

Are you



to save a life?

## SPONSORSHIP PACKAGES

### Benefits and Visibility\*

	Premier \$50,000	Local Presenting \$30,000	Marathoner \$40,000	Sprinter \$30,000	Runner \$20,000	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 e-mail blasts							
Logo on Race website home page	Logo	Logo					
Link to company website							
Recognition on Race bibs	Front Logo	Logo	Logo	Logo			
Recognition in 2012 Race Sponsor Brochure	Logo	Logo	Logo	Logo	Logo	Logo	Name
Recognition on Race T-shirts	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

## RACE DAY RECOGNITION\*

Company Official to Speak on Stage							
Recognition in Race Day Scripts							
Premier Sponsor Booth Placement							
Recognition on Main Stage Banner	Logo	Logo	Logo	Logo			
Recognition on Video Screen	Logo	Logo	Logo	Name	Name		
Company Product Sampling in Survivor Goodie Bags (Pre-Approved by the Affiliate)							
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 the Affiliate)							

\*Logo size and placement based on sponsorship level

\*\*Booth location based on sponsorship level and contract finalization date.

**DEADLINE for inclusion on Race T-shirts is June 30, 2011 (contracts signed)**

## 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  
Awards & Plaques  
Barricades  
Billboards

Food & Beverages  
Generators  
Golf Carts  
Event Venues

Port-a-let Services  
Postage & Shipping  
Printing  
Promotional Items

Two-Way Radios

# TARGETED MARKETING OPPORTUNITIES

Companies and individuals can enjoy exclusive sponsorship of pre-Race and Race day events at specific segments of Race participants. Sponsoring companies will receive presenting naming rights in addition to recognition in Race promotional materials and other specific benefits. Opportunities sell out quickly. Contact Komen Dallas County Affiliate now at 214.750.7223 for more information.

## SURVIVOR TENT AND CELEBRATION - \$65,000

The Survivor Tent & Celebration is one of the most coveted areas of the Race because it is all in celebration of more than 2,000 survivors. All are invited to be pampered the day of the Race. This includes the survivor march to the stage—a highlight on Fox 4's live Race coverage.

- Company branding at Survivor Tent
- Opportunity for company to provide survivor gift bags and giveaways
- Logo branding on survivor Race communications
- Company will receive benefits of a Local Presenting sponsorship level

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

The 5K Finish Line is one of the most visual components of our Race. All 26,000 Race participants finish their journey through the finish line which empties out into Race site. Approximately 5,000 spectators wait to cheer on their friends and family members.

- Company branding on 5K Finish Line
- Company will receive benefits of a Sprinter sponsorship level

## PLEDGE FOR THE CURE® - \$15,000

Pledge for the Cure® is Susan G. Komen for the Cure's signature Race fundraising program. More than 40,000 Race prospects receive communication about supporting the Race for the Cure® through targeting marketing communications.

- Logo branded in all fundraising e-mails
- Logo branded on Race Fundraise page of Affiliate website
- Opportunity for company representative to speak at the Meet & Greet
- Opportunity to have a pre-approved item in team captain/pink honor roll bags at Race Kick Off party and Thank You party
- Opportunity for company representative to present Top Fundraiser awards at the Race Thank You party
- Company will receive benefits of a Jogger sponsorship level

## TEAMING UP FOR THE CURE® - \$15,000

Teaming Up for the Cure® is the rallying of teams to register, recruiting team members and encouraging team members to fundraise. More than 1,000 teams participated in last year's Race.

- Logo branded in all team captain e-mails
- Logo branded on Race Teams page of Affiliate website
- Opportunity for company representative to speak at the New Teams Meet & Greet
- Opportunity to have a pre-approved item team captain/pink honor roll bags at Race Kick Off party and Thank You party
- Opportunity for company representative to present team awards at the Race Thank You party
- Company will receive benefits of a Jogger sponsorship level

## SMALL BUSINESS FOR THE CURE™ - \$15,000

Small Business for the Cure™ is an area of the Race where businesses that are non-franchised, with fifty employees or less are given a special invitation to participate in the Race.

