

The 12th Annual Southern Arizona Susan G. Komen Race for the Cure



SOUTHERN ARIZONA

Sunday  
April 11

2010

SPONSOR OPPORTUNITIES



Impact. Make one.

# Our Promise. TO END BREAST CANCER FOREVER!

## About Susan G. Komen for the Cure

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 and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots 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, we have invested over \$1 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](http://www.komen.org).

## About the Southern Arizona Affiliate of Susan G. Komen for the Cure

The Southern Arizona Affiliate of Susan G. Komen for the Cure—along with those who generously support us with their talent, time and resources—is working to better the lives of those facing breast cancer in our community. We join more than 100,000 breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Southern Arizona Race for the Cure, we have invested nearly 4 million in local breast health and breast cancer awareness projects in six southern Arizona counties we serve. Up to 75 percent of net proceeds generated by the Komen Southern Arizona Affiliate stay in the southern six counties of Arizona. The remaining income goes to the national Susan G. Komen for the Cure Grants Program for energizing science to find the cures.

The Komen Southern Arizona Race for the Cure is the largest participatory run/walk event in Southern Arizona.

## Highlights from the 2009 Race

- \$1.4 million raised
- Over 13,800 participants registered for the Race and more enjoyed the festivities at Reid Park on Race Day
- The largest road race event in Southern Arizona
- 1,206 breast cancer survivors registered
- 679 teams making up approximately 8,500 Race participants
- The “Best Charity Event (informal)” in Tucson Lifestyle
- Event located at the beautiful City of Tucson Reid Park
- Honorary Chair, Martha Vazquez, KVOA TV 4 News Anchor
- More than \$425,000 worth of print and broadcast media including newspapers, magazines, bus stops, billboards, radio, websites and television for the event
- 8 national level sponsors on hand to celebrate the Race



The Susan G. Komen  
for the Cure promise:  
to save lives and end  
breast cancer forever  
by empowering people,  
ensuring quality care  
for all and energizing  
science to find the cures.

## Komen SAZ History of Grants—10 YEARS OF SUCCESS

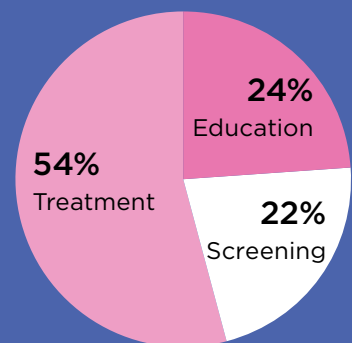
Since 1999, the Southern Arizona Affiliate of Susan G. Komen for the Cure has granted nearly 4 million to local agencies providing breast health and breast cancer screening, treatment and educational programs for our six Southern Arizona counties. Each year 75% of the net proceeds from our affiliate are granted back into the community. In the past 10 years, over 30 agencies have received funding to help in the fight to end breast cancer forever.

### Previous Grantees:

- Arizona Cancer Center / College of Public Health
- Arizona Department of Health Services
- Arizona Oncology Associates Foundation
- Arizona Orthopaedic Research Center
- Arizona Women's Cancer Network
- Benson Hospital
- Cancer Support Foundation of Southern Arizona
- Chiricahua Community Health Center, Inc.
- Copper Queen Hospital
- El Rio Community Health Center
- Foundation of Yuma Regional Medical
- Los Puentes, Inc.
- Mariposa Community Health Center
- Mt. Graham Community Hospital
- Northern Cochise Community Hospital
- Pima County Health Department
- St. Elizabeth's Health Center
- St. Elizabeth of Hungary Clinic
- Sunstone Cancer Support Centers
- Sunstone Cancer Support Foundation
- TMC Health Care - Breast Education
- TMC Health Care - Lymphedema Foundation
- Tohono O'odham Nation Department of Health & Human Services
- Tucson Medical Center Healthcare
- University Medical Center
- University of AZ Cancer Center
- Western Arizona Area Health Education Center, Inc.
- Wingspan
- YWCA of Tucson



