## be Breast Cancer Prevention Partners Partners





## Intro

#### Who we are | How we work | Who we partner with

#### Who we are:

Breast Cancer Prevention Partners (BCPP) is the leading national science-based and advocacy organization working to eliminate toxic chemicals and other environmental exposures linked to breast cancer.

#### Who we partner with:

Our partnerships range from marketing promotions to event sponsorships, and everything in between. BCPP pushes the envelope on fun ways to educate our supporters and introduce them to companies they can trust.

#### How we do this work:

1 in 8 women today will be diagnosed with breast cancer and yet 90% of cases are not linked to genetics. That's why we work to eliminate the other known risk factors linked to breast cancer—to save lives. People need access to healthy food; safer, nontoxic products; and protection from exposures linked to breast cancer in their homes and workplaces. We translate science into action, we press businesses to make products safer, and we pass health-protective laws.









# Partners in Prevention



# Our Work in Numbers

#### Science | Policy | Education | Events



## "

I've held my mom's hand – and the hand of my best friend – through breast cancer. I feel like I have been a part of such a special journey with Breast Cancer Prevention Partners and those they touch.

#### Michelle Kalberer Co-CEO /

Co-Owner / VP, People & Culture, Klean Kanteen

## **BCPP's Reach**

#### Demographics | Email | Website | Social Media



#### **Core audience**

- Eco-conscious women
- Health conscious moms
- Individuals who have been affected by breast cancer
- Gen X, Y and millennial environmentalists
- Family and friends of those who have breast cancer
- Avg. household size: 3
- Avg. household income: \$166,000

#### Regions

National

#### **Emails**

Email subscribers: 50K Avg. open rate: 20%

#### Website

Avg. monthly views: 100,000 Avg. age of website viewers: 25-34 Avg. age of donor: 55-74

#### **Social Media**

BCPP total social followers: 96,000 Campaign for Safe Cosmetics: 156,000

- 2021 social reach: 1,140,000 2021 social engagements: 110,000
- 2021 social video views: 305,000

# The Campaign for Safe Cosmetics

BCPP's Campaign for Safe Cosmetics (CSC) leads the movement to make beauty and personal care products safer for all. We partner with like-minded businesses that are aligned with our mission to grow the marketplace for safer, non-toxic beauty and personal care products for everyone. Opportunities include:

- Join our Business Network
   Event Sponsorship
- Cause Marketing

Product Donations

The Campaign for Safe Cosmetics, a program of BCPP, protects people and the planet from toxic beauty three ways: educating the public; transforming the outdated cosmetics industry; and advocating for safer laws. As the original trailblazer in the safe cosmetics marketplace, we focus on eliminating dangerous chemicals linked to cancer and other serious health concerns from our products once and for all.

Changemakers' Chat 3: The Science Behind Clean Beauty



Travel with us virtually to Juice Beauty's 20-acre farm in the heart of California's Sonoma Wine Country. We talk with Juice Beauty Founder and CEO Karen Behnke about clean beauty science and farm to face benefits.

Campaign for Safe Cosmetics a program of BCPP.org



# of Programing

## Activate

Climb Against the Odds

Ridge Hike

Peak Hike

New England Peaks for Prevention

Sacred Treks

## Celebrate

BCPP's 30th Birthday

#### LUNAFEST

Breast Cancer Prevention Month

GivingTuesday

Special events

## Educate

Borrow Our Expertise

Webinars

Advocacy

Brown Bags Lunch and Learns

Social Content



### **balega** WORDS OF **C GRIT & GRACE**

**BRAVE**BADASS

from the sale of every pair of Balega Grit & Grace socks benefits the Breast Cancer Prevention Partners Everythic The Cruite The Cruite



# X3 match from Inversense Ways to Partner

#### Promotion | Product | Events | Program | Matching

#### **Cause Marketing Promotions**

Companies have the opportunity to tie the sales of their products to their support of BCPP's work. For example, \$15 from the sale of your product will be donated to BCPP, or 20% of all sales in October will be donated.

#### **Product Donors**

We rely on the generosity of our partners for many of our events and activities. We would love to hear from you if you'd like to donate product to support our mission.

#### **Event Sponsorships**

Provide support for events held during the year, from major outdoor challenges to small film screenings.

#### **General Program Support**

Strategic business partners provide financial support for the work of BCPP and act as ambassadors for the organization throughout the year.

#### **Be A Matching Gift Partner!**

## Activate: Outdoor Events



#### Sacred Treks: Multi-day, guided, high-altitude, international trek

- Average # of Participants: 15
- March 21-April 2, 2022
- Patagonia, Argentina



Climb Against the Odds: 3-day guided trip to summit Mt. Shasta's 14,179-ft. Peak

- Average # of Participants: 25
- June 13-17, 2022
- Mount Shasta, California





#### Ridge Hike: 10.5-mile hike, 6.5 mi walk & hike hybrid or a 6-mi walk

- Average # of Participants: 300
- Sunday, April 10, 2022
- Danville, California



## NEPP: 2-day challenging hike to the summit of Mount Washington

- Average # of Participants: 30
- September 9-11, 2022
- Pinkham Notch, New Hampshire

## 27th Annual Peak Hike: 6+ mile moderate hike

- Average # of Participants: 400
- Early October, 2022
- Marin Headlands, Point Bonita YMCA, CA
- In-person & virtual event Oct 15 @ any trail of your choice

# Celebrate: At a Glance





Featuring 6 partners

Promo codes + BCPP givebacks

#### Clean Valentine's Day offers from BCPP's Partners to you!

This Valentine's Day, our partners in prevention are bringing you cleaner products that value your health and the planet. Check out the lovely products below! Inspired by our partners at Goodlight Candles, whose "mission is to provide truly affordable clean-burning candles while ontributing to positive change in the world," we've curated fabulous offers from some of our favorite partners!

