

 **IMPACT. MAKE ONE.**

**SPONSORSHIP OPPORTUNITIES**

**2011**

**13TH ANNUAL  
KOMEN CENTRAL VALLEY  
RACE FOR THE CURE**



**SATURDAY, OCTOBER 29, 2011**

**CALIFORNIA STATE UNIVERSITY, FRESNO**



Presented by 

NATIONAL SERIES SPONSORS





**Join us for our 13th Annual Komen Central Valley Race for the Cure and help us make an impact in our community**

Born in a promise between two sisters – Nancy Brinker to her sister, Susan G. Komen, who died from breast cancer at the age of 36 – our vow to end breast cancer forever has become the promise of millions.

Since launching the breast cancer movement 29 years ago, we’ve transformed the culture – how the world talks about and treats this devastating disease and helping to turn millions of breast cancer patients into breast cancer survivors.

Today, Susan G. Komen for the Cure® is the world’s largest and most progressive grassroots network of breast cancer survivors and activists – the only grassroots organization fighting to cure breast cancer at every stage, from the causes to the cures, and the pain and anxiety of every moment in between.

We are local activists in 125 cities and communities, mobilizing more than one million friends and neighbors every year through events like the Komen Race for the Cure Series – the world’s largest and most successful awareness and fundraising event for breast cancer.

Up to 75% of net proceeds generated by the Komen Central Valley Affiliate stay in Fresno County. The remaining 25% helps fund the Komen National Award and Research Grant Program.

**2011 Grant Recipients**

These projects have been selected by our independent Grant Review Panel as those that will have the greatest impact in serving uninsured or underinsured women in our service area. Please note that Susan G. Komen for the Cure® is not a direct service provider.

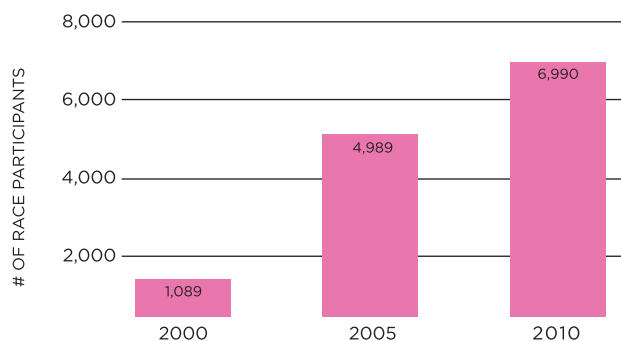
**USE THESE GRANTEES:**

- Association for Community Enhancement, Inc.
- Cancer Legal Resource Center, Disability Legal Rights Center
- Central California Legal Services Inc., Fresno Health Consumer Center
- Central La Familia Advocacy Services, Inc.
- Children’s Hospital Central California
- Clovis Community Medical Center - Lymphedema Clinic
- Deaf and Hard of Hearing Service Center Inc.
- Hinds Hospice
- Valley Public Television Inc.
- West Fresno Health Care Coalition, Inc.

**In just 13 years, the Central Valley Race has:**

- **Grown from 800 participants to more than 6,990 participants**
- **Distributed more than \$2 million to Fresno County Programs**
- **Become the largest event of its kind in the Central Valley**

**GROWTH**  
In Central Valley’s Race



The Running Ribbon is a registered trademark of Susan G. Komen for the Cure.

## Corporate Sponsorship Packages

Corporate Sponsorship Packages, ranging in price from \$1,000 to \$25,000, allow you full participation in all aspects of the Race. Your name and logo may appear on T-shirts, Race Posters and entry forms based upon your level of sponsorship. On Race Day, your message will reach an estimated 7,500 people via signage and booth space.

## Targeted Marketing Packages

Targeted Marketing Packages allow a company to market its message toward a specific audience - Survivors, Teams, Children, Volunteers - within the Race. These packages do not constitute or include any benefits of Corporate Sponsorship Packages (some companies do both).

## In-Kind Sponsorship

Our goal is to underwrite Race expenses through both cash and in-kind contributions. This ensures that more money can go into the fight against breast cancer. In-kind sponsorship is available at all levels and your sponsorship will include benefits appropriate to such level. In-kind donations of products and services not considered essential to the Race will be categorized at half of the retail value for sponsorship purposes. The Race Committee must approve all in-kind donations. Opportunities for in-kind support include (but are not limited to):

Advertising & Media	Awards
Digital Photography	Entertainment
Food & Beverage	Printing & Copying
Sound Systems	Signage
Survivor Gifts	



# Thank You

## to our 2010 Sponsors

Clear Channel Radio-Fresno

MACY's

Saint Agnes Medical Center

Table Mountain Casino

KSEE 24

KOND Radio

FOODS CO.