### SERVICES PROVIDED BY GRANTS





### Why help us with our promise to end breast cancer forever?

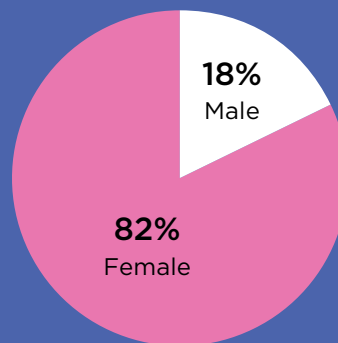
With over \$1 billion invested to date, Susan G. Komen for the Cure is the world's single largest source of non-profit funds dedicated to curing breast cancer at every stage - from the causes, to the cures, to the pain and anxiety of every moment in between.

### Benefits of Involvement

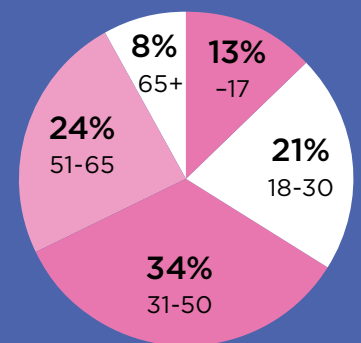
Based on your level of sponsorship, your company may:

- Receive high visibility three months prior to the event in the region and on Race day
- Reach an audience of more than 18,000 people on Race Day
- Show your community that you support women's health
- Test-market and showcase products
- Build employee morale and company pride
- Increase and retain customer loyalty
- Align yourself with one of the most recognized non-profit organizations and respected nonprofit organizations in the world
- Join in the world's largest and most successful education and fundraising event for breast cancer

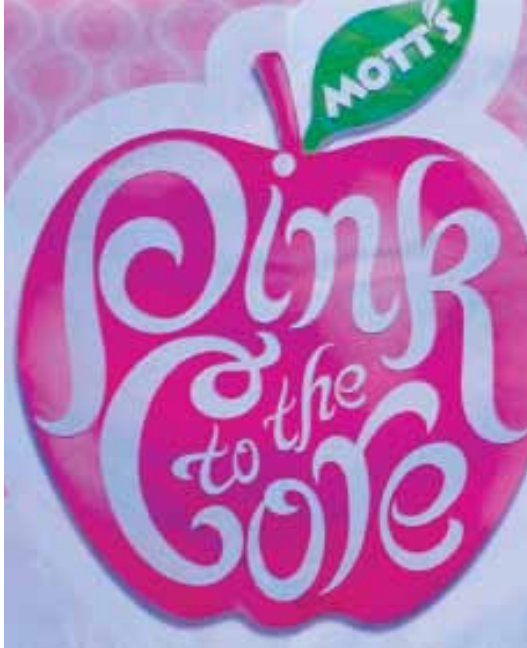
2009 RACE  
GENDER STATISTICS



2009 RACE  
AGE STATISTICS



 **Invest.** Funding the cures.



## CAUSE MARKETING STILL POWERFUL TO CONSUMERS IN THIS ECONOMY






















- 85% of Americans say they have a more positive image of a product or company when it supports a cause they care about (remains unchanged from 1993)
- 85% feel it is acceptable for companies to involve a cause in their marketing (compared to 66% in 1993)
- 79% say they would be likely to switch from one brand to another, when price and quality are about equal, if the other brand is associated with a good cause (compared to 66% in 1993)
- 38% percent have bought a product associated with a cause in the last 12 months (compared to 20% in 1993)

The 2008 Cone Cause Evolution Study also revealed that consumers continue to have high philanthropic expectations for companies struggling amid the current economic crisis. More than half (52 percent) of Americans feel companies should maintain their level of financial support of causes and nonprofit organizations. Another quarter (26 percent) expects companies to give even more.