- Company branding on Small Business for the Cure area of Race site
- Company logo and name highlighted in small business solicitation
- Company will receive benefits of a Jogger sponsorship level

## ON-SITE REGISTRATION - \$15,000

On Site Registration attracts more than 4,000 Race participants each year the week of the Race and it's centrally located in NorthPark Center.

- Company logo on all paper registration forms
- Company branding on on-site registration
- Company logo included with all promotion of on-site registration
- Company will receive benefits of a Jogger sponsorship level

## RACE KICK-OFF PARTY - \$7,500

The Race Kick-Off Party is the big launch of the upcoming Race. More than 1,000 team captains, 100 Pink Honor Roll members and all of our sponsors are invited to come and get revved up for the Race. The Kick-Off highlights all the ways to volunteer, fundraise and support Race activities. This event is held in August.

- Company branding at event
- Company logo on thank you party invitations, includes e-invitation
- Opportunity for company representative to speak at the Kick-Off party
- Company will receive benefits of a Speedwalker sponsorship level

## FOOD COURT - \$65,000

The Food Court is a high traffic area for all of our Race participants and spectators. As they cross the finish line participants and their friends and family grab everything from their water, yogurt and fruit to smoothies!

- Company branding throughout Food Court
- Logo branding on any mention of Food Court in Race communications
- Company will receive benefits of a Local Presenting sponsorship level

## FUN RUN/WALK START & FINISH LINE - \$20,000

The Fun Run/Walk Start & Finish Line attracts more than 5,000 participants every year. These participants are a blend of runners warming up for the 5K and families wanting to engage their children in the Race for the Cure.

- Company branding on Fun Run/Walk stage and the start and finish line
- Opportunity to have company representative start the Fun Run/Walk
- Company will receive benefits of a Runner sponsorship level

## WATER STATION - \$15,000

The water station is located along the 5K Race route for runners and walkers to grab some water or use the restrooms.

- Company branding at the 5K water station
- Opportunity for company provided banners displayed at water station
- Company will receive the benefits of a Jogger sponsorship level

## MILE MARKER - \$15,000

The mile markers aid our runners and walkers along the Race route in knowing the total length of the route they have completed. There are three mile markers along the Race route.

- Company branding on each mile marker
- Opportunity to have company branded cheering squads at mile markers. Company is responsible for providing cheering squads with branded wearables. Wearables must be pre-approved by the affiliate in advance.
- Company will receive benefits of a Jogger sponsorship level

## INFORMATION BOOTHS - \$15,000

The information booths are the primary place for all participants to go on Race day for Race related questions, minor first aid and lost and found. These booths are strategically placed throughout the Race site.

- Company branding on the information booth
- Company logo on all information roamer t-shirts (approximately 100)
- Company will receive benefits of a Jogger sponsorship level

## VOLUNTEER TENT - \$15,000

Each year more than 1,000 volunteers are recruited, trained and mobilized to help execute the event. All volunteers flow through the volunteer tent on Race day. The volunteer tent is located at the finish line within Race site.

- Company branding on Volunteer Tent
- Company logo included with all day of event volunteer communication
- Company will receive benefits of a Jogger sponsorship level

## RACE THANK YOU PARTY - \$15,000

This is one of our highly-anticipated events by our Race participants. This event is a celebration for our Race committee, the top 100 Race fundraisers, top performing team captains, Affiliate board members and many more VIPs who contributed to our Race success. This event is typically held in early February.

- Company branding at event
- Company logo on thank you party invitations, includes electronic "Save the Date"
- Opportunity for company representative to speak at the Thank You party
- Company will receive benefits of a Jogger sponsorship level

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

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

- Company branding on all Drive-Thru Registration
- Company logo included with all promotion of Drive-Thru registration
- Company will receive benefits of a Speedwalker sponsorship level