Love is in the Air
A VALENTINE'S DAY LUNCHEON

FEBRUARY 14, 2020
FOUR SEASONS HOTEL LOS ANGELES AT BEVERLY HILLS

presented by Lularoe

sponsored by LosAngeles

SPONSORSHIP OPPORTUNITIES

Dr. Susan Love Foundation
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Dr. Susan Love Foundation for Breast Cancer Research
www.drususanloveresearch.org
JOIN US for our Valentine’s Day “Love is in the Air” Luncheon at the Four Seasons Hotel Los Angeles at Beverly Hills on February 14, 2020. The event is presented by LuLaRoe, sponsored by Los Angeles Magazine, chaired by Sonya Rosenfeld and benefits Dr. Susan Love Foundation for Breast Cancer Research, the largest, most innovative breast cancer research organization, headquartered in Los Angeles. We invite you to join us on Valentine’s Day to celebrate LOVE, shop our luxe boutique and mingle with some of Los Angeles’ most notable leaders in breast cancer research, before sitting down to a premium luncheon and awards program. Help us to move our mission to end breast cancer forward and celebrate the progress we have made thus far!
OUR MISSION: TO END BREAST CANCER.

Dr. Susan Love Foundation for Breast Cancer Research challenges the status quo to end breast cancer and improve the lives of people impacted by it now through education and advocacy. The Foundation drives collaborative, cutting-edge research with nontraditional partners, brings to light the collateral damage of treatment and seeks ways to diminish it, and interprets science to empower patients. Fast, flexible, and project-based, the Foundation actively engages the public in scientific research to ensure that it produces accurate and meaningful results.

ABOUT DR. LOVE

Recognized for her fierce intellect, unrelenting tenacity, and laser-like focus, Dr. Susan Love is our quintessential Chief Visionary Officer. For the past 20 years, she has dedicated her career to the eradication of breast cancer and pioneered some of the world’s more innovative research. From spearheading a partnership with NASA’s Jet Propulsion Laboratory to map the breast ductal system, to harnessing the power of artificial intelligence in the preliminary development stages of a handheld, self-reading ultrasound for breast cancer screening in underserved populations, Dr. Love’s goal remains simple and clear: to end breast cancer.

1970

Dr. Love began her career as one of ten women in her medical school graduating class—and she has been leading the charge for women ever since.

1980

She became the first female general surgeon on the staff of Boston’s Beth Israel Hospital, regularly offering treatment options to breast cancer patients at a time when they were routinely kept in the dark about their surgical choices. She also helped establish Boston’s Faulkner Breast Center, the first American facility to specialize in breast disease.

1990

Dr. Love published the bestselling Dr. Susan Love’s Breast Book, now in its 6th edition, which The New York Times called “the Bible for women with breast cancer.” She also helped establish the National Breast Cancer Coalition, which helped influence the federal government to increase research funding for breast cancer from $90 million to $420 million per year.

1998

Dr. Susan Love started Dr. Susan Love Foundation for Breast Cancer Research.
THE DR. SUSAN LOVE FOUNDATION FOR BREAST CANCER RESEARCH has a prominent social media presence and digital reach. Since launching our new and improved branding and completely refining the way our supporters engage with our digital media, we have experienced immense growth across all platforms, allowing us to extend our reach into the Los Angeles community and beyond. Luncheon sponsors will have significant exposure to our highest audience numbers ever!

2019 DIGITAL REACH

- **Facebook followers**: 28,000
  - Engagement up by 234%
  - Impressions up by 316%

- **Twitter followers**: 11,500
- **LinkedIn followers**: 1,110
- **Instagram followers**: 1,600

- **Foundation Website**: 34,000
  - Average Visits per Month
  - 234% increase in Users and Visits

- **Mail List subscribers**: 359,000

- **Top 3 Cities**: LA | NYC | Chicago
Our Research

Your sponsorship is a direct investment in our groundbreaking research initiatives. We believe that finding the cause of breast cancer lies at the intersection of research + love. By supporting the work of innovative researchers to look for answers in unexplored places and rallying individuals all around the world to donate their time and treasure to the cause, we know it’s only a matter of time before we win this fight for our lives.

