



2018 Capital Region

PINK RESTAURANT WEEK

October 21st – 28th

INNOVATION. DETERMINATION. PASSION.

It's what being a part of the culinary world is all about. The creative process of melding tastes and textures together, combined with the fortitude and grit needed to deliver a product and service at a superior level. These also happen to be three of the core values of the American Cancer Society and Making Strides Against Breast Cancer. Along with *COURAGE*, *EMPATHY*, and *CARING*, it's what we do every single day.

This year, we're asking you to join us.

For one week in October, we want to paint the region **PINK** with restaurants, bars, pizza shops, bakeries, delis and everything in between, each joining as one to help us save lives from breast cancer. It's easy to make a big impact - just do what you do best, and let your customers know that you are supporting the American Cancer Society's lifesaving mission, and how they can help. This is the **2018 Making Strides Pink Restaurant Week**.

EXECUTIVE CHEF LEVEL

- Pick from one of the “menu” items below to run the entirety of Pink Restaurant Week*
- Receive logo placement on the Pink Restaurant Week webpage, social media and e-mail promotions
- Receive a 2018 Pink Restaurant Week window cling to proudly display your support to your customers
- Visual and verbal recognition at both Kickoff Expo and Making Strides Against Breast Cancer of Albany
- \$250 Executive Chef Level startup contribution by *Friday, September 14th*

SOUS CHEF LEVEL

- Pick from one of the “menu” items below to run the entirety of Pink Restaurant Week*
- Receive text placement on the Pink Restaurant Week webpage, social media and e-mail promotions
- Receive a 2018 Pink Restaurant Week window cling to proudly display your support to your customers

MENU OF ENGAGEMENT - Donate a portion or all the proceeds from:

- Signature Pink Menu Item (App, Entrée, etc.)
- Signature Pink Drink
- Signature Pink Product (Bagel, Donut, etc.)
- Percentage of Bill/Bill Insert/Coupon for Donation
- Bill Round-Up Campaign
- Pink Ribbon Pin-Up Card Sales



For more information, contact: Chris.Falzarano@Cancer.org | 518.220.6936

*Must participate in at least one outlined engagement opportunity for entirety of Pink Restaurant Week to receive full benefits

PINK RESTAURANT WEEK

2018 Restaurant Agreement



AVON
National Presenting Sponsor



Both parties agree to fulfill the terms stated below.

Restaurant Name: _____

Address: _____

City, State, Zip: _____

Restaurant Representative & Title: _____

Phone: _____ Email: _____

Multiple Locations Participating: Yes No

Level of Engagement:

Executive Chef

Sous Chef

Important Information:

- Mail your fundraising check (made payable to American Cancer Society) at the end of the Pink Restaurant Week and a copy of this form to the address below by October 31, 2018
- The American Cancer Society will mail to you a donation acknowledgment letter to include our 501(c)3 tax-deductible information by December 15, 2018
- To receive full amenities based on your selected level of engagement:
 - **Executive Chef Level:**
 - This agreement must be signed and returned, along with your company logo (jpeg or png) and \$250 Executive Chef Start up contribution no later than *Friday, October 12th*
 - Participate in at least one outlined engagement opportunity for entirety of Pink Restaurant Week
 - **Sous Chef Level:**
 - This agreement must be signed and returned no later than *Friday, October 12th*
 - Participate in at least one outlined engagement opportunity for entirety of Pink Restaurant Week

CONTACT INFORMATION

Email: Chris.Falzarano@cancer.org

Phone: 518-220-6936 **Fax:** 518-783-2057

Mail: American Cancer Society
Attn: MSABC Pink Restaurant Week
1 Penny Lane
Latham, NY 12110

Authorized Signature and Printed Name of Restaurant Representative

Date

Authorized Signature, Printed Name and Title of ACS Representative

Date