



# 19<sup>th</sup> Annual Komen Sacramento Race for the Cure<sup>®</sup>

**WHEN?** May 9, 2015 | **WHERE?** Cal Expo

## LOCAL Partnerships & Sponsorship INFORMATION

SUSAN G. KOMEN SACRAMENTO VALLEY CONTINUES TO FUND THE LARGEST PROGRAM OF FREE BREAST CANCER TREATMENTS, SERVICES AND SUPPORT IN OUR 19 COUNTY AFFILIATE REGION AND IS THE WORLD'S LARGEST INVESTOR IN RESEARCH NEXT TO THE US GOVERNMENT.

WE ACHIEVE THAT BY RAISING FUNDS—  
PRIMARILY THROUGH THE RACE FOR THE CURE.

### 2015 NATIONAL SPONSORS



NATIONAL SERIES SPONSORS



*For those who are gone and for those who live on... we Race for the Cure. Thank you for your support.*



Register online at [www.komensacramento.org](http://www.komensacramento.org)

## PARTNER WITH US THE SACRAMENTO KOMEN RACE FOR THE CURE®

The Komen Sacramento Race for the Cure offers a strategic tool for public relations and marketing departments at leading companies throughout the region. Whether you are looking to increase brand loyalty, create awareness, showcase community responsibility or driving sales, a Komen Sacramento Race sponsorship can deliver all these benefits while providing valuable resources to fight a disease that will strike one in eight women in their lifetime.

**Our reach:** on average **12,000 race participants** attend each year, and extensive media promotion through KCRA 3 and MY 58 TV, CBS Radio, Adelante, electronic and standard billboards, Sacramento Magazine, Gold Country Media and its affiliated magazines and papers, and The Sacramento Bee blanket our 19-county service area for six weeks leading up to the Race.

**Our audience:** in 2014 **73%** of our registrants were female and **27%** male registrants. Ten percent were breast cancer survivors, and the majority of all participants registered online.

**Our communication:** strategically scheduled emails reach **60,000** Komen supporters throughout the year, including Race participants, businesses, donors, community leaders and advocates. Through our social media channels we have an additional following of **19,000** individuals, and also receive over **500,000** pageviews to our website in a calendar year.

**Our reputation:** we are the world leader in the fight against breast cancer and the largest private funder of research for the cure. With the **highest ratings** from independent **watchdog organizations** like Charity Navigator, Sacramento Region Community Foundation, Give Local Now, Giving Edge and the Better Business Bureau, the Komen “running ribbon” is one of the most trusted brands among all nonprofits.

**Our impact:** up to **75%** of the net proceeds we receive remain in the 19-county Sacramento Valley region to provide education, screening and patient support for those that need it most. In 2013 we awarded close to \$1 million in grants to organizations that deliver these services. The other **25%** of net proceeds is directed to National Komen Research and Grants program. No local monies go to support our national organization.

# GET NOTICED!



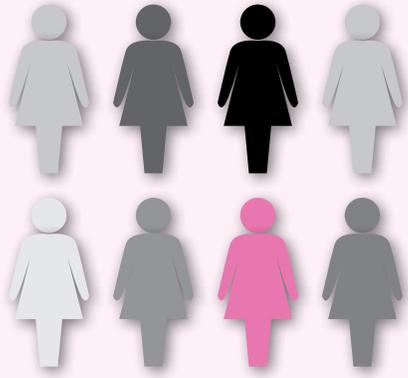
## THANK YOU TO OUR PAST PARTNERS AND SPONSORS

Adelante Media  
BJ's Restaurant  
Cal Expo  
California Pizza Kitchen  
California Family Fitness  
California Walnuts  
Cancer Treatment Centers of America  
CBS Radio  
Chevron  
Clear Channel Outdoor  
Coca-Cola/Dasani Water  
First Northern Bank  
General Produce  
Go Girl  
Gold Country Media  
Hallmark Cards Arden Fair  
Lids Arden Fair  
Lunch Box Express  
JC Penny  
Jiffy Lube  
JS West  
KCRA 3/My 58  
Kind Snacks  
Lunch Box Express  
Market Place at Arden Fair  
McCreery's Furniture  
Me Communications  
Nestle Outshine Bars  
Party Concierge  
Peet's Coffee  
Raley's  
Roseville Honda Motor Sports  
Sacramento Magazine  
Sacramento Republic  
Safeway  
Season's 52  
Seven Sea S Industries  
Smart Boy Designs  
Sports Authority  
SuiteAmerica  
Summit Funding  
Sutter Diagnostic Imaging  
The Sacramento Bee  
Towne Place  
UC Davis Comprehensive Cancer Center  
UBS Financial  
UNFI  
Union Bank  
West Coast Ravens

## OPERATIONAL PARTNERS:

Arden Fair Mall  
Tiger Storage

## The Power of Community



As **1 in 8** women in the United States will be diagnosed with breast cancer, early detection becomes the key for breast cancer survival. With the help from fundraisers, volunteers, sponsors, small businesses, scientists, and physicians Susan G. Komen's mission to end breast cancer forever can be possible.