SELF-READING PORTABLE ULTRASOUND
Since 2016, the National Institutes of Health (NIH) has awarded the Foundation $3 million in grants to continue development of a hand-held self-reading ultrasound device. Using AI technology, within minutes a healthcare worker would be able to use this device to inform a woman if a breast lump is benign or something that requires further testing.

MAPPING THE BREAST DUCTS WITH NASA
What if surgeons had a “GPS” allowing them to navigate the breast ducts and deliver treatment directly to a tumor? Through unique partnerships with QT Ultrasound® and NASA’s Jet Propulsion Laboratory, we aim to do just that by creating the first 3-D models of the human breast duct system.

THE MICROBIOME STUDY OF THE BREAST DUCTS
In 2008, the NIH invested $170 Million to map the human microbiome, but the breast was left out of that initiative. We are spearheading the research nobody else is doing by comparing the microbiome of breast ducts with cancer to ducts without cancer. We believe by better understanding the microbiome, we can learn more about the potential role bacteria and viruses may play in causing or preventing breast cancer.

ARMY OF WOMEN®
Launched in 2008, Dr. Susan Love Foundation’s Army of Women® is a revolutionary initiative changing the face of breast cancer research. Our goals are:

• Recruit women and men of every ethnicity with and without a breast cancer diagnosis and those of high risk.
• Connect researchers with women and men who are willing to participate in breast cancer research studies.
• Challenge the scientific community to expand its current focus to include breast cancer prevention research conducted on people.
FOR THE PAST 20 YEARS, Dr. Susan Love Foundation for Breast Cancer Research has been committed to its mission to create a future without breast cancer, raising millions of dollars to support and facilitate ground-breaking studies. Because of our innovative and integrative approach to research, we have been and continue to be a pioneer in the breast cancer research landscape.

One more breast cancer diagnosis is one too many. We must be the generation that ends it once and for all.

DID YOU KNOW...

- **About 1 in 8** women will develop invasive breast cancer in her lifetime.
- In 2019, an estimated **268,600** new cases of invasive breast cancer are expected to be diagnosed in women in the U.S., along with **62,930** new cases of non-invasive (in situ) breast cancer.
- Women in low- to middle-income countries are **3X** more likely to die from breast cancer than women in high income countries.
- LA County ranks **3RD** highest in the United States for deaths from breast cancer among African American women.

CHARITY NAVIGATOR

Dr. Susan Love Foundation for Breast Cancer Research is the only breast cancer foundation to earn a four-star Charity Navigator rating, putting it in the top 12% of charities in terms of fiscal performance, accountability, and transparency.

PAST EVENT SPONSORS

- BCRF
- CAA
- Celgene
- City National Bank
- Genentech
- Genomic Health
- Lilly
- Los Angeles Business Journal
- Los Angeles
- Lowe
- On Assignment
- Palisadian-Post
- Pfizer
- BB
tc
- Saucony
- The Sharon D. Lund Foundation
- Warriors in Pink
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*Materials will vary based on date of commitment.

All sponsorships are customizable. Contact Michelle Woodhill at mwoodhill@drsusanloveresearch.org for more information.
Sponsor & Ad Form

Thank you for your support!

Please Indicate Sponsorship Level
- Gold Sponsor: $50,000
- Silver Sponsor: $25,000
- Table Sponsor: $5,000
- Underwriting Sponsor: Please contact the Foundation to coordinate your underwriting sponsorship

Tribute Ads
All sponsorships include a tribute ad. If you would like to purchase an additional ad or increase the size of the ad included in your sponsorship, please indicate your selection below.
- Full Page: $2,000
- Half Page: $1,000
- Quarter Page: $500

Submission
Please send checks and materials to:
Dr. Susan Love Foundation
16133 Ventura Boulevard, Suite 1000
Encino, CA 91436
Tax ID # 77-0009065

Questions
For questions or to send your materials digitally, contact:
Michelle Woodhill
Director of Development
MWoodhill@drsusanloveresearch.org
310.828.0600 ext. 159

Payment Information
Sponsorship Amount: ______________________
Tribute Ad Amount: ______________________
- Check
- Visa
- MC
- Amex
- Discover

NAME ON CARD: ______________________
CREDIT CARD NUMBER: ______________________
EXP: __________ CVV: __________
SIGNATURE: ______________________ DATE: __________

www.drsusanloveresearch.org/events