#### **30th Anniversary**

This year BCPP turns 30 years young!

- March 1 30th, 2022 or annual sponsor
- Campaign reach: 300,000
- Be one of our featured partners as we celebrate BCPP's milestone birthday.
- Create customized activation in March or any time this year including: email, social, webinar, special salon event, spotlight, digital activity, product giveaway, fundraising promotion
- Minimum: \$5,000 value

#### LUNAFEST-Spring 2022

A national, virtual film festival of short films by, for, and about women.

- Average # of Participants: 250
- Email, social
- Minimum: \$1,000 value
- Ticket-level sponsorships & webinar sponsorship

#### Breast Cancer Prevention Month - October 2022

Brands that are deemed safe and aligned with our mission are featured in a cause marketing campaign during the month of prevention.

- Reach: 250K+ impressions
- Inclusion in 2 emails, 2+ social media tags across channels, 1 blog post inclusion
- Minimum: \$2,500 cash
- Partner content like IG and FB Live events

#### Giving Tuesday - November 29, 2022

Be our dedicated partner on Giving Tuesday!

- Total Impressions: 500K +
- Inclusion in 4+ emails, featured as co-branded Giving Tuesday Matching Partner, 5+ social media tags across channels, 1 blog post, chance to share a promo with our community
- Minimum: \$20,000 cash

#### Partner Spotlight or Other Themed Giving Day

- Reach: 50K Impressions
- Inclusion in 1 dedicated email & social posts, along with option to customize co-promotion.
- Minimum: \$5,000 value

## Educate: Get Involved

The following programs can be brought to your organization for engagement and learning to foster knowledge about prevention and help advance BCPP's lifesaving work.

- Borrow Our Expertise
   Brown Bags Lunch & Learns
- Partner Webinars + Blogs
   Advocacy Training

Innersense Organic Beauty has doubled down on our commitment to preserving the health of stylists and consumers by uniting with BCPP, a true leader in science-based policy and advocacy. As co-founders, we support BCPP and their Campaign for Safe Cosmetics because they advocate for the health of consumers, workers, and the environment.

### Joanne and Greg Starkman

#### How my wife's cancer led us to create an ingredient safety app for helping others



We got the wake-up call 4 years ago: my beloved wife Chen was diagnosed with breast cancer. We were shocked: why would a young and healthy yoga therapist, a vegetarian without a family history of cancer, get cancer? Read More



# 4 Levels

# Sponsorship

## **Platinum** \$10,000 + Presenting Sponsorship Opportunity to be title sponsor of event, depending on event

**Gold** \$5,000

**Silver** \$2,500

Bronze \$1,000 or less + Product

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<image/> <text><text><text><text><text><text></text></text></text></text></text></text>	Platinum	Gold	Silver	Bronze
Sponsor investment	\$10,000	\$5,000	\$2,500	Optional cash donation
	<ul> <li>Opportunity for Presenting Sponsor</li> <li>Co-branded marketing</li> <li>10+ High Resolution Images</li> <li>2 dedicated Social Media Posts in Grid (IG)</li> <li>10+ Story mentions and/or Post Tags on event coverage and promotion (IG, LinkedIn, FB, Twitter)</li> <li>10x10 space or virtual equivalent</li> <li>Opportunity for branding on-site, sponsor provides</li> <li>Opportunity for Goody Bag inclusion</li> <li>Event Participation (2-10 entries, varies per event)</li> <li>3:1 Logo on website landing page, promotional materials</li> <li>Dedicated partner email (45K+)</li> </ul>	<ul> <li>5 High Resolution Images</li> <li>1 dedicated Social Media Posts in Grid (IG)</li> <li>5 Story mentions and/or Post Tags (IG, LinkedIn, FB, Twitter)</li> <li>10x10 space or virtual equivalent</li> <li>Opportunity for branding on- site, sponsor provides</li> <li>Opportunity for Goody Bag inclusion</li> <li>Event Participation (1- 4 entries, varies per event)</li> <li>2:1 Logo on website landing page, promotional materials</li> </ul>	<ul> <li>3 High Resolution Images</li> <li>1 Story mentions and/or Post Tags (IG, LinkedIn, FB, Twitter)</li> <li>Half of 10x10 space or virtual equivalent</li> <li>Opportunity for Goody Bag inclusion</li> <li>Event Participation (1 entry)</li> <li>Logo on website landing page</li> <li>Logo on website landing page, promotional materials</li> </ul>	<ul> <li>Goody Bag inclusion</li> <li>1 Story mentions and/or Post Tags (IG, LinkedIn, FB, Twitter)</li> <li>Opportunity for logo on website landing page, promotional materials</li> </ul>
Sponsor	-Provide product Varies per event ~50-500	-Provide product Varies per event ~50-500	-Provide product Varies per event ~50-500	-Provide product Varies per event ~50-500
opportunities	-Opportunity to provide incentive prizing	-Opportunity to provide incentive prizing	-Opportunity to provide incentive prizing	-Opportunity to provide incentive prizing

# Thank you!

# Let's connect.

# Julie Pofsky

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