

Mary Kay Ash  
FOUNDATION®

SPORTS EVENT  
FUNDRAISER  
BENEFITING THE MARY KAY ASH FOUNDATION



HOST  
PLAYBOOK

# QUICK START GUIDE

## HOST A SPORTS EVENT FUNDRAISER

Bring your community together for a fun night with a local sports team while raising funds to support the Mary Kay Ash Foundation's mission to:

- Fund innovative research for cancers affecting women
- Support programs that help end domestic violence

### HOW IT WORKS

A sports event fundraiser is a themed game night where a local team partners with the Mary Kay community to raise funds and awareness for the Mary Kay Ash Foundation.

This playbook is **designed to guide you through planning, promoting, and hosting** a successful event. By partnering with a local sports team and engaging your network, you can create a meaningful and memorable experience that supports this important mission.

#### During a designated game night:

- A portion of ticket sales supports MKAF
- Fans are encouraged to wear pink
- Special fundraising activities may take place
- Survivors and advocates may be recognized

Events like Pink in the Park (baseball) are great examples, but this model can be adapted to any sport.

### WHY IT WORKS

Just imagine:

**100 Consultants selling 5 tickets each = 500 tickets**

The power of the Mary Kay network makes it easy to build momentum and create meaningful impact.

### YOUR ROLE AS HOST

#### As the event host, you will:

- Partner with a local sports team
- Promote event through your Mary Kay network and community
- Encourage ticket sales, sponsorships, and fundraising activities
- Coordinate key event details and volunteers

Most events can be planned in 8–12 weeks, making this a manageable and high-impact way to give back.

# GETTING STARTED

## ★ MKAF LOGOS

Download official Mary Kay Ash Foundation logos from the [Resource Library](#) to use in your event promotions, sponsorship materials, and communications.

Using approved logos ensures brand consistency and professionalism.

[GET LOGOS](#) →

## ★ PRO TIP

Minor league and collegiate teams are more likely to be open to charitable partnerships / community events.

## FIRST STEPS TO SUCCESS

- 1 IDENTIFY A LOCAL SPORTS TEAM**  
Start by identifying a sports team in your area that regularly hosts community or themed game nights.
- 2 SECURE A GAME DATE**  
Work with the team to select a game that can be designated as your fundraising game night.
- 3 BUILD YOUR PLANNING TEAM**  
Recruit a small group of fundraisers and supporters who can help with sponsorship outreach, promotion, and event coordination.
- 4 REGISTER EVENT ONLINE**  
Once you have identified a team and tentative game date, register your event online to notify MKAF about your event and access additional event resources.
- 5 BEGIN PROMOTION**  
After the event is confirmed, begin promoting the game through your Mary Kay network, community connections, and social media channels.

# PLANNING TIMELINE

## 12-16 WEEKS BEFORE

- Identify and contact local sports team
- Confirm the game date
- Begin forming planning team

## 10 WEEKS BEFORE

- Register event online with MKAF
- Begin reaching out to potential sponsors
- Discuss game-day activations with team

## 8 WEEKS BEFORE

- Launch ticket promotion
- Begin social media promotion
- Share event details with Mary Kay unit

## 6 WEEKS BEFORE

- Confirm event activities with team
- Promote event to community groups
- Secure raffle or auction items

## 4 WEEKS BEFORE

- Increase promotion on social media
- Encourage group ticket purchases
- Confirm volunteer roles

## 2 WEEKS BEFORE

- Share countdown posts on social media
- Confirm sponsor recognition plans
- Finalize game-day logistics

## EVENT WEEK

- Promote the event daily
- Confirm volunteer assignments
- Prepare event signage or materials

## AFTER THE EVENT

- Thank sponsors and supporters
- Share event highlights on social media
- Submit funds raised & photos to MKAF



# SPORTS TEAM

## ★ SPORTS TEAM EMAILS

Use ready-to-send templates in the [Email Template Library](#) to professionally introduce your event.

TEMPLATES →

## ★ PRO TIP

Spring and summer games tend to draw larger crowds and offer more promotional opportunities.

## HOW TO APPROACH A TEAM

Most teams have staff dedicated to community partnerships.

