

WINTER 2021

The latest up-to-date information on the sponsorship of For 3 Sisters' newest addition to the Power of ONE program, "Vicky".



SPONSORSHIP PROPOSAL

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Proposed by: Shannon Moneymaker

THE PROPOSED PROJECT

In April 2020, For 3 Sisters purchased a 2002 Pierce fire engine - a fire engine that came with a vision - to transform into an iconic symbol of hope, strength, support, and outreach for breast cancer and healthy communities nationwide.

For 3 Sisters was started in 2011 after retired Montgomery County fire fighter, Marshall Money maker, lost three sisters to breast cancer.

"No one should ever fight breast cancer alone." - Marshall Money maker

After receiving a surprise gift of pink turn-out gear, and the moniker "The Pink Fireman", Marshall Money maker transformed from a firefighter who lost three sisters to breast cancer, into the Pink Fireman who advocates, supports, and inspires people across the country to take charge of their breast health, and to support those who have been affected by this horrible disease.



THE OBJECTIVE

"Vicky", named in memory of the first sister to lose her battle with breast cancer, will meet several objectives

- Raise awareness in the community via exhibiting events, appearances, and parades
- Deliver health information and resource information to under-resourced and under-insured communities (often communities of color)
- Inspire and promote hope and strength to breast cancer fighters, survivors, and thrivers
- Provide celebratory rides home for patients completing treatment for breast cancer

SPONSORSHIP

It is with your support that Maryland's most iconic fire truck will appear in communities across Maryland and the USA, spreading the message that early detection is key, and that no one will fight breast cancer alone!

Charter sponsorship is reserved for businesses who sponsored at the Fire Chief Level, before June 30, 2021, and will have their logos permanently listed on marketing materials.

Sponsorship benefits for all other sponsor levels are not permanent and expire after 1 year.

In-kind donations & services qualify.

FIRE CHIEF LEVEL (\$10,000)

- 10in x 10in logo permanently affixed to rear panel of fire engine
- Logo or name permanently listed on traveling sponsor board
- Linked logo and business highlight on website
- Social media and blog highlights
- Corporate appearance opportunity



BATTALION CHIEF LEVEL (\$5000)

- 10in x 10in logo affixed to rear panel of fire engine for 1 year.
- Logo or name listed on traveling sponsor board for 1 year.
- Linked logo and business highlight on website for 1 year.
- Social media and blog highlights
- Corporate appearance opportunity

CAPTAIN LEVEL (\$2500)

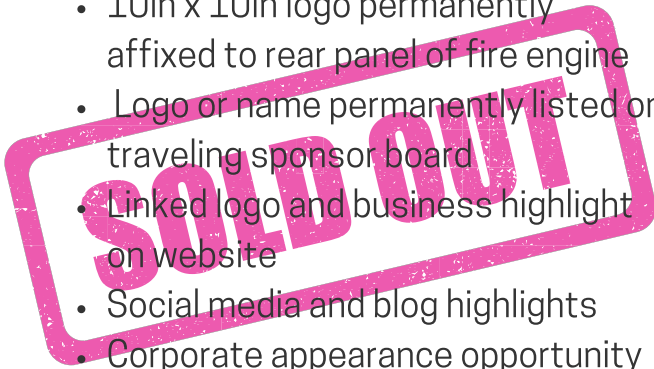
- Logo or name listed on traveling sponsor board
- Linked logo on website
- Social media and blog highlight

LIEUTENANT LEVEL (\$1000)