## How can you help?

- Start a TEAM and join us on Saturday, May 9 2015 for the Race for the Cure!
- Get involved by volunteering, becoming a partner with us, advocating, and fundraising.
- Make a donation today, you can help save lives!  
[www.komensacramento.org](http://www.komensacramento.org)



\*Amador, Butte, Calaveras, Colusa, El Dorado\*, Glenn, Nevada, Placer, Plumas, Sacramento, San Joaquin, Sierra, Solano, Stanislaus, Sutter, Tehama, Tuolumne, Yolo, and Yuba

## Sacramento Valley Affiliate of Susan G. Komen:

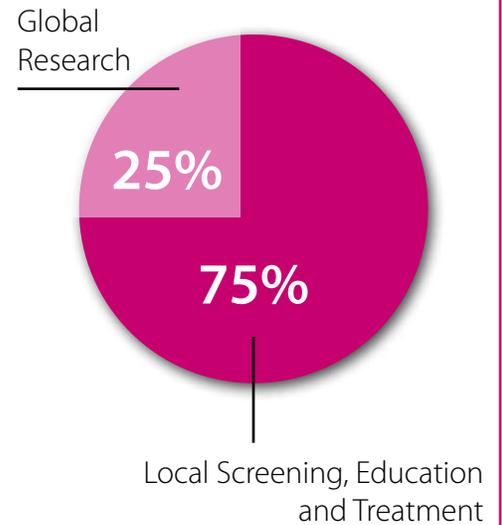
The Komen Sacramento service area consists of **19 counties\*** in the Northern California region.

Since 1997, Komen Sacramento has awarded over **\$18 million** to local organizations for screening, education, and treatment.

In 2013 more than 1,800 mammograms and diagnostic were done; more than 1,547 clinical breast exams were performed; and over 22,000 women received breast health education. This resulted in 236 women being diagnosed who might otherwise have not known about their illness.

### Did You Know?

*Every Komen dollar raised goes to...*



## Every Donation Makes an Impact:

Susan G. Komen is working to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment. No other organization has the deep understanding of barriers to care, and no other organization raises funds to bridge those gaps making access available to all women in our 19 county region.

## Your Dollars Truly Make a Difference

- \$50** = 50 support booklets for newly diagnosed breast cancer patients
- \$100** = One week's delivery of three meals a day to a breast cancer patient and family
- \$125** = A potentially life-saving diagnostic mammogram
- \$225** = Three-month supply of Tamoxifen, an important post-treatment medicine
- \$275** = The cost of a wig for a women going through chemotherapy
- \$485** = One fine needle biopsy to check for cancerous tissue
- \$1,250** = 10 potentially life-saving diagnostic mammograms
- \$2,300** = Two life -saving chemotherapy infusions

# JOIN US IN OUR PROMISE AND PARTNER WITH KOMEN SACRAMENTO TODAY

To save lives and end breast cancer forever by empowering people, ensuring quality care for all, and energizing science to find the cures.

	Presenting Local \$50,000	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500
<b>SPONSORSHIP BENEFITS</b>						
<b>COMPANY VISIBILITY</b>						
Presenting Sponsor (2)	X					
Logo on Race Bib	X					
Company Profile on Website	X	X				
Right to use Komen Sacramento Valley logo [1]	X	X				
Komen On-site Team Rally Opportunity	X	X	X	X		
Recognition on Race T-Shirt	Top Logo	Logo	Logo	Name		
Recognition on Printed Collateral	Top Logo	Logo	Logo	Name	Name	Name
Complimentary Race Registrations	12	10	8	6	4	
On-site Race Packet Pick-up for 10,000+ Participants	X					
<b>ONLINE EXPOSURE</b>						
Komen Sacramento Homepage	Logo w/Link	Logo				
Race Registration Page	Logo	Logo	Logo	Logo	Name	Name
Delivery of Team Packets to Your Site	X	X	X	X		
Social Media [1]	Feature	Feature	Feature	Multiple Mentions	Mention	Mention
Link to Promotions on Web Site	X	X	X	X	X	X
Social Media Thank you w/logo	Logo	Logo	Logo	Logo	Logo	Name
Recognition in Each Komen eNewsletter Leading Up to Race (sent to 60,000 email addresses)	Feature Article	Feature Article	Logo	Logo	Name	Name
Recognition on Cal Expo E-sign	Logo	Logo	Logo			
<b>RACE DAY RECOGNITION</b>						
Company Representative Presentation on Race Stage	X					
Logo on Signage at Starting Line	X					
Company Prestart Recognition	X	X				
Logo on Mile Marker	Logo	Logo	Logo			
Your choice of one signature sponsorship opportunity equal to level of contribution. See list below. (in-kind excluded) [3]	X	X	X	X	X	X
Official Team Benefits	X	X	X	X	X	
Priority Team Photo Time Slot	X	X	X	X	X	
Appreciation Plaque	X	X	X	X	X	X
Company Provided Banner on Race Route	X	X	X	X	X	
Mention in Post-Race Thank You Ads	X	X	X	X	X	X
Post-Race Expo booth	Your Choice	10x20 or 2-10x10	10x10	10x10	10x10	Size Varies
Collateral in Post-Race Survivor and Team Event Goody Bag	X	X	X	X	X	X

[1] Facebook, Twitter and Pinterest

[2] Subject to approval by Komen Sacramento Valley

[3] Limited – first come opportunities



# UNIQUE Sponsorship OPPORTUNITIES

**Our goal** is to underwrite Race expenses through both cash and in-kind contributions ensure that maximum funding can go back out into the community and fight breast cancer.

