



DR. SUSAN LOVE FOUNDATION  
— for breast cancer research —

*join us*

# LOVE IS IN THE AIR

*THE THIRD ANNUAL LUNCHEON FOR LOVE*

FRIDAY, 3 MARCH 2023

FOUR SEASONS HOTEL  
LOS ANGELES AT BEVERLY HILLS  
300 SOUTH DOHENY DRIVE

*sponsorship*  
OPPORTUNITIES

Dr. Susan Love Foundation



drsusanlovefoundation



drloveresearch



Dr. Susan Love Foundation for Breast Cancer Research



www.drsusanloveresearch.org



# event details

## DATE

Friday, March 3, 2023

## TIME

11:30 am

## LOCATION

Four Seasons Hotel Los Angeles at Beverly Hills  
300 South Doheny Dr, Los Angeles, CA 90048

**JOIN US** for our third annual luncheon celebrating love, **"Love is in the Air"** Luncheon at the gorgeous Four Seasons Hotel Los Angeles at Beverly Hills on March 3, 2023. We invite you to join us in celebrating the true spirit of 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!**

## HONORING



### LIFETIME ACHIEVEMENT AWARD HONOREE

**Dr. Larry Norton**

Senior Vice President, Office of the President  
Memorial Sloan Kettering Cancer Center



### COMMUNITY IMPACT & PHILANTHROPY AWARD HONOREE

**Mrs. Sadler**

Founding Chair of PACI  
(Persian American Cancer Institute)  
CEO of Sadler Medical Group



## EVENT CHAIR

**Sonya Rosenfeld**

Former Foundation Board Member  
Creative Artists Agency (CAA)

# about the Foundation

## 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. In 2020, the Foundation was recognized by both Charity Navigator and *Medical News Today* as the #1 breast cancer research organization in the U.S. These honors measure both stewardship of resources and subsequent impact. Through our signature program, Love Research Army, we are thoughtfully engaging over 400,000 supporters by providing them with ongoing, real-time access to an array of breast cancer studies aimed at finding cause and ultimately ending breast cancer. 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.**