Look for:

- Community Relations Manager
- Group Sales Representative
- Marketing or Promotions Team

If unsure, contact the **General Manager** or main office.

## WHAT TO INCLUDE IN YOUR PROPOSAL

When reaching out, **highlight:**

- The mission of the Mary Kay Ash Foundation
- Community impact of the event
- Opportunity to increase ticket sales and fan engagement
- A “pink-out” experience that enhances game atmosphere



# SPONSORSHIPS

## ★ SPONSOR EMAILS

Use ready-to-send templates in the [Email Template Library](#) to reach out to potential sponsors.

TEMPLATES →

## HOW TO SECURE SPONSORS

Start with businesses you already know, then **expand to:**

- Restaurants and cafés
- Retail stores
- Financial and real estate professionals
- Healthcare providers
- Fitness/wellness businesses
- Community-focused small businesses

## WHAT TO INCLUDE IN YOUR PROPOSAL

When approaching sponsors, **emphasize:**

- Alignment with women's causes
- Local community impact
- Brand visibility opportunities
- Event recognition (signage, shoutouts, etc.)

## ★ PRO TIP

Ask sponsors to help promote the event to their customers and employees.



# FUNDRAISING

## ★ THIRD-PARTY EVENT GUIDELINES

All fundraisers must follow MKAF's [Third-Party Event Guidelines](#), available in our [Resource Library](#).

[READ NOW](#) →

## ★ PRO TIP

Share your “why”—a clear purpose inspires more support, attendance, and donations.

## HOW TO FUNDRAISE

Successful sports event fundraisers often combine several fundraising activities to maximize their impact.

### Common fundraising activities include:

- Portion of ticket sales benefiting MKAF
- Corporate sponsorships
- Raffles or silent auctions
- Jersey or memorabilia auctions
- Donation drives
- Pink-themed merchandise

## COORDINATE WITH SPORTS TEAM

Work closely with your sports team partner—many have built-in fundraising tools and systems that can maximize results.

# MARKETING & PROMOTION

## ★ MARKETING EMAILS

Use ready-to-send templates in the [Email Template Library](#) to invite your network to the event.

TEMPLATES →

## ★ PRO TIPS

Promote early to build excitement and boost attendance.

Share information through multiple channels to increase visibility.

Encourage supporters to share your social posts to expand your reach.

## HOW TO PROMOTE THE EVENT

Most successful events begin promotion 6–8 weeks before the game.

### WHO TO INVITE

Leverage your **Mary Kay network** by reaching out to:

- Mary Kay Consultants
- Independent Sales Directors
- Customers and clients
- Friends and family members

You may also want to promote the event through **local community connections**, such as:

- Schools and youth sports organizations
- Community groups and civic organizations
- Local business networks
- Neighborhood social media groups

### USING SOCIAL MEDIA

Social media is one of the most effective ways to promote your event.

Consider posting about your event at several key moments:

- Event announcement (6–8 weeks before the game)
- Ticket reminders throughout the promotion period
- Countdown posts as the game approaches
- Final reminder on game day



# GAME DAY

## ★ PRO TIPS

Designate someone to capture photos and videos throughout the event.

Bring a large ceremonial check for photos during the event.

## GAME DAY ENHANCEMENTS

Special activities during the game help create an exciting atmosphere while also raising awareness for the mission of the Mary Kay Ash Foundation.

### Work with your team to incorporate:

- Pink jerseys or accessories
- Ceremonial first pitch or puck drop
- Survivor or advocate recognition
- Jersey auctions
- Pink Cadillac display
- Information booth



# AFTER THE EVENT

## ★ PRO TIPS

Share results promptly—announce funds raised and impact while excitement is still high.

Thank supporters personally—a quick message goes a long way in building lasting relationships.

## SUBMIT EVENT PROCEEDS

Submit funds and photos within 30 days using the Event Proceeds Submission Form, available in the [MKAF Resource Library](#).

## SHARE THE IMPACT

Sharing the funds raised and the community support behind the event can inspire others to host events in the future.