### You can help in three ways:

1. **Become a Corporate Sponsor!** Find the level or package that fits your company the best and become a cash and/or in-kind sponsor.
2. **Create a Corporate Team!** A great way to provide a healthy corporate activity is to create a team to participate in the Race which builds morale and boosts a sense of belonging to the organization.
3. **Volunteer!** It takes over 700 volunteers to create this successful event. Corporate volunteer groups are the best!



This sponsorship packet for the 2010 Komen Southern Arizona Race for the Cure is based upon 2009 numbers and benefits. Some benefits may change depending on the media negotiations. However, most benefits will remain as they are outlined. This information will assist you with determining your level of sponsorship for the 2010 Race.

<b>Corporate Sponsorship Levels and Benefits</b> 2010 Rate	Local Presenting	Media Presenting	GOLD
	\$35,000	\$35,000	\$20,000
<b>Pre-Race Benefits</b>			
Media Interviews regarding Race			
Official Program Ad – Priority Placement	1/4 pg	combo 1/4 pg	
Advertising/print.radio,TV,outdoor	logo	logo	logo-print
15,000 Race Bibs (by 12/01/09)	logo	logo	logo
15,000 t-shirts (by 12/01/09)	logo	logo	logo
Race Posters (english and spanish)	logo	logo	logo
Official Entry Form/Card Pick-Up Site			
Logo in 65,000 entry forms/save date cards (by 12/01/09)	front cover	inside	inside
Save The Date email blast (by 11/15/09)	logo	logo	logo
Company website linked to Race page	logo	logo	logo
Official Year Long Race Sponsor Decals			
<b>Sponsor / Grantee Recognition Event</b>			
Invitation	logo	logo	logo
Digital presentation	logo	logo	logo
Reserved Seating	10	10	7
<b>Race Day Benefits</b>			
Company representative presentation at Survivor Ceremony			
Decals on water trucks at finish line	logo		
Decal on Course Sweep Van	logo		
Cheer Station at miler marker	logo		
Customized announcements: 4 @ start & 4 @ stage	8	2 - combo	
Option to display a free-standing promotional item			
Optional product giveaway to Survivors (1,200)			
PA announcements throughout Race			
Expo Tent Space Race Day (tables & chairs provided)	20'x20'	20'x20'	10'x20'
Priority Banner Display			
At Pre Registration/Package Pick-Up			
Start & Finish Line			
Race Course	1	1	2
Main Stage/Survivor Ceremony	logo & banner	logo	logo
Mid-Point Water Station	logo		
Race Day Sponsor Sign	logo	logo	logo
Complimentary Race Entries & T-Shirts	20	15	12
VIP/Sponsor Tent Tickets	20	15	10
VIP/Sponsor Parking Passes	4	2	2

SILVER	BRONZE	COPPER	EXPO	Friends of Komen	Food & Beverage (In-kind only)
\$12,500	\$7,500	\$5,000	\$950	In-Kind or Cash	\$5,000 or less

logo					
logo					
					
inside	inside				
logo	name	name			
name	name	name	name	name	name
					

logo	name	name	name	name	name
logo	name	name	name	name	name
5	3	2	1		1

					
10'x10'	10'x10'	10'x10'	10'x10'		8'x8' booth
					
2	1				
logo	logo	logo	name	name	name
logo	logo				logo
7	5	2			2
5	3	2	2		2
2	2	2	2		2

# TARGETED PACKAGES

This is a great option to really focus on a specific aspect of the Race and help offset the cost of operations. A detailed listing of sponsor benefits for packages will be sent upon request for a specific package. Generally, packages follow similar benefits to those listed in the Corporate Sponsorship levels on pages 5 and 6.

## **Pink Café Survivor Activities (1) \$12,500**

Survivors are the highlight of our Race. The Pink Café is our on-site hospitality area, called “Survivor Hill”, serving a light breakfast to Race survivors and a guest. Add your company logo to the survivor activities and bags distributed at the café.

## **Kids for the Cure (1) \$12,000**

Families with children are a big part of the Race. Children are co-survivors, as well as adults, and make up a great part of our Race family participation. Sending an education message to children at our Kids for the Cure area on Race Day as well as sponsoring educational essays and programs make this a great opportunity to focus on kids!

