



CELEBRATE THE TATAS 2023 ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Thank you for considering supporting us! The benefits of your Celebrate the TaTas partnership are significant:

- Help eradicate cancer
- Gain broad exposure for your business
- Associate with a beloved Charlotte-area nonprofit with over 1000 members
- Reach a large local community

Celebrate the TaTas is an annual Hadassah tradition launched in Charlotte in 2012. The money raised is donated to Hadassah Medical Organization's (HMO) cancer research initiatives. The program has attained national and international recognition for its premier events that bring together the cultural arts community and Hadassah's global initiative of increasing research budgets to battle cancer. This unique program educates, celebrates, and empowers women while raising funds for cancer research and HMO.

Our Celebrate the TaTas 2023 events culminate with The Reveal, a celebratory fundraising event at noon on October 26th at Maggiano's Little Italy in SouthPark. Our guest speaker will be: Rabbi Judith Schindler - Sklut Professor of Jewish Studies and Director of the Stan Greenspon Center for Peace and Social Justice at Queens University of Charlotte. Rabbi Judy is also a breast cancer survivor.

Celebrate the TaTas 2023 will have three local events:

- **Painting Days – August 28th and 29th, expected attendance: 100** – This 9th annual event is an empowering female celebration in which local artists use the body as a canvas. The Celebrate the TaTas logo above captures images from past years' events.
- **The Reveal Event – October 26th, expected attendance: 150** – This 9th annual "Reveal" will be a special day of celebration, which will include a luncheon, speakers, a live auction, and reveal of the Painting Days collage poster. Attendees will include Hadassah members, their friends, our corporate sponsors and their guests, and other members of the community who are passionate about the eradication of cancer.
- **Mammovan - November 30th** - Celebrate the TaTas is excited to partner with Novant Health Mobile Breast Center to offer annual screening mammograms to our community. You will experience the same quality, compassionate care, expertise and comfortable atmosphere that you receive in a screening center, including digital mammography and female technologists certified in breast imaging.

HADASSAH IS A NONPROFIT ORGANIZATION. OUR 501C-3 NUMBER IS 23-1000329. FINANCIAL INFORMATION ABOUT HADASSAH, THE WOMEN'S ZIONIST ORGANIZATION OF AMERICA, INC. AND A COPY OF ITS LICENSE ARE AVAILABLE FROM THE NORTH CAROLINA SECRETARY OF STATE, SOLICITATION LICENSING SECTION AT 1-888-830-4989.

Sponsorship Opportunities



The Pink Champion – \$5,000 (pink ribbon for breast cancer)

- Business name/logo on all Celebrate the TaTas 2023 promotional materials, including:
 - Large banner on Shalom Park Drive, reaching 2,500 drivers daily on their way to the temples, JCC, schools, clubs and other organizations housed within Shalom Park.
 - Article and advertisement in Charlotte Jewish News, reaching over 4,000 households
 - Posters/flyers throughout the Jewish community (reaching a large percentage of the 10,000+ community and many others who work, play and study at Shalom Park) and beyond
 - Social media posts and emails to Hadassah membership list of over 1,000
- Social media promotion of your business/brand by Hadassah Charlotte Metro reaching thousands of followers
- Opportunity to include article, advertisement/coupon in Hadassah Charlotte Metro emailed newsletter, reaching 1,000+
- Opportunity to promote your business/brand at Painting Days and The Reveal Event with giveaways for attendees
- Recognition during The Reveal opening remarks
- Business name/logo on front cover of The Reveal program
- Full page color ad in The Reveal program (choose from first page or back cover)
- 10 tickets (one table) to The Reveal Event



The Teal Superhero – \$2,500 (pink, teal, and green ribbon for metastatic breast cancer)

- Full page ad in the The Reveal program
- Business name or logo on all Celebrate the TaTas 2023 promotional materials, indicating status as The Reveal Hero
- Opportunity to promote your business/brand at Painting Days with giveaways for attendees
- 5 tickets to The Reveal Event



The Previvor Hero – \$1,500 (pink and teal ribbon for hereditary breast cancer/BRCA)

- Half page ad in the The Reveal program
- Business name or logo on all Celebrate the TaTas 2023 promotional materials, indicating status as The Reveal Hero
- Opportunity to promote your business/brand at Painting Days with giveaways for attendees
- 4 tickets to The Reveal Event



The Reveal Supporter – \$900 (pink and blue ribbon for male breast cancer)

- Quarter page color ad in The Reveal program
- Business name or logo on all Celebrate the TaTas 2023 promotional materials, indicating status as The Reveal Supporter
- Opportunity to promote your business/brand at Painting Days with giveaways for attendees
- 2 tickets to The Reveal Event



Ads, personal messages and dedications: (lavender represents all cancers)

Full page color (4.5" x 7.5")	\$500
Half page color (4.5" x 3.75")	\$250
Quarter page color (2.125" x 3.75")	\$125
Well Wishes (one line of text)	\$ 36

Ready to support us? Please visit www.hadassahcltevents.org and click on the Celebrate the TaTas tab. If you would like to discuss any details further, please contact me at 980-553-1880 or celebratethetatas.Hadassah@gmail.com

Best regards,

Cindy

Cindy Bolokofsky, Hadassah Charlotte Metro Chapter
Chair, Celebrate the TaTas 2023