

# SPONSORSHIP PACKAGES BENEFITS AND VISIBILITY

	Local Presenting \$100,000	Premier \$75,000	Marathoner \$50,000	Sprinter \$35,000	Runner \$25,000	Jogger \$10,000	Speed Walker \$5,000
Recognition at 5k start line	Logo						
Logo on "Save the Date" post card	Logo						
Logo on Race Registration mailing envelopes	Logo						
Recognition in Race email blasts	x						
Logo on Race website home page	Logo	Logo					
Link to company website	x	x	x				
Recognition on Race bibs	Front Logo	Logo	Logo	Logo			
Recognition in Race Sponsor Brochure	Logo	Logo	Logo	Logo	Logo	Logo	Name
Recognition on Race t-shirt	Logo	Logo	Logo	Logo	Logo	Logo	Name
Recognition on Race website sponsor page	Logo	Logo	Logo	Logo	Logo	Logo	Name
Complimentary Race entries	35	30	20	15	10	5	2
Invitations to Race thank you party	8	6	6	4	4	2	2
<b>RACE DAY RECOGNITION*</b>							
Company official to speak on stage	x						
Recognition in Race day scripts	x	x					
Premier sponsor booth placement	x	x	x				
Recognition on main stage banner	Logo	Logo	Logo	Logo	Logo	Logo	Name
Recognition on video screen	Logo	Logo	Logo	Logo	Name	Name	
Company product sampling in survivor goodie bags (pre-approved by Affiliate)	x	x	x	x	x		
Company provided banners	12	8	6	5	4	2	1
Sponsor booth**	10x20 Freestanding	10x20 Freestanding	10x20	10x10	10x10	10x10	10x10
Company product sampling (pre-approved by Affiliate)	x	x	x	x	x	x	x

\*Logo size and placement based on sponsorship level. \*\*Booth location based on sponsorship level & contract finalization date. Deadline for inclusion on Race t-shirt is Thursday, July 3 (signed contract).

## IN-KIND SUPPORT

As the largest private funder of breast cancer research and community programs, Susan G. Komen for the Cure® maintains less than a 25% expense ratio. In-kind support through donations of products and services is vital to underwriting the cost of the Race. Items and services essential to Race production are valued at 100% of fair market value. The value of in-kind contributions will be agreed upon between the Affiliate and the sponsor. In-kind contributions are recognized at varying levels based on sponsorship.

**IN-KIND SUPPORT OPPORTUNITIES (BUT NOT LIMITED TO):** Advertising, Billboards, Event Venues, Promotional Items, Awards & Plaques, Food & Beverages, Port-o-let Services, Two-Way Radios, Banners, Generators, Shipping, Postage & Shipping, Barricades, Golf Carts and Printing.

# TARGETED MARKETING OPPORTUNITIES

## **SURVIVOR TENT & CELEBRATION \$100,000**

One of the most coveted areas of the Race because it is all in celebration of 2,500+ survivors. This includes the survivor march to the stage - a highlight in Fox 4's live Race coverage.

- Company branding at Survivor tent
- Opportunity for company to provide Survivor gift bags and giveaways
- Logo branding in all survivor Race communications
- Recognized as Local Presenting Sponsor

## **FOOD COURT \$75,000 (EXCLUSIVE)**

One of the highest traffic areas at the Race. Participants grab everything from water, yogurt, fruit and smoothies after they cross the finish line.

- Company branding throughout Food Court
- Logo branding on any mention of Food Court in Race communications
- Recognized as Premier Sponsor

## **RACE CITY SPONSOR \$40,000 (EXCLUSIVE)**

- Company provided banners to be hung on backside of the tents along Park Lane for two days prior to the Race.
- 20 pavement signs including company logo throughout Race City
- Recognized as Sprinter Sponsor

## **5K FINISH LINE \$35,000**

One of the most visual components of our Race. All Race participants finish their journey through the finish line which empties out into Race site.

- Company branding on 5K Finish Line
- Recognized as Sprinter Sponsor

## **FUNDRAISING FOR THE CURE® \$15,000 (EXCLUSIVE)**

More than 75,000 Race prospects receive communication about support through targeted marketing communications.

- Logo branded in all fundraising e-mails
- Logo branded on fundraising page of Race website
- Opportunity for Company representative to present awards at the Race Thank You Party
- Recognized as Jogger Sponsor

## **TEAMING UP FOR THE CURE® \$15,000 (EXCLUSIVE)**

The rallying of over 1,000 teams to register, recruit and encourage fundraising from team members.

