

# The Bra-ha-ha® À LA CARTE SPONSORSHIPS

## Bra-ha-ha Gold

**\$5,000**

- Recognition on the 5K t-shirt, social media and signage at the Awards Show & Auction
- Recognition from the stage at the 5K and the Awards Show & Auction
- Six 5K entries and six Awards Show & Auction tickets

## Bra-ha-ha Silver

**\$2,500**

- Recognition on social media and signage at the Awards Show & Auction
- Recognition from the stage at the Awards Show & Auction
- Six Awards Show & Auction tickets

## Bra-ha-ha Bronze

**\$1,500**

- Recognition from the stage at the Awards Show & Auction
- Two Awards Show & Auction tickets

## 5K RACE SPONSOR

**\$1,000**

- Four 5K entries
- Recognized as sponsor by DJ and on social media
- Opportunity for vendor table

## 5K RACE SPONSOR

**\$500**

- Two 5K entries
- Recognized as sponsor by DJ



## SPONSORSHIPS

Sponsorship Package: \_\_\_\_\_ Amount: \$ \_\_\_\_\_ Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

☐ Send Invoice ☐ Please contact me to pay by credit card

☐ Check Enclosed - Please make checks payable to Chesapeake Regional Health Foundation. Tax ID No: 54-1693739

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

Please return this form to Chesapeake Regional Health Foundation.

By mail: 736 Battlefield Blvd., North, Chesapeake, VA 23320 | By fax: 757-312-6154 | By email: Noel.Gramlich@ChesapeakeRegional.com

Call **757-312-6314** or visit **Brahaha.org** for more information.

# SPONSORSHIP OPPORTUNITIES

## The Bra-ha-ha® 2025



**SATURDAY, SEPTEMBER 6**

RACE 8 A.M.

W. STANLEY JENNINGS  
OUTPATIENT CENTER



**FRIDAY, OCTOBER 3**

6-9 P.M.

DELTA HOTELS BY  
MARRIOTT - CHESAPEAKE



**CHESAPEAKE REGIONAL  
HEALTH FOUNDATION**

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**TheBrahaha**



# The Bra-ha-ha®

## PREMIER SPONSORSHIPS



The Bra-ha-ha® is more than just an event—it's a powerful movement in the fight against breast cancer, proudly presented by the **Chesapeake Regional Health Foundation**. This annual campaign unites creativity, compassion and community support to raise critical funds for breast health services. Proceeds from Bra-ha-ha events directly impact the lives of uninsured and underinsured individuals in **Hampton Roads**, ensuring access to essential breast health screenings, diagnostics and care. Additionally, these funds help advance cutting-edge breast health technology at **Chesapeake Regional Healthcare**, enhancing early detection and treatment capabilities. With each uniquely designed bra and every generous contribution, we take a step closer to a world without breast cancer—because **every bra tells a story, and every story makes a difference.**

### Presenting SPONSOR \$15,000

- Company recognition on BHH collateral as “2025 Bra-ha-ha Awards Show & Auction Presenting Sponsor: company name/logo”
- Recognition on e-messages to bra designers
- Company logo on 5K race shirts
- Opportunity to provide company marketing materials in 5K participant swag bags
- Opportunity for a company representative to present to a winner at the Awards Show & Auction
- Opportunity for a vendor table at the 5K
- Ten 5K race entries
- Ten Awards Show & Auction tickets

### Inspiration Card SPONSOR \$10,000

- Company logo prominently displayed on each of the bra entries' Inspiration Cards at the Awards Show & Auction (over 100+ logo impressions)
- Company logo prominently displayed at all BHH events: 5K, Awards Show & Auction and Bra Exhibit Week
- Company recognition on social media and from the stage at the Awards Show & Auction
- Opportunity to provide company marketing materials in 5K participant swag bags
- Six 5K race entries
- Eight Awards Show & Auction tickets

### Auction SPONSOR \$7,500

- Company logo featured on each auction package sign at Awards Show & Auction (80+ logo impressions)
- Company logo signs featured on all auction tables (min. six signs)
- Company recognition from the stage at the Awards Show & Auction
- Four 5K race entries
- Six Awards Show & Auction tickets

### Hors D'oeuvres SPONSOR \$7,500

- Logo signs displayed on all hors d'oeuvres tables at the Awards Show & Auction
- Company recognition on social media and from the stage during the Awards Show & Auction
- Six Awards Show & Auction tickets

### Pink Drink SPONSOR \$5,000

- Company recognition on social media and from the stage at the Awards Show & Auction
- Logo signs displayed at each bar
- Four Awards Show & Auction tickets



### Perfectly Pink Photo Booth SPONSOR \$5,000

- Company recognition on social media and from the stage at the Awards Show & Auction
- Logo recognition on photo paper
- Four Awards Show & Auction tickets

### Bubbles & Bottles SPONSOR \$3,500

- Company recognition on social media and from the stage at the Awards Show & Auction
- Exclusive logo signage at the bathtub
- Four Awards Show & Auction tickets



### Bra-lliant Pink Carpet SPONSOR \$3,500

- Company recognition on social media and from the stage at the Awards Show & Auction
- Exclusive logo signage at the pink carpet as guests arrive
- Four Awards Show & Auction tickets

### 5K Pace SPONSOR \$5,000

- Logo featured on 5K race signs at start/finish line
- Logo featured on the 5K t-shirts
- Opportunity to provide company marketing materials in 5K participant swag bags
- Recognized as sponsor by DJ
- Opportunity for vendor table
- Eight 5K race entries



### 5K Packet Pick-up SPONSOR \$2,500

- Logo featured on packet pick-up signs, 5K t-shirts and race signs
- Opportunity to provide company marketing materials in 5K participant swag bags
- Recognized as sponsor by DJ
- Four 5K race entries

### 5K Loop SPONSOR \$1,500

- Four 5K race entries
- Company logo at the course loop
- Opportunity for vendor table



Brahaha.org