



# BREAST CANCER

walk



MOUNTAINEER FIELD AT  
MILAN PUSKAR STADIUM

SAT., OCT 18, 2025

 **WVUCancerInstitute™**

The WVU Cancer Institute's beloved [Breast Cancer Walk](#) returns to Mountaineer Field at Milan Puskar Stadium Saturday, October 18. Together with around **500 community members**, we will honor our breast cancer survivors, grow hope for those in treatment, recognize their supporters, and provide valuable resources – all while we celebrate the legacy of Betty Puskar, a titan of cancer philanthropy and awareness in West Virginia.

We are seeking sponsors to elevate this remarkable event, which was reinvigorated in 2024 to great success and notable media coverage. Sponsors benefit from:

- Powerful **in-event brand exposure** via logo placement on stadium jumbotrons and signage, as well as acknowledgements in on-field announcements
- **Opportunity to exhibit on-field** and provide information/giveaways to highly-engaged and WV-loyal crowd comprised of adults and children
- Acknowledgements in mass media promotions, including email blasts to **7,000+ contact database**, news media releases, radio spots, and more

With your sponsorship, we will be able to deliver this very special crowd a five-star (and free of cost) experience brimming with hope. Three levels of sponsorship exist, all of which are **fully tax-deductible** via the WVU Foundation:

\$10,000 Presenting Level “Hope Lives Here” Sponsorship

\$5,000 Platinum Level “Betty’s Believers” Sponsorship

\$2,500 Sapphire Level “Pink Ribbon” Sponsorship

Event proceeds benefit the WVU Cancer Institute Betty Puskar Breast Care Enhancement Fund. For inquiries, please contact Stephanie McCandless at [SMcCandless@wvuf.org](mailto:SMcCandless@wvuf.org).