



SIDEOUT

FOUNDATION

SPONSORSHIP OPPORTUNITIES

ABOUT SIDE-OUT

MISSION STATEMENT

Through youth education and empowerment, The Side-Out Foundation unifies the volleyball community to drive change in the way that breast cancer is treated.

Thank you for considering partnering with The Side-Out Foundation and its unique programs that fund cutting-edge breast cancer research (The Side-Out Protocol) to help extend the lives of women and men living with stage IV breast cancer.

Through Side-Out's programs, volleyball teams and their communities around the country host "Dig Pink®" events to fundraise for Side-Out's clinical trials, which examine the effects of individualized treatment on patients with metastatic breast cancer (stage IV). Individualized treatment, known as targeted therapy, provides doctors a better way to treat stage IV breast cancer, based not on the type of cancer, but on its molecular architecture. This gets us better therapy prediction and better results. Additionally, Side-Out donates a portion of the funds raised for the foundation back to local patient support organizations around the U.S.

Side-Out's Dig Pink® movement also teaches young people skills such as team-work, leadership, and perseverance, providing them opportunities to live meaningful and healthy lives. Additionally, Side-Out awards scholarships that encourage students to continue a life of setting and achieving their goals.

The clinical research that is being funded by these communities is giving those living with stage IV breast cancer more quality time with their families and getting them closer to the day when a cure is found.



SIDE-OUT'S CLINICAL TRIAL SITES



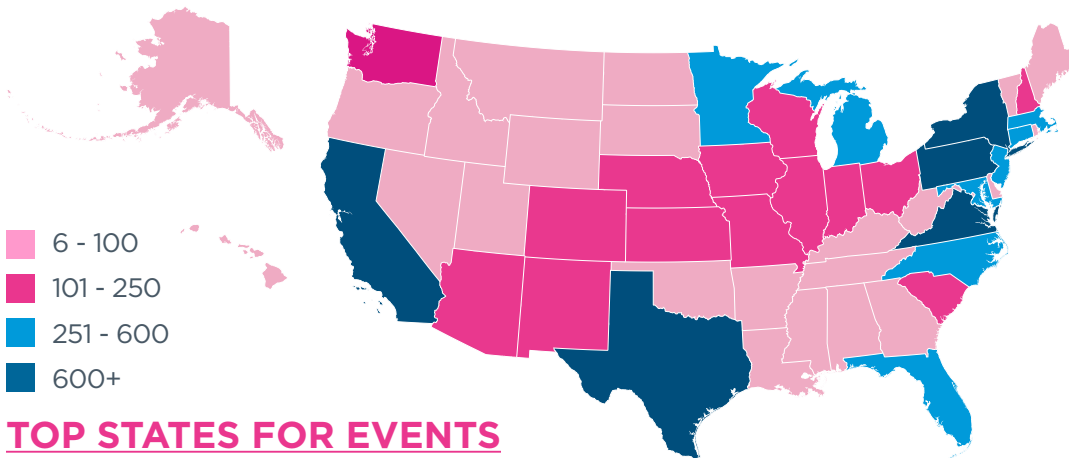
OUR SUPPORTERS

Established in 2005, The Side-Out Foundation has had the opportunity to connect with and impact thousands of individuals around the country. From student-athletes to those living with stage IV breast cancer, many have learned the impact Side-Out is making and have become passionate supporters of the cause.

- Approximately **850** Dig Pink® events annually with an average attendance of **500/event**
- **125+** college and university Dig Pink® events each year
- **725+** high school and middle school Dig Pink® events annually
- **425,000** community members, students, and volleyball families actively engaged at Dig Pink events throughout the year
- Over **110,000** student-athletes impacted
- **203** Side-Out Ambassadors recognized

Side-Out's primary target audiences include teenage females (age 14-18), parents of teenagers (age 32-54), volleyball coaches, athletic directors, and those affected by breast cancer across the U.S.

ALL-TIME EVENTS IN EACH STATE



TOP STATES FOR EVENTS

1. New York: 857
2. Texas: 775
3. California: 708
4. Pennsylvania: 665
5. Virginia: 638

SIDE-OUT SOCIAL MEDIA



facebook.com/sideoutfoundation
14,500+ likes



instagram.com/digpink
Follower growth of **52%** in 2019;
2,400+ followers



twitter.com/DigPink
Approaching **5,000** followers



youtube.com/SideOutOrg
Tripled subscribers in 2018



IMPRESSIONS & ACHIEVEMENTS

What started as a single volleyball tournament in Virginia has become a movement that thousands of players, coaches, and teams across the nation participate in every year to support game-changing stage IV breast cancer research.

