8-9:30am	Open Weigh-in Session
9am	BFB Power Breakfast
10-1pm	Barbells For Boobs Competition
1:30pm	Winners Announced

Want to learn more? www.hadassah.org/events/2016benchin

Corporate Sponsorship Packages

Sponsor Name/Business _____

Contact's Name _____

Address _____

Phone (____) _____ Email _____

Sponsorship Levels Your donation is tax deductible

____ **Individual** **\$100**

For individuals wanting to demonstrate their support.

____ **Virtuoso** **\$250**

- Recognition on event website
- Recognition in e-blasts and all forms of social media
- Table at the event
- Your company's promotional item in BFB swag bag
- Your company's logo on event T-shirt

____ **Elite** **\$500**

A sponsorship opportunity for a group of small businesses (no more than 3) to pool their resources to become a sponsor. For more information, please contact us.

____ **Masters** **\$500**

- Recognition on the event website
- Link to company website from event website
- Recognition on event sponsor board
- Recognition on event posters
- Table at the event
- Your company's promotional item in BFB swag bag
- Your company's logo on event T-shirt

____ **Grand Masters** **\$1000**

- Naming opportunity (Breakfast, Zone, Session)
- Recognition on the event website
- Link to company website from event website
- Recognition on event sponsor board
- Recognition on event posters
- Table at the event
- Your company's promotional item in BFB swag bag
- Your company's logo on event T-shirt
- 1st right to same sponsorship level for 2017 event

Please make your sponsorship checks payable to Hadassah, 3501 Springhill Rd. Birmingham, AL 35223

Bridget Sikora, Event Chair

bsikora@realtysouth.com or (205) 910-0594

Jennifer Cordover, Event Chair

iconperformance@bellsouth.net or 205.970.BFIT (2348)

Send your company's logo to Bridget as a PDF or JPEG file to be included on event materials.