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Rehoboth Beach, DE 19971

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(302) 995-2850

Dear Friends and Community Partners,

Cancer Support Community Delaware (CSCDE) is excited to announce the return of our most elegant annual event, our **Pink Affair**. The event will be held **Thursday, October 30, 2025 at the Salero atop the Henlopen Hotel** in Rehoboth Beach and feature exciting opportunities to lunch with friends and colleagues – *and shop* – for a wonderful cause!

**CSCDE has spent the past 29 years making our mission our tradition**, by striving to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community. Sponsorship for this event is a perfect way to show your support for CSCDE and showcase your business to our growing Sussex County communities.

Event sponsorships support CSCDE's critical work as a statewide non-profit organization, providing support services for cancer patients, caregivers, and their families. We are a support system every step of the way during each individual's journey with cancer, from diagnosis to treatment, remission, and beyond. **In 2024, we served over 7,600 Delawareans, provided 17,000 visits, and provided over 3,000 service hours.** Programming at CSCDE has grown significantly, especially over the last few years as we have implemented virtual and hybrid options for all programs and support groups. While this began during the pandemic, giving participants the option to either come in-person or join virtually, our hybrid option has proven to be beneficial for the Sussex County community and all communities in Delaware and will continue into the future.

Please consider supporting Cancer Support Community Delaware as an event sponsor or auction donor. Enclosed you will find the sponsorship form.

Warmly,



Michael Kinnard  
*Board President*



Julie Bucklin  
*Sussex County Advisory Chair*



Nicole Topkis Pickles  
*Executive Director*

# PINK AFFAIR



**Pink Affair**  
**2025 Event Sponsorship**  
**Thursday, October 30, 2025**  
**Salero on the Beach,**  
**Atop the Henlopen Hotel**  
**in Rehoboth Beach**

Cancer Support Community Delaware is so excited for the return of the **Pink Affair!**

Our most elegant and unforgettable Sussex County event will be a sit-down luncheon, featuring a silent auction, raffle baskets, and of course our signature high end boutique! This memorable event will give attendees the opportunity to visit with friends and colleagues – *and shop* - for a worthy cause. Boutique items will include women's clothing, jewelry, handbags, accessories, and more!

Hosted again this year by **Madeleine Overturf** of *CoastTV*, 160 people will be in attendance the morning of the event for raffles, silent auction, and jewelry shopping. Lunch service will begin shortly after, then followed by an afternoon of fun boutique shopping for clothing, handbags, coats and more. We invite you to attend and bring a friend with you!

In addition to sponsorship opportunities for this event, there are other ways to get involved. You can donate items for our auctions, boutique, and gift baskets, serve on the planning committee, or even volunteer on the day of the event. We are happy to have your help!



<i>Sponsorship Level</i>	<i>Sponsorship Benefits – Pink Affair 2025</i>
<b>Presenting Sponsor</b> <b>\$3,500</b>	<p>As a <i>Presenting Sponsor</i> of the Pink Affair, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• Your company name &amp; logo listed on the CSCDE website, featured on all event related emails and social media, and on all signage during the event</li> <li>• Your company name announced by host Madeleine Overturf of <i>CoastTV</i> as the <i>Presenting Sponsor</i> throughout the event</li> <li>• Opportunity to have a company representative make remarks during the event or make a check presentation (Optional)</li> <li>• Eight (8) event tickets for friends &amp; colleagues to attend the luncheon</li> </ul>
<b>Diamond Sponsor</b> <b>\$2,500</b>	<p>As a <i>Diamond Sponsor</i> of the Pink Affair, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• Your company name &amp; logo listed on the CSCDE website, featured on all event related emails and social media, and on all signage during the event</li> <li>• Your company name announced by host Madeleine Overturf of <i>CoastTV</i> throughout the event</li> <li>• Six (6) event tickets for friends &amp; colleagues to attend the luncheon</li> </ul>
<b>Bows &amp; Bling Sponsor</b> <b>\$1,500</b>	<p>As a <i>Bows &amp; Bling Sponsor</i> of the Pink Affair, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• Your company name &amp; logo listed on the CSCDE website, featured on all event related emails and social media, and on all signage during the event.</li> <li>• Your company name announced by host Madeleine Overturf of <i>CoastTV</i> throughout the event</li> <li>• Four (4) event tickets for friends &amp; colleagues to attend the luncheon</li> </ul>
<b>Fun &amp; Fabulous Sponsor</b> <b>\$500</b>	<p>As a <i>Fun &amp; Fabulous Sponsor</i> of the Pink Affair, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• Your company name &amp; logo listed on the CSCDE website, featured on all event related emails and social media, and on all signage during the event.</li> <li>• Two (2) event tickets for friends &amp; colleagues to attend the luncheon</li> </ul>
<b>Pretty in Pink Sponsor</b> <b>\$250</b>	<p>As a <i>Pretty in Pink Sponsor</i> of the Pink Affair, you will receive the following benefits.</p> <ul style="list-style-type: none"> <li>• Your company name &amp; logo listed on the CSCDE website, featured on all event related emails and social media, and on all signage during the event.</li> <li>• One (1) event ticket to attend the luncheon</li> </ul>

# 2025 Pink Affair Event Sponsorship

To register as a sponsor please complete the form below or online at [cancersupportdelaware.org](http://cancersupportdelaware.org)

## SPONSORSHIP LEVELS

- |   |   |
|---|---|
| <input type="checkbox"/> Presenting Sponsor \$3,500   | <input type="checkbox"/> Fun & Fabulous Sponsor \$500 |
| <input type="checkbox"/> Diamond Sponsor \$2,500      | <input type="checkbox"/> Pretty in Pink Sponsor \$250 |
| <input type="checkbox"/> Bows & Bling Sponsor \$1,500 | <input type="checkbox"/> Other \$ _____               |

### Contact Information:

Name/Company (as you would like it to appear in promotional materials):

\_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

### Payment Information:

Payment Method:  Check  MasterCard  Visa  Amex

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Make checks payable to Cancer Support Community Delaware.**  
**Your donation is tax-deductible to the fullest extent allowed by law. Tax ID # 51-0351863**

*For more information about sponsorship opportunities or this event please contact  
Skyler Sweeney at (302) 995-2850 or [ssweeney@cscde.org](mailto:ssweeney@cscde.org)*

*Please email a hi-res .png or .jpeg image file of your logo to:  
Skyler Sweeney at [ssweeney@cscde.org](mailto:ssweeney@cscde.org)*