Five Creative Group

Valley Metabolic Imaging

Pathology Associates

Marjorie Radin Breast Center

ReadGive

KRDA Radio

California Oncology of the Central Valley

UNIVISION 21 TV

KLLE Radio

Pelco by Schneider Electric

Fresno State

Delta Health Systems

Community Regional Medical Center

Valley Yellow Pages

Business Computers Plus

Summit Surgical

Kaiser Permanente

Cancer Care Associates

Sierra Society of Health-System Pharmacists



PMB 551, 5730 N. First Street, #105, Fresno, CA 93710 - E: [info@komencentralvalley.org](mailto:info@komencentralvalley.org)

For more information about the 2011 Komen Central Valley Race for the Cure, visit our web site at [www.komencentralvalley.org](http://www.komencentralvalley.org)

# Targeted ..... Marketing Packages

## Kids for the Cure®



\$1,500 (cash or in-kind\*) each

Limited to 4 sponsors

Target Market: Families with children ages 12 and under

- Sponsor may provide banner for Kids for the Cure® area
- Opportunity to provide a giveaway item to kids on-site during Race Day activities (approved by Race Committee)
- Company Logo on 500 Kids for the Cure® T-Shirts
- Name on Central Valley Affiliate Website
- Reserved Exhibit Space and Product Sampling at Race in Kids for the Cure® area (one table and two chairs provided by Affiliate)

\*In-kind donations subject to approval by Race Committee

## Teams

\$1,000 (cash) each

Limited to 4 sponsors

Target Market: 2010 included 180 teams comprised of 4,095 participants

- Name on Team Handbook and Central Valley Affiliate Website (for inclusion on Team Handbook, signed contract must be received by June 15, 2011)
- Logo placement at team table at packet pick-up and Race Day (provided by Affiliate)
- Opportunity to provide give away item in 200 Team Captain gift bags (approved by Race Committee)



## Survivor



\$2,000 (cash or in-kind\*)

Limited to 4 sponsors

Target Market: 550 plus breast cancer survivors

- Logo on tote bag given to breast cancer survivors (Signed contract must be received by June 15, 2011)
- Opportunity to provide give away item in 550 survivor gift bags (approved by Race Committee)
- Logo displayed at Survivor Tent (provided by Affiliate)
- Name on Central Valley Affiliate Website

\*In-kind donations subject to approval by Race Committee



*The Susan G. Komen for the Cure® Promise:*

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

COMPANY VISABILITY	2011 Sponsorship Levels					
	Affiliate \$25,000	Race \$15,000	Diamond \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000
Logo Placement along side Affiliate Race Logo on Step & Repeat Banner	•					
Representation at select 2011 Affiliate Events	•	•				
Listed as Sponsor in all Press Release submissions	•	•				
Right to use Race logo with Affiliate Approval	•	•				
Opportunity to speak at Race Day Ceremonies and/or Check Presentation	•	•				
30,000 Race Entry Forms -Cover	Logo	Logo				
30,000 Race Entry Forms - Sponsor Panel	Logo	Logo	Logo	Logo		
Banners Displayed at Race Site (Sponsors provide banners and grommets)	8	6	4			
500 Race Posters	Logo	Logo	Logo	Logo	Name	
7,000 Adult Race T-Shirts	Logo	Logo	Logo	Logo	Name	
Opportunity to have breast health awareness program presented to employees	•	•	•	•	•	
Complimentary online Race Entries**	15	15	10	6	2	
Komen Central Valley Website Recognition	•	•	•	•	•	
Official Distribution Site for Race Entry Forms	•	•	•	•	•	
<b>RACE DAY RECOGNITION</b>						
7,000 Race Bibs	Logo	Logo				
7,000 Race Day Programs	Logo	Logo	Logo	Logo		
Logo on Race Day Sponsor Banner on Stage	Logo	Logo	Logo	Logo		
Public Address and Recognition throughout Race	•	•	•	•	•	
Insert Gift Item in 550 Survivor Gift Bags	•	•	•	•	•	
Insert Gift Item in 200 Team Captain Gift Bags	•	•	•	•	•	
Sponsorship Recognition Award	•	•	•	•	•	
Complimentary Race T-Shirts and V.I.P. Passes to Hospitality Tent	15	15	10	6	2	
Reserved Exhibit Space and Product Sampling at Race	20x20	20x20	10x10	10x10	Table	Table

\*\*The value of the entries will be deducted from total amount that is acknowledged.

**DEADLINE:** For inclusion on Race T-Shirts, Entry Forms and Posters, signed contract must be received by June 15, 2011.

## ADDITIONAL OPPORTUNITIES TO PARTICIPATE

### TEAMS

Teams consist of ten or more people who pre-register as one group for the Race. Teams may be comprised of families, friends, co-workers, church and civic groups, children, schools or any combination thereof. Team awards will be given in various categories. For more information, please e-mail [teamschair@sbcglobal.net](mailto:teamschair@sbcglobal.net).

### VOLUNTEERS

The Race is organized and managed by volunteers. Help is needed during the months before the Race and on Race weekend. Please visit the 'Get Involved' section of our website.