## **I am the Cure / Course Entertainment (2) \$7,500**

Let’s make the Race course fun and lively with great entertainment along the 5K course! Signs with your sponsorship logo will be at each entertainment spot throughout the course.

## **Teaming Up for the Cure (1) \$7,500**

Teams make up over 60% of the Race participants! Show your support and get your company name out to thousands of team members. From the Team Kick Off event in January, through Race Day Team photos, this is a great way to reach the enthusiastic teams!

## **Parking & Shuttle (1) \$5,000**

A majority of the participants arrive for the Race at the El Con Mall and shuttle to the start line and Expo at Reid Park. Your logo will appear on parking signs, shuttle stops, entrance to Hi Corbett Field, El Con Mall and on the Race course.

## **Maximize Your Sponsorship Experience**

- Start a Matching Gift Program for employees
- Institute an In-Store/Cash Register Donation Program
- Pay all or a portion of employees Race entry fee
- Encourage employees to join the Race Training Program in order to get ready for the Race
- Tag your advertising in March and April with the Race date and Komen SAZ website
- Provide a design contest for a corporate team T-Shirt to promote creativity and boost morale with employees
- Encourage employees to volunteer for the Race or at our local affiliate office
- Purchase additional advertising to highlight your sponsorship
- Underwrite a billboard to support your corporate Team
- Set a company goal to raise contributions from all employees

### EXPO Tent Sponsor (1) \$5,000

The Race Expo is one of the highlights of the day. National and Local Sponsors and Grantees provide promotional give away products and information. Your company promotion will be added to the Expo grounds.

### Pink Loves Green (1) \$5,000

Help minimize the impact of our Race on the environment by encouraging on line registration, the use of public transportation and a robust recycling program on Race Day. Your company logo on all recycling containers on Race Day and logo on registration website.

### Entertainment Sponsor (2) \$5,000

The main stage is the hub of activity throughout the Race with sounds of local bands and entertainers keeping the spirits high. The Race activities end with a tribute to the breast cancer survivors. Your logo will appear on stage signs.

### Sleep In for the Cure (1) \$5,000

For folks that just can't seem to get up in the morning for the Race or want to support the Race from an outlying area, this is a virtual way to participate in the Race. Sponsors help send the t-shirt and special bib along with a surprise gift to all participants.

### Race Training Series (1) \$3,000

Help get non-runners/walkers and experienced runners ready for the Race with the sponsorship of the six week Race Training Series prior to the Race. Your company logo will appear on all Race Training materials and in email blasts to all participants.

### Water Station Sponsor (1) \$3,000

Our one water stop at the half way mark is a fun place to cheer on the participants and assist with making sure they are hydrated. Your company banners will insure each and every person in the 5K event will see you!



## In-Kind Support

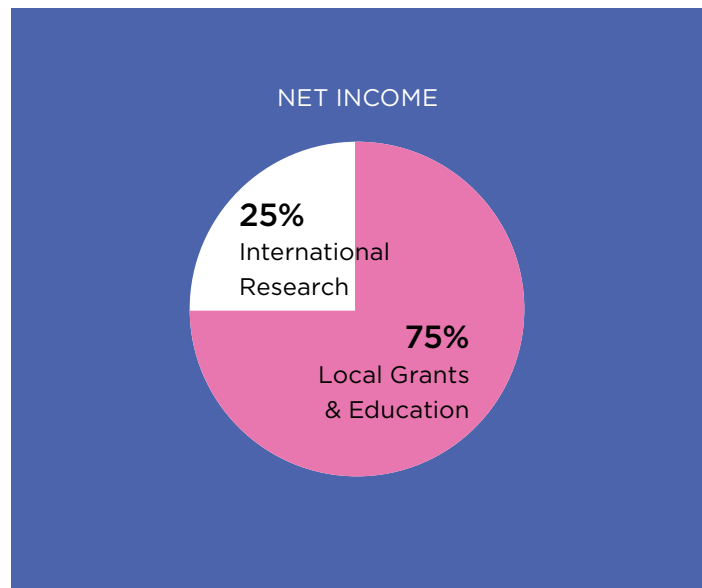
In-Kind support is necessary to ensure the success of the Race. Our goal is to reduce the cost of operations in order to increase the funding we provide to the community. Only those in-kind donations that offset budgeted program expenses will be recognized for sponsorship purposes. All in-kind contributions must first be approved by the Race Committee and valued at half fair market value, unless negotiated with the affiliate in advance.