# digital reach

## 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!**

## 2022 DIGITAL REACH



Facebook Followers

**210,000**



Engagement

up by **234%**



Twitter Followers

**12.5K**



Impressions

up by **316%**



LinkedIn Followers

**1,957**



Instagram Followers

**4,440**



YouTube Views

**357,051**

Across the Platform



Email Subscribers

**406,748**



Donor Demographics

**50** US States,  
Washington D.C.,



Foundation Website

**42,000**

Average Visits per Month

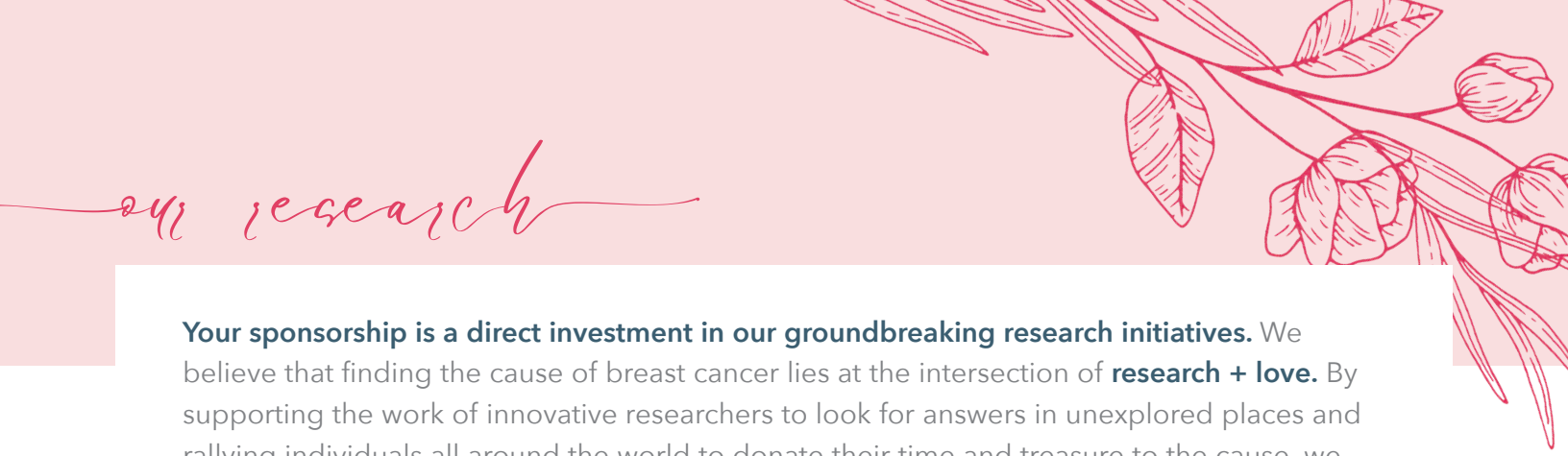


Love Research Army

**300,000**

Members + Supporters





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

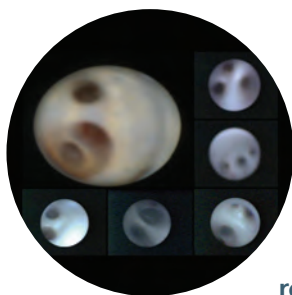
Since 2016, the National Institutes of Health (NIH) has awarded the Foundation \$3 million in grants to continue development of a **hand-held self-reading ultrasound device**. Using AI technology, within minutes a healthcare worker would be able to use this device to inform a woman if a breast lump is 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**.



Image from QT Ultrasound®



### 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.**

### LOVE RESEARCH ARMY®

Launched in 2008, Dr. Susan Love Foundation's Love Research Army (formerly known as the 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.

**300+**  
Researchers

**135+**  
Studies Launched

**390,000+**  
Foundation  
Supporters

investing well

**FOR THE PAST 40 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 their lifetime. For men, the lifetime risk of getting breast cancer is about **1 in 833**.

In 2021, an estimated **287,850** new cases of invasive breast cancer are expected to be diagnosed in women in the U.S., along with **49,290** 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.

Non-Hispanic Black women are **41%** more likely to die than non-Hispanic White women. Black women are also twice as likely to be diagnosed with triple-negative breast cancer.

## PAST EVENT SPONSORS



# opportunities

	EVENT SPONSOR			TABLE SPONSOR
	\$100,000	\$50,000	\$25,000	\$5,000
Designation as Presenting Sponsor	X			
Featured on Event Signage	X			
Logo on Step & Repeat	X			
On-Stage Presenting Opportunity	X			
Name/Logo Featured on Promotional Materials*	X	X		
Promotional Placement Opportunity at Event	X	X		
Name/Logo on Foundation Newsletter	X	X		
Recognition in Press Release	X	X	X	
Name/Logo on Foundation Website (with hyperlink)	X	X	X	
Recognition in Digital Event Communications	X	X	X	
Verbal Recognition During Program	X	X	X	
On-Screen Name/Logo	X	X	X	X
Recognition in Tribute Journal & Event signage	X	X	X	X
Tribute Journal Ad	Inside Cover	Full Page	Half Page	Quarter Page
Preferred Table Seating	(3) Tables	(2) Tables	(1) Table	(1) Table

\*Materials will vary based on date of commitment.

All sponsorships are customizable. Contact Michelle Woodhill at [mwoodhill@drsusanloverresearch.org](mailto:mwoodhill@drsusanloverresearch.org) for more information.

# ad + sponsorship forms

## Thank You FOR YOUR SUPPORT!

### PLEASE INDICATE SPONSORSHIP LEVEL

- ☐ Presenting Sponsor: \$100,000
- ☐ 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

COMPANY

CONTACT

TITLE

ADDRESS

CITY

STATE/ZIP

PHONE

EMAIL

### SUBMISSION

Please send checks and materials to:  
Dr. Susan Love Foundation  
8605 Santa Monica Blvd., Suite 89002  
West Hollywood, CA 90069  
Tax ID # 77-0009065

### QUESTIONS

For questions or to send your materials digitally, contact:

Michelle Woodhill  
Senior Director of Development  
MWoodhill@drsusanloveresearch.org  
310.828.0600 ext.159



**DR. SUSAN LOVE FOUNDATION**  
— for breast cancer research —

### 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](http://www.drsusanloveresearch.org)