PLAY for P.I.N.K.®

PARTNER WITH PURPOSE + IMPACT.

Together, we turn experiences, events, and brand engagement into meaningful support for breast cancer research.

ABOUT PLAY FOR P.I.N.K.

PLAY for P.I.N.K.® (Prevention, Immediate Diagnosis, New Technology, Knowledge) is a grassroots organization dedicated to raising funds to fight breast cancer through sporting and lifestyle events. Our commitment is to contribute 100% of net proceeds raised to our sole beneficiary, the Breast Cancer Research Foundation (BCRF), to fund the world's top researchers.

WHY PARTNER WITH US?

ENGAGE
Connect with PFP's 35,000 annual participants.

ACTIVATE
Build customized experiences that contribute to the $92 million raised since 1996.

IMPACT
Help fund lifesaving breast cancer research and grow PFP's portfolio of 26 scientists.

ESTÉE LAUDER COMPANIES BREAST CANCER CAMPAIGN

Thanks to underwriting from **The Estée Lauder Companies' Breast Cancer Campaign, Play for P.I.N.K. contributes 100% of net funds** raised to breast cancer research.

4 WAYS TO PARTNER WITH PLAY FOR P.I.N.K.

1 PERCENTAGE OF SALES DONATION

Donate a percentage of sales from a Play for P.I.N.K.- branded or pink product throughout the year, or during Breast Cancer Awareness Month, to make a significant impact on lifesaving breast cancer research.

2 IN-STORE OR POP-UP SHOP ACTIVATIONS

Create a meaningful shopping experience by hosting an event at your store or at one of our events and donating a portion of the day's sales to Play for P.I.N.K.

3 TOURNAMENT GIFTING/GIFT-IN-KIND

Increase your brand's visibility while supporting research by donating products, gifts, or services for inclusion in our gift bags, raffles, and auction experiences.

4 WORKPLACE GIVING/EMPLOYEE ENGAGEMENT

Bring your team together for a lunch-and-learn with Play for P.I.N.K., giving employees the opportunity to learn about the latest breakthroughs in breast cancer research and engage with our mission.

CONNECT WITH US

For additional information contact **PLAY FOR P.I.N.K.** | playforpink@bcrf.org | 646.497.2615 | www.playforpink.org