## In-Kind Sponsorship Opportunities

- Billboards
- Advertising & Promotional Opportunities
- Balloons for Race Day
- Banners
- Barricades
- Bottled water
- Flower Arrangements and Decorations
- Electric/Golf Carts
- Printing Services
- Radios/Wireless communication devices
- Shipping and mailing services
- Food and beverages for survivors and volunteers
- Tables and chairs
- Tents
- Trophies, plaques, awards and medals
- Technical Support
- Signage
- Portable Restrooms
- Prizes and/or gifts for top fundraisers, teams and survivors
- Entertainment for Race Day (musicians, dance, variety)
- Generators
- Ice
- Sound System

## Food and Beverage (10 packages) under \$5,000 (in-kind only)

When the Race is over, all participants end at the Food & Beverage area, where samples of healthy food and beverages are served. Reach a test-market over 18,000 attendees. About 5,000 to 6,000 samples are required. Display booths provided with electricity if needed.



## Thank you to our 2009 Sponsors

### LOCAL PRESENTING

Safeway  
Southern Arizona Ford Dealers  
UMC/Arizona Cancer Center

### MEDIA PRESENTING

Ad Vision Outdoor  
Citadel Broadcasting  
Comcast  
Cox Communications  
KUDF-TV 14, Azteca America  
KVOA-TV 4  
Tucson Lifestyle  
Tucson Newspapers

### GOLD

Cancer Treatment Centers  
of America  
Dex  
Sun Tran

### Silver

Bank of Tucson  
Ventana Medical Systems

### Survivor Activities:

Tucson Medical Center

### Bronze

Clear Channel Outdoor

### Copper

AFNI  
Desert Diamond Casino  
Texas Instruments  
Western Refining

### EXPO TENT

Arizona Party Rental

### RACE TRAINING SERIES

The Running Shop

### WATER STATION

Carondelet Health Network

### Expo

American Laser Centers  
Arizona Oncology  
Discover Chiropractic  
Mary Kay Cosmetics  
-Heather Lowe  
Northwest Medical Center  
Radiology Limited (2 booths)  
Southwest PET/CT Institute  
University Physicians  
Healthcare  
University Physicians Health,  
Tucson Breast Center

SPIKE Beverage

Starbucks Coffee Company  
Sunflower Farmers Market

### Friends of Komen

Action Equipment  
& Scaffold Co., Inc.  
Bruce's Safes Unlimited  
Chick-fil-A  
Delivery Doctors  
Desert DJ's  
Desert Leaf  
Desert Rose Doves  
Northern Trust  
Regole Design  
Simply Bits  
Tuller Trophy

### Food & Beverage

Coca Cola - POWERade  
Creative Catering  
eegee's  
Royal Cup Coffee



## Sponsorship Information

All sponsorship brochures, information and benefits are listed on line for print versions. Please visit [www.komensaz.org/giving](http://www.komensaz.org/giving) to find Race Sponsorship Information. Contact Carol Cullivan, Development Director at (520) 319-0155.



 **Imagine** life without breast cancer.®

### Our Promise

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

Join us in the 2010 Southern Arizona Susan G. Komen Race for the Cure as a corporate partner in our promise to end breast cancer forever.



susan g.  
**komen**  
FOR THE **cure**  **SOUTHERN ARIZONA**

[Komensaz.org](http://Komensaz.org) 4574 E Broadway Blvd, Tucson, AZ 85711 520 319-0155