2019 SIDE-OUT DIGITAL IMPRESSIONS

- Website Users: **129,578**
- Website Page Views: **386,268**
- Instagram Impressions: **1,172,627**
- Facebook Impressions: **3,954,226**
- Twitter Impressions: **350,570**
- YouTube Views: **12,010**

ACHIEVEMENTS

- Over \$15 million raised to fund stage IV breast cancer research
- Three completed phases of a cutting-edge stage IV breast cancer clinical trial revealing new information on how to treat breast cancer, currently recruiting patients in a third phase
- 2018 Sports Imports/AVCA Courage Award given to Rick Dunetz, Exec. Director of The Side-Out Foundation
- 2015 National PhRMA Research & Hope Award winner
- 83 scholarships totaling over \$170,000 awarded to Side-Out Ambassadors
- Produced a first-of-its-kind database, “Side-Out Foundation Bio-Medical Informatics Database” on Metastatic Breast Cancer, located at George Mason University, College of Science, for all to benefit

MEDIA COVERAGE

- [ESPNW](#)
- [Washington Post](#)
- [KMBC 9 News, Kansas City](#)
- [KETV 7, Omaha](#)
- [WUSA 9, Washington D.C.](#)
- [The Kansas City Star](#)
- [Volleyball Magazine](#)
- [Volleyball USA](#)
- [GMU Newsdesk](#)
- Hundreds of local & regional stations & newspapers across the nation



“Being that it’s a solely volleyball foundation, it’s like keeping it in the family. It teaches kids and high school students that they need to give back and the importance of giving back. It’s an easy way to do it and to fire people up.”

~ April Ross, Two-Time Olympic Medalist



SIDE-OUT'S PROGRAMS

DIG PINK

Each year over 1,000 schools and volleyball clubs participate in Dig Pink. The volleyball teams organize a fundraising campaign while incorporating a community "Pink Out". Teams also recognize breast cancer survivors in their community while honoring those they have lost.



"The Side-Out Foundation was always something that we supported and the communities around us supported and it was just such a natural fit. The people at Side-Out are wonderful people and they work well with us."

~ Wayne & Kriss Lawson, Co-Owners of All Volleyball Inc.

AMBASSADOR PROGRAM

The Side-Out Ambassador Program recognizes students who take the initiative to inspire and unite their community by leading a Dig Pink event at their school or club. Side-Out awards scholarships to the top ambassadors who have gone above and beyond the requirements of the program, showing leadership, personal growth, and their dedication to community service.



SIDE-OUT
AMBASSADOR
PROGRAM



"My experience as a Side-Out Ambassador has been nothing short of humbling. I put hours of work and time into strategies for raising money and making the Dig Pink event at my school possible, but even this falls short of the hardships everyday being endured by the people my efforts hope to one day completely rescue."

~ Megan McFarland, 2017 Side-Out Ambassador Program winner

DIG-A-THON

The Dig-A-Thon is a campaign designed to unite club volleyball teams with a goal of accomplishing 150,000 digs in honor of the 150,000 individuals living with stage IV breast cancer in the U.S. Teams, individuals, and tournaments can easily incorporate the Dig-A-Thon into their club season.



DIG-A-THON
A SIDE-OUT FOUNDATION PROGRAM



"Thanks to The Side-Out Foundation, my mother-in-law is receiving cutting-edge treatment for her stage IV breast cancer, & covering costs that her insurance won't. We need more funding for metastatic breast cancers!"

~Misty Winter Kelly, Side-Out Supporter

SPONSORSHIP OPPORTUNITIES

AMBASSADOR PROGRAM

\$30,000 (ANNUAL INVESTMENT)

Students who take the initiative of leading a Dig Pink event at their school or club have the opportunity to apply to become a Side-Out Ambassador. The ambassadors with the highest-scoring essays are awarded scholarships for their work and dedication uniting and inspiring their community.

Funds are utilized to award these scholarships to deserving students who support Side-Out's mission.

3 scholarships awarded in the amount of **\$4,500 each.**

3 scholarships awarded in the amount of **\$3,000 each.**

3 scholarships awarded in the amount of **\$1,500 each.**

3 scholarships awarded in the amount of **\$1,000 each.**

Benefits

- Exclusive naming rights of the Ambassador Program anytime the program is mentioned
- Company Name and/or logo on Ambassador Program & Dig Pink toolkits (2,000+ views / yr)
- Company Name and/or logo on Ambassador Program webpage & all Ambassador landing pages
- A press release announcing your company's sponsorship will be posted on Side-Out website & social media channels
- Company Name & logo (linked) listed on Friends of Side-Out web page (title sponsor section)
- Company Name and/or logo listed on Sponsor page of Side-Out Annual Report (sent to all teams & donors)
- Video collaboration between Side-Out and your company (optional)



SIDE-OUT
AMBASSADOR
PROGRAM



SPONSORSHIP OPPORTUNITIES

DIG PINK DIG-A-THON

\$25,000 (ANNUAL INVESTMENT)

The Dig-A-Thon is designed to unite club volleyball teams with a goal of accomplishing 150,000 digs in honor of the 150,000 individuals living with stage IV breast cancer in the U.S. Teams, individuals, and tournaments can easily incorporate the Dig-A-Thon into their club season.