Items and services that are essential to the Race are valued at 100% of fair market value while other services that enhance the overall Race experience are valued at 50% of fair market value. If you have an idea for an in-kind donation of goods or services please contact Shannon Shields at [shannon@komensacramento.org](mailto:shannon@komensacramento.org).



## Super Teams

Each year we recognize the top fundraising teams and this year is no different. Super Teams are teams that raised \$10,000 and above for our 2014 Race for the Cure or \$10,000 before March 1, 2015 for our 2015 Race for the Cure. Those Super Teams will get the opportunity to have their name and team logo on the back of the race T-shirt this year. Create a team and become a Super Team!



## Branded Vehicle \$2,500

Showcase your wrapped vehicle on the Race route in high visibility areas.\* This makes a great addition to an existing sponsorship to reinforce branding already seen in the Sponsor Expo.

*\*Subject to size restrictions. Contact for details.*

## Customize Your Sponsorship

Did you think of something that we didn't? Have a product or service that is essential to the success of the Race? We would love to hear your idea for enhancing the Race and getting your message out to your customers!

Some ideas include:

- Paid Advertising
- Race Awards
- Course Entertainment
- Equipment Rentals
- Fundraising and Team Incentives and Prizes
- Printing Costs
- Office Supplies
- Porta-potties



We also offer flexible sponsorship package opportunity in order to create a specialized package that fits your company's needs please contact us today so that we can start your 2015 Custom Sponsorship Package.

## Nonprofit Opportunities

Nonprofits with a budget of \$500,000 or less will have an Expo booth opportunity at a discounted cost. This opportunity is limited and will be on a first come basis. Contact Shannon Shields directly to reserve your space today [shannon@komensacramento.org](mailto:shannon@komensacramento.org).

# SIGNATURE Sponsorship OPPORTUNITIES

We offer some unique opportunities to have your company present different aspects of this outstanding event.

## Teams Tailgate Party ..... (\$10,000)

All the sponsor benefits of a Platinum Sponsor plus additional pre-race media exposure and exclusive banner opportunity in designated Team Tailgate Area that is viewed by all team members and Race participants.

## Survivor Race Day Celebration ..... (\$7,500)

All the sponsor benefits of a Gold Sponsor plus additional pre-race media exposure and exclusive banner opportunity in designated Survivor Celebration Area.

## Race Day Guide ..... (\$5,000)

### Deadline March 1, 2015

Essential guide used by registrants, participants, volunteers, sponsors and vendors containing all of the Race day details and maps. Logo on all guides and recognized as the official Gold Sponsor.

## Sleep in for the Cure® ..... (\$2,500)

### Deadline March 1, 2015

Logo on door hangers that get sent out to all Sleep in for the Cure participants and recognized as a Silver Sponsor.

## Fitness Fair Sponsor ..... (\$2,500)

All the sponsor benefits of a Silver Sponsor plus additional pre-race media exposure and exclusive banner opportunity in designated Fitness Fair Area.

## Runner Awards Ceremony Sponsor ..... (\$2,500)

All the sponsor benefits of a Silver Sponsor plus additional pre-race media exposure and exclusive banner opportunity in designated Runner Awards Ceremony Area.

## Kids for the Cure® ..... (\$1,500)

Company branded superhero cape and finish line exposure

## Kids Race T-Shirt Sponsor Opportunity\* ..... (\$1,500)

Solo local sponsor branded kid race t-shirt. Design provided by winner of t-shirt design contest (ages 0-12).

*\*could be part of the Kids for the Cure® (Little Roadrunners) sponsor packet*

## Course Entertainment venues ..... (\$1,500 each)

Multiple venue options, viewed by 10,000+ Race participants

## Water Station ..... (\$1,500)

2-4 venues, viewed by 10,000+ Race participants

# OUR Promise TO FIND THE CURE

## ABOUT SUSAN G. KOMEN

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with over \$2.2 billion invested to date.

For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [komensacramento.org](http://komensacramento.org) or call the Komen Sacramento Valley Affiliate, 916-231-3148.



## SUPPORTING OUR MISSION

### USE OF FUNDS

Our objective is to provide maximum return to support our mission of saving lives and ending breast cancer. Nationwide, Susan G. Komen spends 87% of all funds raised on education, screening and research.

Through events like the Komen Sacramento Race for the Cure, the Sacramento Valley Affiliate has invested over \$19 million since 1998 for local breast health and breast cancer education, screening and support services in 19 counties.

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Stay connected!