- Logo branded in all team captain e-mails
- Logo branded on Race Teams page of Race website
- Opportunity for Company representative to present team awards at the Race Thank You Party
- Branding opportunity on team fundraising tents
- Recognized as Jogger Sponsor

## **INFORMATION BOOTHS \$15,000 (EXCLUSIVE) DEADLINE SEPTEMBER 1**

The go-to place on Race day for questions.

- Company branding on the information booths and all information roamer t-shirts (approx. 100)
- Recognized as Jogger Sponsor

## **ON-SITE REGISTRATION \$15,000 (EXCLUSIVE) DEADLINE APRIL 1**

More than 4,000 Race participants register here each year and it's centrally located in NorthPark Center to all of their daily visitors.

- Company logo on all paper registration forms
- Company branding at on-site registration
- Logo included with all promotion of on-site registration
- Recognized as Jogger Sponsor

## **WATER STATION \$15,000 (EXCLUSIVE)**

Located along the 5k Race route for runners and walkers to grab some water and use the restrooms.

- Company branding at the 5k water station
- Opportunity for Company volunteers at water station with branded t-shirts
- Recognized as Jogger Sponsor

## **RACE KICK OFF OR THANK YOU PARTY \$7,500 EACH (\$12,500 FOR BOTH - EXCLUSIVE)**

These are highly anticipated events by top fundraisers, board members, team captains, committee and sponsors alike.

- Company branding at event
- Company logo on invitations and Save the Dates
- Opportunity for Company representative to speak at event
- Recognized as Speed Walker Sponsor

# TARGETED MARKETING OPPORTUNITIES

## **DRIVE-THRU REGISTRATION \$7,500**

The drive-thru registration provides a quick and easy way for Race participants to register the week of the Race.

- Company provided banner to be on-site during drive-thru registration
- Company logo included with all promotion of drive-thru registration
- Recognized as Speed Walker Sponsor

## **SLEEP IN FOR THE CURE® \$7,500**

### **DEADLINE APRIL 1**

Sleep in for the Cure® is an opportunity for participants that are not able to be present on Race day to be a part of the Race.

- Opportunity for pre-approved premium product to be included in the 1,200 Sleep in participant bags
- Company logo on website, entry forms and info brochures where Sleep In is highlighted and promoted
- Recognized as Speed Walker Sponsor

## **VOLUNTEER TENT \$7,500**

Each year more than 1,000 volunteers are recruited and trained to help execute the event. All volunteers flow through the volunteer tent on Race day.

- Company branding on Volunteer Tent
- Company logo included with all day of event volunteer communication
- Recognized as Speed Walker Sponsor

## **RACE DAY GUIDE \$7,500**

### **DEADLINE AUGUST 1**

The essential collateral piece used by the 25,000 Race registrants, volunteers, sponsors and vendors containing all of the Race day details and maps.

- Company logo on all 25,000 Race day guides
- Recognized as Speed Walker Sponsor

## **MILE MARKER \$3,000**

- Company branding on one of the three mile markers
- Opportunity to have company branded cheering squads at mile markers

## **RACE REGISTRATION PACKET \$3,000**

### **DEADLINE SEPTEMBER 1**

This is a great opportunity to add something to the Race registration packets.

- Company provided pre-approved single page marketing piece

## **SURVIVOR MARCH SHIRT \$2,500**

### **DEADLINE SEPTEMBER 1**

Escorts wearing tuxedo shirts carry the signs and lead the televised survivor march to the stage.

- Company logo will be printed on tuxedo shirts

## **PARKING PASS \$2,500**

### **DEADLINE SEPTEMBER 1**

High visibility on over 550 premium parking passes sold to Race participants prior to the event.

- Company logo printed on all parking passes
- Opportunity to print pre-approved bounce back coupon on back of parking pass

## **RACE INFORMATION CARD \$2,500**

### **DEADLINE APRIL 1**

These Race information cards are used throughout the year at every opportunity to promote Race participation.

- Company logo on 5,000 Race information cards

## **SURVIVOR TENT GIFT BAG - IN-KIND**

The survivor tent area is one of the most coveted areas of the Race

- Opportunity to have one pre-approved item in 2,000 survivor goody bags