It is a \$-for-dig model where family, friends, and fans can pledge to donate for each dig a team completes. For each dig completed, teams are supporting Side-Out's cutting-edge clinical research, The Side-Out Protocol.

Funds are utilized to support marketing efforts of this event, which include digital marketing, email marketing and print marketing expenses.

Benefits

- Exclusive naming rights of the Dig Pink® Dig-A-Thon anytime the program is mentioned
- Company Name and/or logo on Dig-A-Thon toolkit (1,000+ views / yr)
- Company Name and/or logo on Dig-A-Thon webpage & all Dig-A-Thon landing pages
- A press release announcing your company's sponsorship will be posted on Side-Out website & social media channels
- Company Name & logo (linked) listed on Friends of Side-Out web page (title sponsor section)
- Company Name and/or logo listed on Sponsor page of Side-Out Annual Report (sent to all teams & donors)
- Video collaboration between Side-Out and your company (optional)



DIG-A-THON

A SIDE-OUT FOUNDATION PROGRAM



SPONSORSHIP OPPORTUNITIES

DIG PINK® AWARDS

\$15,000 (ANNUAL INVESTMENT)

The Side-Out Foundation recognizes teams by giving awards to teams that meet minimum fundraising goals through their Dig Pink fundraising campaigns. Every team who meets the \$1,500 minimum receives a team banner and teams who raise \$500 or more receive a poster.

Funds are utilized to cover the costs of providing teams these awards.

Benefits

- Company Name and/or logo printed on all team banners and posters
- Company Name and/or logo on Dig Pink® toolkit in awards section (2,000+ views / yr)
- Company Name and/or logo beside any mention of team awards on website & materials
- A press release announcing your company's sponsorship will be posted on Side-Out website & social media channels
- Company Name & logo (linked) listed on Friends of Side-Out web page (title sponsor section)
- Company Name and/or logo listed on Sponsor page of Side-Out Annual Report (sent to all teams & donors)
- Video collaboration between Side-Out and your company (optional)

FRIEND OF SIDE-OUT

Organizations who donate to become a "Friend of Side-Out" will have their company name & logo (linked) listed on the Friends of Side-Out webpage and "Sponsor Page" of the Side-Out Annual Report, in addition to the items below...

Gold (Donation of \$5,000+)

- A press release announcing your company's support will be posted on Side-Out website & social media channels
- Shout-out/announcement video from Side-Out to social media

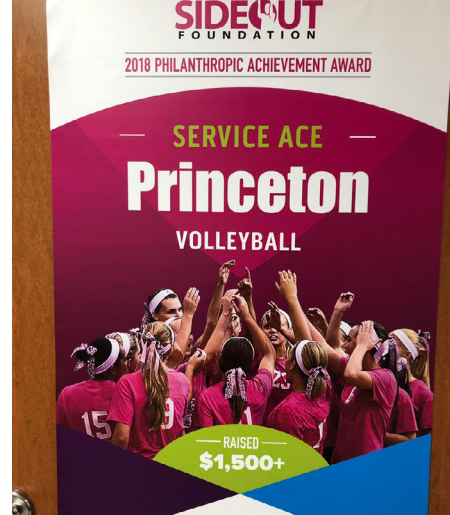
Silver (Donation of \$2,500+)

- Shout-out/announcement video from Side-Out to social media

Bronze (Donation of \$1,000+)

- Shout-out/announcement post from Side-Out to social media

All above opportunities can be individualized to fit your company's cause partnership goals if necessary. Please contact us for more information.



CURRENT SUPPORTERS



All Volleyball, Inc.

American Volleyball
Coaches Association

Baden Sports

Sports Imports

Car Stickers

Clell Wade Coaches Directory

Cooley

Day & Night Printing

EyeBlack

FloormarX

The Graphic Edge

Junior Volleyball Association

Park & Sun Sports

SAPT

South Shore Customs

Southwest Airlines

Sundog Productions

USA Volleyball



To join our diverse range of sponsors and friends, please contact our Sponsorship Director, Tim Anderson at 877-344-7465 ext. 112 or email at tim.anderson@side-out.org.

