

# THE PINK HATS: \$10,000

The Challenge of the Americas is searching for five individuals and/or businesses (aka The Pink Hats) who will partner up to become COTA 2024's Presenting Sponsor...



**“The Challenge of the Americas *presented by* THE PINK HATS”**

## *Wherever We go, You go!*

In return for your generous donation, “The Pink Hats” will display in conjunction with the event name, and your name/logo will be prominently included on all advertising, promotional and print materials.

### *Print and Digital Media*

Local, regional, national, and international recognition

- *Social media:* A special THANK YOU via a dedicated sponsorship announcement, unique video showcasing your commitment to breast cancer research, sociable/fun posts and information about you or your business
- *Email marketing:* dedicated sponsorship email announcement along with your unique video, “The Pink Hats” and your name/logo will display at the top of all COTA newsletters
- *COTA website:* “The Pink Hats” will appear at the top of all pages linking to the Pink Hat showcase page, your name/photo will be featured at the top of COTA's Who's Who page, and your unique video displayed in the website's Latest News
- *Event livestream:* 30-second commercial spot (sponsor to provide) or slide show (COTA can create) shown during the broadcast along with prominent recognition at the opening and closing of the livestream
- *Graphic assets:* name/logo included in all advertising, promotional, and print materials
- *Event program:* full-page, color ad space included in the printed and downloadable program found on COTA's website
- *Event posters:* prominent name/logo recognition on posters displayed in approximately 50 locations in Palm Beach County



The 2024 Challenge of the Americas  
SPONSORSHIP

Share COTA on your social media. We'll send you photos and updates to continue our fight against breast cancer.

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(continued)



## *On-Site Recognition*

- 6' x 3' banner (sponsor to provide banner)
- Public address announcements during Challenge competition (sponsor to provide announcement)
- Promotional materials included in VIP guest bags (sponsor to provide material)
- Participation in photos at the awards ceremony
- Prominent banner stand name recognition inside entrance to VIP pavilion
- Name/logo included in event schedule and rider pamphlets for general admission spectators

## *Hospitality and Entertainment*

- VIP seating for 6, ringside cocktails and hors d'oeuvres during the Challenge competition
- VIP seating for 6 during the Challenge Gala dinner
- 20 general admission tickets



Photo by SusanJStickle.com



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