



SUS INIMA

susinima.eu



CONCEPT BOOK

_2025



SO NO ONE GOES THROUGH CANCER ALONE

1. WHY DO IT IN PINK?

DO IT IN PINK is a wave of positive action launched by Sus Inima to promote health, awareness, solidarity, and support for people affected by cancer.

Through corporate, sport, wellness, community events and workshops, participants are invited to **DO IT IN PINK** – wearing pink gear, organizing themed activities, and channeling part or all event proceeds as a donation to Sus Inima.

This initiative unites individuals, companies, event organizers, and private groups under one simple, powerful message of hope, fun and solidarity.



2. WHY PARTICIPATE?



SOLIDARITY:
Support cancer awareness, prevention and a healthy lifestyle in general, plus directly help patients and their families regain control over their own lives through our specialized services.

COMMUNITY ENGAGEMENT
Be part of a bigger, nation-wide cause.

VISIBILITY
Create an event that stands out.

CSR (CORPORATE SOCIAL RESPONSIBILITY)
Engage in our initiative to prevent, raise awareness and support those affected by cancer.



3. CONCEPT

At the core:

Every Sus Inima partner that does it in pink
(regardless of the activity) **supports our beneficiaries.**

AS A **DO IT IN PINK** PARTNER, YOU CAN:

1. Host new events entirely dedicated to **DO IT IN PINK**
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 - or
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2. Integrate **DO IT IN PINK** into your existing events
(e.g. a yoga studio's regular class, a corporate event,
a running event, a private cycling group outing).



3. CONCEPT

Either way, you will receive and wear the official **DO IT IN PINK** apparel to show your support.

BEING OUR PARTNER, YOU WILL RECEIVE:

Ready-to-use **DO IT IN PINK** merchandise (t-shirts).

Official digital kit (logos, banners, templates) to brand your events.

Donation contract - part/all of the proceeds are donated to Sus Inima.



4. HOW DOES IT WORK?

Do you want to plan a new event or brand an already existing event with the **DO IT IN PINK** campaign?

1. Contact us at contact@susinima.eu.
2. Sign the contract. We become partners and you receive or order the official pink t-shirt.
3. We send you the event media kit.
4. You hold the event using **DO IT IN PINK** branding.
5. A part or all proceeds are donated to Sus Inima.
6. Sus Inima promotes the event on social media.

If you have any other suggestions or difficulties with this approach, write to us at contact@susinima.eu and we will find the best way forward.



5. T-SHIRT CHOICE

VAR_1_WHITE



BACK_WHITE



VAR_2_WHITE



VAR_1_PINK



BACK_PINK



VAR_2_PINK



If you are in Sibiu, please come to our office or to one of our events to get your event kit; if you cannot come personally, someone else can come on your behalf or otherwise we can come to you. If you are not based in Sibiu, we can ship you the event kit.

5. T-SHIRT CHOICE

POSSIBILITY TO BRAND THE T-SHIRT WITH YOUR LOGO:

VAR_1_WHITE



VAR_2_WHITE



VAR_1_PINK



VAR_2_PINK



BACK_WHITE



BACK_PINK

You can add **YOUR LOGO** to the **DO IT IN PINK** T-shirt - in front and/or on the back (logo size and position fixed).

6. EXAMPLE OF DO IT IN PINK EVENT



A private person contacted Sus Inima. She decided to organize a TRE® Workshop under the **DO IT IN PINK** campaign.

She signed the contract with Sus Inima and received the event kit and media kit.

She branded it **DO IT IN PINK**, wore the T-shirt during the event and donated the totality of the proceeds.

Participants loved it; the mix between the event and the campaign added meaning to the entire activity and a visual connection to our common cause.

7. CONTACT & PARTICIPATION



BE PART OF THE PINK WAVE!

Get your event kit, order your pink gear,
and make your activity part of a larger movement of
hope, kindness, and support.

contact@susinima.eu

facebook.com/susinimasibiu



instagram.com/susinimaromania



youtube.com/@susinima





THANK YOU!

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