

TOGETHER,
WE CAN MAKE AN

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Susan G. Komen Southwest Florida Race for the Cure® SPONSORSHIP OPPORTUNITIES

SATURDAY, MARCH 10, 2012 • 5K RUN/WALK • 8:00 A.M.
Coconut Point Mall • U.S. 41 & Coconut Road • Estero, FL



Presented by 

NATIONAL SERIES SPONSORS



About Susan G. Komen for the Cure®

Who is Susan G. Komen for the Cure?

Nancy G. Brinker promised her dying sister, Susan G. Komen that she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement.

Today, Komen for the Cure is the world's largest grass roots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.

Thanks to events like the Komen Race for the Cure®, and the Komen 3 Day for the Cure, we have invested over \$ 1.9 Billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

Your Local Komen Affiliate - Who We Are and What We Do

The Southwest Florida Affiliate of Susan G. Komen for the Cure® is dedicated to the Komen promise of saving lives and ending breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures by funding partnerships throughout Charlotte, Collier, Glades, Hendry and Lee counties.

Seventy-five percent of our net proceeds stays in our Southwest Florida area. The remaining 25 % goes to the national Susan G. Komen for the Cure® Grants Program to fund research.

Since 2002, we have invested more than **\$4.7 million** in our community and have funded **\$1.5 million** in research grants. We do this with events like the Komen Southwest Florida Race for the Cure, which raises funds and awareness in the fight against breast cancer, celebrates breast cancer survivorship, and honors those who have lost their battle with the disease. For more information, call 239-498-0016 or visit www.komenswfl.org.

Top ranked Charity in the USA

We are a 4 star rated charity by www.CharityNavigator.org for the 5th year in a row.

Charity Navigator is the watchdog group for our industry. Only 5% of non-profits receive the valuable 4 STAR rating 5 years in a row.

We are rated so highly by Charity Navigator because our expenses and overhead are so low. That means your generously donated funds are used wisely and effectively.



Breast cancer is the most frequently diagnosed cancer and is the leading cause of cancer death among women worldwide.

Corporate Sponsorship Packages

Signed contract due
11/15/11

PREMIER \$50,000 PINK DIAMOND \$40,000 DIAMOND \$30,000 PLATINUM \$20,000 GOLD \$10,000 SILVER \$5,000 BRONZE \$2,500 CRYSTAL \$1,000

RACE DAY RECOGNITION

Start Ceremony - Company official to participate	•							
Award Ceremony - Company official to speak	•	•						
Banner at Start line*, company supplied	•	•	•	•				
Banner at Finish line, company supplied	•	•	•	•				
Banner at Balcony on Fashion Drive, company supplied	•	•	•	•				
Start Ceremony - Recognition during announcements	•	•	•	•	•			
Awards Ceremony - Company logo on banner	•	•	•	•	•			
Tent or table on Fashion Dr. (location based on sponsor level)	TENT	TENT	TENT	TENT	GROUP TENT	TABLE		
Banner at table or tent, company supplied	TENT	TENT	TENT	TENT	GROUP TENT	TABLE		
Tickets to sponsor area	12	10	8	6	4	2	2	
Parking - Reserved parking passes	12	10	8	6	4	2	2	
Signage along Race route	•	•	•	•	•	•	•	•

COMPANY VISIBILITY

Company usage of Race for the Cure logo*	•	•						
Company logo on 10,000 Race bibs	•	•						
E-mail distribution to 10,000 - Company featured	•	•						
Survivor event - Tickets to event	•	•	•	•	•	•	•	
Press Release - Company mentioned	•	•	•	•	•			
Advertisements - Company logo featured in print ads	•	•	•	•	3			
Survivor bags - Opportunity to include materials in gift bags	•	•	•	•	•			
Company listed on 10,000 Race T-shirts	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	
Company listed on 30,000 Race entry forms	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	
Company listed on 8,000 event programs	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	
Affiliate Web site - Company featured	LINK	LINK	LINK	LINK	LOGO	NAME	NAME	
Thank you ad - Company featured in News-Press ad	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	
Events - Recognition at 3 pre and post Race functions	•	•	•	•	•	•	•	•
2012 Sponsor Brochure- Company featured	•	•	•	•	•	•	•	•

* Only the top 2 sponsor levels may use the Komen Race for the Cure logo with Affiliate approval.

All materials subject to distribution on Race day must be submitted in writing 30 days prior to the event for approval.

