

The Underwire Project



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Dear Friend,

San Mateo County Health Foundation is creating a unique event, **The Underwire Project**, to raise much-needed funds towards the purchase of two digital mammography machines for San Mateo Medical Center. This event to benefit breast health will take place **Friday, April 27, 2012** in Hillsborough, CA. To reach this goal, **The Underwire Project** needs event sponsors.

Although San Mateo Medical Center is well-known for innovation, they are NOT among the 90% of imaging centers in California to have implemented digital mammography. It's time to bring state-of-the-art breast screening to San Mateo County's public hospital and clinics! By sponsoring this special event, **The Underwire Project**, your contribution will be **matched dollar for dollar**, up to \$750,000.

Expected new cases of breast cancer in San Mateo County in 2012 will exceed 600. Attaining our goal, with your support, will increase the capacity to provide 50% more mammograms annually for up to 8,000 women, as well as increase access to early detection and improved treatment.

San Mateo County Health Foundation is a 501(c)3 non-profit organization working to make sure everyone in San Mateo County has access to the highest quality health care possible.

Your participation in **The Underwire Project** will positively impact women's health right here in our own San Mateo County community. We appreciate your consideration of sponsorship of this exciting event and look forward to contacting you soon to discuss your involvement.

Warm regards,



www.smchf.org
222 West 39th Avenue
San Mateo, CA 94403
phone (650) 573-2655
fax (650) 573-3447

The Underwire Project



Become a sponsor!

Ensure that all women in our local communities have access to state-of-the-art breast health care.

*Please respond by March 9, 2012
to be acknowledged in the event's print invitation.*

The Underwire Project sponsors will receive the following benefits:

- Recognition on event signage, website listing and press releases
- VIP invitations to pre-event reception, April 19, 2012
- Name and logo used in all print and social media, flyers and advertisements

THE UNDERWIRE PROJECT TITLE SPONSOR - \$20,000+

- Distinguished as **The Underwire Project sponsor** on the event invitation
- Name featured on a commemorative plaque in the Imaging Center at San Mateo Medical Center
- 12 tickets to The Underwire Project event, April 27, 2012

BOSOM BUDDY - \$10,000+

- Distinguished as **Bosom Buddy sponsor** on the event invitation
- 12 tickets to The Underwire Project event, April 27, 2012

BEST FRIEND - \$5,000 - \$9,999

- Distinguished as **Best Friend sponsor** on the event invitation
- 10 tickets to The Underwire Project event, April 27, 2012

SOUL MATE - \$2,500 - \$4,999

- Distinguished as **Soul Mate sponsor** on the event invitation
- 8 tickets to The Underwire Project event, April 27, 2012

PARTNER - \$1,000 - \$2,499

- Distinguished as **Partner sponsor** on the event invitation
- 6 tickets to The Underwire Project event, April 27, 2012



San Mateo County Health Foundation is a 501(c)3 non-profit organization. FEIN# 94-3116070

www.smchf.org

222 West 39th Avenue, San Mateo, CA 94403
(650) 573-2655

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Friday, April 27, 2012

SPONSORSHIP LEVELS

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THE UNDERWIRE PROJECT
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BEST FRIEND - \$5,000 - \$9,999

SOUL MATE - \$2,500 - \$4,999

PARTNER - \$1,000 - \$2,499

DONOR INFORMATION

How would you like your name to appear in print?

Company name

Contact name

Address

City/State/Zip

Email Address

Phone

PAYMENT OPTIONS

Check enclosed for \$ _____
*Please make check payable to San Mateo County Health Foundation
and note The Underwire Project.*

Please charge \$ _____ to Visa/Mastercard/Amex

Name

Billing Address (if different from left)

Card #

Expiration Date

V-Code

Signature

Please email this form and company logo/artwork in .jpeg format to: pobrien@smcgov.org

For more information, please contact Sibylle Whittam, sibyllewhittam@aol.com or 650-678-5228.

Thank you for your support.

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