## THANK YOUR SUPPORTERS

Take time to thank everyone who helped make the event successful, including:

- Sponsors
- Supporters who attended the game
- Individuals who helped promote the event



# EMAIL TEMPLATE LIBRARY

## HOW TO USE THIS LIBRARY

- Customize all bracketed fields
- Adjust tone as needed
- Send via email or copy into messaging platforms

**SPORTS TEAM TEMPLATES 12**

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**SPONSORSHIP TEMPLATES 13**

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**MARKETING TEMPLATES 14**

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Don't forget to customize the sections in brackets before sending!

## SPORTS TEAM OUTREACH EMAIL

**Subject: Partnering on a Game Night to Support the Mary Kay Ash Foundation**

Hello [Name],

I'm reaching out on behalf of the Mary Kay community in [City] to explore partnering with [Team Name] for a special game night benefiting the Mary Kay Ash Foundation.

These events bring together sports fans, the Mary Kay community, and local businesses for a fun and meaningful evening that raises funds for women's cancer research and domestic violence prevention.

With hundreds of Mary Kay Independent Beauty Consultants and thousands of customers in our area, we believe this event could be a powerful opportunity to fill the stadium while supporting an important cause.

We would love to discuss the possibility of designating a game night where a portion of ticket sales supports the Foundation.

Thank you for your time and your commitment to the community.

With gratitude,  
[Name]

## SPORTS TEAM CONFIRMATION EMAIL

**Subject: Thank You for Supporting Our Game Night Fundraiser**

Dear [Name],

Thank you for your generous support of our upcoming game night fundraiser benefiting the Mary Kay Ash Foundation.

Your partnership helps support the Foundation's mission to fund women's cancer research and provide resources for survivors of domestic violence.

We are grateful for your commitment to making a positive impact in our community.

Additional event details will be shared as the date approaches.

Thank you again for your support.

Sincerely,  
[Name]

Don't forget to customize the sections in brackets before sending!

## SPONSORSHIP OUTREACH EMAIL

### **Subject: Partner with Us for a Mary Kay Game Night**

Hello [Name],

I'm helping organize a special game night in partnership with the [Team Name] to benefit the Mary Kay Ash Foundation.

This event will raise funds and awareness for the Foundation's mission to support women's cancer research and programs that help end domestic violence.

We're inviting a select group of local businesses to join us as event sponsors. Sponsorship provides meaningful visibility in the community while supporting an important cause.

Please see the [attached document] for details on the available sponsorship opportunities—I'd be happy to answer any questions or provide more information.

Thank you for considering this chance to make a positive impact in our community.

With gratitude,  
[Name]

## SPONSORSHIP CONFIRMATION EMAIL

### **Subject: Thank You for Supporting Our Game Night Fundraiser**

Dear [Name],

Thank you for your generous support of our upcoming game night fundraiser benefiting the Mary Kay Ash Foundation.

Your partnership helps support the Foundation's mission to fund women's cancer research and provide resources for survivors of domestic violence.

We are grateful for your commitment to making a positive impact in our community.

Additional event details will be shared as the date approaches.

Thank you again for your support.

Sincerely,  
[Name]

Don't forget to customize the sections in brackets before sending!

## MARY KAY UNIT ANNOUNCEMENT EMAIL

**Subject: Join Us for a Special Game Night with [Team Name]!**

Hello everyone,

I'm excited to share that we're hosting a special game night with [Team Name] on [Date] to benefit the Mary Kay Ash Foundation.

This fun evening will raise funds to support women's cancer research and programs that help end domestic violence.

We'd love for our Mary Kay family to help make this a huge success by inviting friends, family, and customers to attend.

Tickets can be purchased here: [Ticket Link]

Let's fill the stadium with pink and show our support for this important cause!

With gratitude,  
[Name]

## CUSTOMER INVITATION EMAIL

**Subject: Join Me for a Special Game Night with [Team Name]**

Hello [Name],

I'd love to invite you to join me for a fun and meaningful evening at a special game night with [Team Name] on [Date].

This event supports the Mary Kay Ash Foundation and its mission to fund women's cancer research and programs that help survivors of domestic violence.

It's a wonderful opportunity to enjoy a great game while making a difference in our community.

You can purchase tickets here: [Ticket Link]

I hope you'll join us for this special night!

Sincerely,  
[Name]