

# Brunch for the Cure



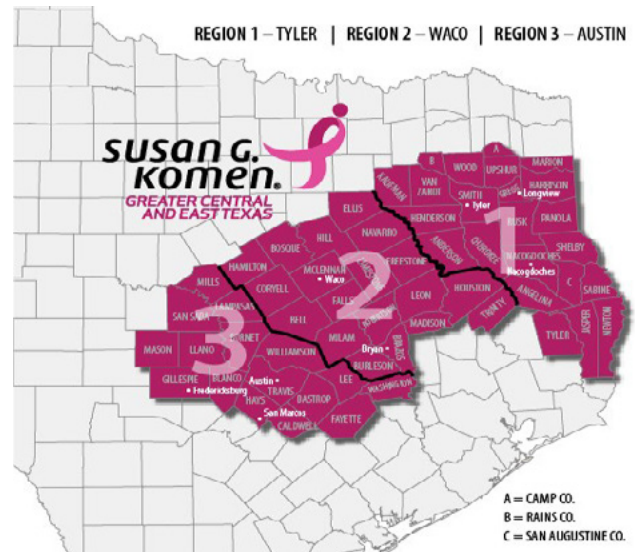
SUNDAY, SEPTEMBER 29, 2019

## WHAT IS BRUNCH FOR THE CURE?

Brunch for the Cure is a fundraising event hosted by Susan G. Komen® Greater Central and East Texas to help save lives and end breast cancer forever. The event will unite local restaurants with our supporters, survivors, fighters and thrivers following our annual signature fundraiser, the MORE THAN PINK Walk™ (formerly known as Race for The Cure) in Downtown Austin on Sunday, September 29. By pledging a portion of dining sales, participating restaurants will receive significant marketing exposure through our social media, media relations, email communications as well as at the Walk itself. Over 6,000 Walk participants and supporters will be encouraged to support our restaurant partners by dining with them following the Walk. Participating restaurants can expect diners to begin arriving after the Walk activities at the Palmer Events Center conclude at approximately 11:00 A.M.

## WHERE WILL THE PROCEEDS GO?

Susan G. Komen® Greater Central and East Texas is the only local breast cancer organization attacking the disease from all fronts. We invest 75% of donations into local community health care grants and educational initiatives and 25% into global research. Your donation will help us remove barriers and provide breast health care for both the uninsured and the underinsured women living in our 58-county service area.



Marketing Benefits	Deliverable Details
Komen Greater CETX Website	Logo with Link
Walk morning email blast to 6,000+ registered participants	Logo with Link
Social media reach of 14,700+ followers	Social media posts/Special Event
Text blast to registered Walk participants	Restaurant Name & Location
2 announcements from PA Main Stage	Restaurant Name & Location
On-site signage	Restaurant Name, Logo & Location
Flyers in 6,000+ participant bags	Restaurant Name, Logo & Location
Digital Brunch for the Cure Promo Kit	Digital Poster, Digital Flyer, Social Media Toolkit, #morethanpink Hashtag Contest