- Logo or name listed on traveling sponsor board
- Linked logo on website

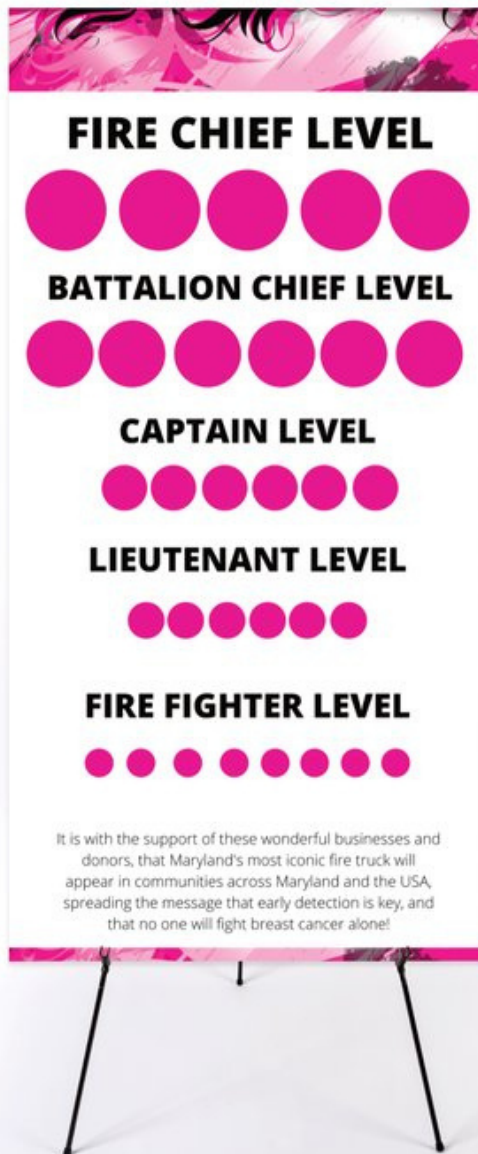
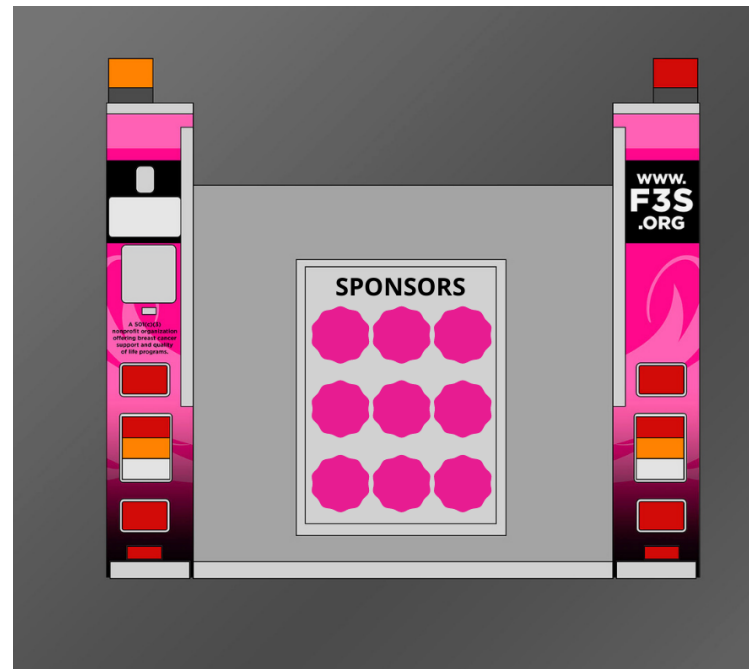
FIRE FIGHTER LEVEL (\$0-\$999)

- Logo or name listed on traveling sponsor board
- Name listed on website



REAR PANEL OF FIRE TRUCK

Fire Chief and Battalion Chief level sponsors will have their logo affixed to the rear panel of the fire engine. Charter sponsors at this level will be affixed **permanently**.



TRAVELING SPONSOR BOARD

This sponsor board travels with the fire engine and is displayed with the truck during events. Charter sponsors at any level will be affixed **permanently**.

CURRENT SPONSORS

FIRE CHIEF LEVEL



BATTALION CHIEF LEVEL

G2 Consulting Group - In Memory of Shauna Sorrells

LIEUTENANT LEVEL

Atlantic Emergency Solutions
Mark's Equipment Service, Inc. - Frederick, MD

CADET LEVEL

Jimmy Kellam Towing & Auto - Hal Siler Location



APPEARANCES

JUNE 6, 2021 VICKY made her first official appearance at the Anne Arundel Medical Center's National Cancer Survivors' Day Event.

Since then, she has appeared in front of more than 50,000 people in local & regional in-person events, and more than 800,000 people in her national appearance on The TODAY Show.

Parades.....	8
Community Events.....	20
Patient/Survivor Visits.....	6
News/Media Events.....	3

VICKY will make her debut in the Philadelphia Thanksgiving Day Parade on November 25 - the nation's oldest running Thanksgiving Day parade.

More appearances are scheduled for Nov/Dec.

ABOUT FOR 3 SISTERS

For 3 Sisters is a national grassroots organization dedicated to raising awareness and improving the lives of people affected by breast cancer.

It was founded by retired firefighter, Marshall Moneymaker and his wife Shannon after he lost three older sisters to breast cancer. For 3 Sisters is committed to supporting breast cancer fighters and survivors in any way possible, so no man or woman fights breast cancer alone.

For 3 Sisters provides financial support and resource case management services to the breast cancer community, and educates the healthy community about breast cancer and the importance of early detection.

Featured On



CONTACT

Shannon Moneymaker, Executive Director

Email: shannon@f3s.org

Cell: 301-830-3495



YOU WILL NEVER FIGHT BREAST CANCER ALONE



www.F3S.org