2012 Komen Southwest Florida Race for the Cure

How you can benefit from sponsoring the 2012 Race?

The list of sponsor benefits and opportunities are covered on the following pages; however, here are the basics:

- Market to a dedicated audience of over 12,000 supporters the day of the event and thousands for the months leading up to the event
- Reach tens of thousands of your Southwest Florida customers and potential customers whose lives have been touched by breast cancer. Our supporters are adamant about supporting those businesses who support us.
- Retain and increase customer loyalty in partnership with the most respected charity in the country.
- High visibility throughout the year through our multiple marketing and media endeavors.

ADDITIONAL OPPORTUNITY ! EARLY SIGN UP WILL GIVE YOUR COMPANY ADDITIONAL BENEFITS SIGN UP BY SEPTEMBER 15TH

1. Your company name listed as a Race Sponsor on the Coconut Point Mall directory with a distribution to over 40,000 people in Southwest Florida.
2. Your company listed (based on sponsor level) on all press releases and e-mail distributions from our offices during September / October 2011.
3. Your company listed (based on sponsor level) on all Race related signage used during October 2011 Breast Cancer Awareness events.



Somewhere in the world, someone dies from breast cancer every 68 seconds.

Targeted Marketing Opportunities

Survivor Tent Sponsor - \$2,500

Opportunity to target our breast cancer survivors and their guests Race morning, while championing your support and passion for the Komen promise.

- Company provided banner at Survivor Tent
- Hosting of breakfast for 1,600 survivors and guests
- Year round company logo on survivor Web site page
- Co-branded e-mail to survivors

Fundraising Reward Sponsor - \$5,000

The Fundraising Reward program is the grass roots fundraising effort held in conjunction with the Komen Southwest Florida Race for the Cure®. Race participants receive prizes based on their level of fundraising. Last year donations totaled over \$500,000.

The Komen Southwest Florida Affiliate is seeking gift certificates totaling \$5,000 to use as incentives to go that extra mile for this critical component of the Race. The Fundraising Reward program prizes are publicized in the months leading up to the Race encouraging participants to fundraise. Gift certificate increments will be determined upon sponsor contract signing.

- Year-round company logo on donation Web site page
- Company logo on printable donation forms
- Company logo on fundraising e-mails reaching over 10,000 supporters
- Company provided sign at Fundraising Incentive Tent

Crystal Sponsor

Help the Komen Southwest Florida Race in building the foundation for the Race as a **Crystal Sponsor**, by donating key items or services:

- Advertising
- Printing Services
- Food & Beverage
- Survivor Recognition Event
- Banners
- Walkie Talkies
- Golf Carts
- Sound System
- Billboards
- Top Team Awards
- Top Runner Awards
- Top Individual Awards
- Team Award & Volunteer Recognition Event



About 1.3 million women are diagnosed each year. (At this rate, 32.5 million women will be diagnosed during the next 25 years.)

Thank you to our 2011 Local Sponsors

PREMIERE SPONSOR:

Mariann, Bob & Megan MacDonald

LOCAL PRESENTING SPONSOR



SOUTHWEST FLORIDA FORD DEALERS

Coconut Point Ford – Don Gasgarth's Charlotte County Ford – Langford Ford
Sam Galloway Ford – Tamiami Ford

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Where Paradise Plays

GOLD SPONSORS



Thank you to our 2011 Local Sponsors

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BRONZE SPONSORS

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Healthcare Realty • Hole Montes, Inc. • Hope HealthCare Services
Hyatt Place Coconut Point • Stephen J. Laquis, MD, FACS
McDonald's • Oakbrook Properties, Inc. • Pearle Vision
PKE Marketing & PR Solutions LLC
Publix Super Markets Charities, Inc. • Redline Managed Services
Southwest Florida's Diamond District • VI at Bentley Village
Wiltshire, Whitley, Richarson & English PA • Wittenborn Plastic Surgery
In Memory of Wisty Woolslair Denton and in honor of James T Denton,
and dear friends who have and are being treated for and recovering from
Breast Cancer - John & Ellen Sheppard

CRYSTAL SPONSORS

Florida Gulf Bank • Lee County Electric Cooperative, Inc.
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Owen Ames Kimball • TIB Bank
Wasmer Schroeder & Company



One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime.

OUR VISION: a world *without* breast cancer



Photography by The Picture People



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The running ribbon is a registered trademark of Susan G. Komen for the Cure®