



2012
Pink Promise Brunch

Partnership
Opportunities

May 5, 2012
Overland Park Convention Center

Impact making a difference

where does the money go?

Helping Greater Kansas City Residents

\$917,000 awarded in 2010

75% of net income from the Greater Kansas City Affiliate of Susan G. Komen for the Cure® is dedicated to fighting breast cancer in the Greater Kansas City community. Since we began in 1995, Komen Greater Kansas City Affiliate has invested more than \$8 million in education, screening, and treatment programs in the area.

25% of the net funds raised are dedicated to the Susan G. Komen for the Cure Grants Program. The national program supports the most promising breast cancer research projects. Every significant advance in the fight against breast cancer has been touched by a Komen grant.



2010 Mobile Mammography Program Grant Recipients

Saint Luke's Cancer Institute – Mobile Mammography Program \$218,175
The Mobile Mammography Program provides screenings for 1,500 under/uninsured women who meet program requirements at local community outings.

Susan G. Komen for the Cure Greater Kansas City funded \$25,200 in grants for mobile mammogram outings at the following locations:

- Black Health Care Coalition – 11 visits
- Cabot Westside Clinic – 8 visits
- Coalition of Hispanic Women Against Cancer – 7 visits
- Kansas City Baptist Temple – 3 visits
- Kansas City Free Health Clinic – 6 visits
- Lesbian Cancer Project – 1 visit
- Saint Luke's Northland Hospital – 5 visits
- Sheffield Family Life Center – 1 visit

2010 grantees

Black Health Care Coalition – Beauty Shop Talk Program \$15,404
The Black Health Care Coalition is engaging beautification and nail technicians to educate African American women on breast health and the breast self-awareness message.

Cancer Action, Inc. – Breast Cancer Patient Services \$75,000
Cancer Action is providing assistance to survivors such as: prescription assistance, transportation to treatment, breast prosthesis, wigs, and support groups for breast cancer survivors.

Coalition of Hispanics Women Against Cancer – Lay Health Educators Addressing Breast Health Disparities Program \$46,976
The Coalition of Hispanic Women Against Cancer is educating community leaders to provide breast health outreach the under- and uninsured in the Latino community.

Kansas Department of Health and Environment – Early Detection Works Program \$34,346
Funding from Komen Kansas City will fund breast cancer screenings for uninsured women 40-49 in northeastern Kansas.

Northland Health Care Access – Northland CARE/Metro CARE Breast Care for the Uninsured Program \$30,704
By recruiting providers to provide charity care, this program links uninsured women to free breast screenings and care.

Saint Luke's Cancer Institute – Mobile Clerical Support \$38,413
This grant is funding a full-time clerical position for the Mobile Mammography program.

Samuel U. Rodgers Health Center – Breast Cancer Prevention Program for Women \$51,311
The Breast Cancer Prevention Program provides outreach, educational awareness, mammography screenings, and clinical breast exams for women.

Social Welfare Board – Breast Cancer Prevention: Friend to Friend Style \$120,414
The Breast Cancer Prevention Program provides education, breast exams and mammograms, for uninsured women.

Swope Health Services – Mammograms \$86,101
Swope Health Services is providing mammogram, clinical breast exams, and ultrasounds for under- and uninsured women.

Truman Medical Centers – Patient Navigator Program \$52,676
The Patient Navigator Program guides breast cancer patients from diagnosis through surgery, radiation, chemotherapy, and recovery.

Unified Government Public Health Department of Wyandotte County – Screening Mammography Services \$61,166
This grant will provide access to preventative screening mammograms and breast health education for women.

YWCA of Greater Kansas City – Health Bridge/Healthy Relationships \$22,522
The YWCA of Greater Kansas City will work with local schools to educate female students about breast self-awareness.

YWCA of St. Joseph – Encore Plus \$38,517
Through community outreach events, Encore Plus will educate women in the Buchanan County area about breast self-awareness.

Why Partner with Susan G. Komen for the Cure?

Partnering with a non-profit is a business strategy that integrates a social issue into brand equity and organizational identity to gain significant bottom-line and community impacts.

- ❖ **Recruiting & Retaining Talent** - 79% of “Millennials” want to work for a company that cares about how it impacts the community
- ❖ **Corporate Reputation** - 90% of consumers consider switching to another company if they find out about negative corporate citizenship practices
- ❖ **Power of Partnerships** - Through a co-branded relationship, customer acquisition costs could be 15% less than they would be through other means
- ❖ **Brand Switching** – 84% of Americans are likely to switch from one brand to another brand that is about the same price and quality if the other brand is associated with a good cause.

You will get to partner/associate with the one of the nation’s leading health organizations.

- ❖ Consumers have a favorable reaction to the Susan G. Komen logo
- ❖ Brand Awareness of the Susan G. Komen name

Reach and enhance brand reputation within key target audiences.

- ❖ Women (primarily, ages 25-54; secondarily, ages 55-64), including current and new customers and/or employees
- ❖ Healthcare community, including hospitals, physicians, nurses
- ❖ Other local businesses, including current and potential customers/partners

Pink Promise Brunch

Action Alley Sponsor - \$15,000

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New in 2012 – “Action Alley” -- following our theme of Less Talk. More Action. Brunch attendees will have the opportunity be a pro-active partner in their own health. Action Alley will include everything from health screenings to breast cancer risk assessments to healthy life style opportunities – plus many more.

Action Alley Sponsor *Benefits & Recognition:*

- ❖ Your Company will be recognized as the Action Alley Sponsor in all Pink Promise Brunch Materials.
- ❖ Recognition as Action Alley Sponsor in all press releases and media outlets. Including the KC Magazine Breast Cancer Supplement in August of 2012. This insert is distributed to over 80,000 KC Magazine Subscribers and Susan G. Komen distributes 10,000 copies. Your name will be featured on the Pink Promise Brunch Section of the insert.
- ❖ Logo on Brunch Electronic Invitation that will go to approximately 25,000 emails (these emails and reminders will be sent approximately 3-5 times from February – May)
- ❖ Name with link to company website listed on Pink Promise Brunch page of www.komenkansascity.org averages 65,000 unique users per month. (This is the online registration site for the Brunch)
- ❖ Logo with link in the April eNewsletter – list approximately 25,000.

Pink Promise Brunch Benefits

- ❖ Twenty (20) reserved guest seats in priority location in Ballroom for bunch
- ❖ Name and Logo on Signage at front of “Action Alley”
- ❖ Opportunity to host a prominent table display or booth in “Action Alley”
- ❖ Logo and recognition as Action Alley Sponsor on approximately 1700 programs distributed to guests at the Brunch
- ❖ Placement of coupon, items and other product in event goody bags.
- ❖ **Full** page Acknowledgement in the event program and Presenting Sponsor listing in the event program.
- ❖ Representation of sponsor on the Susan G. Komen Survivor Luncheon planning committee – if desired

Legacy Event Benefits

This exclusive VIP event is in honor and recognition of our 2012 Legacy Promise Honoree.

- ❖ 10 Tickets to the VIP Legacy Event
- ❖ Recognition as Action Alley Brunch Sponsor

Pink Promise Brunch

VIP Event - \$10,000

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Overland Park Convention Center

Pink Promise Brunch Benefits

- ❖ Ten (10) reserved guest seats in priority location in Ballroom for bunch
- ❖ Name and Logo on Signage at front of "Action Alley"
- ❖ Opportunity to host a prominent table display or booth in "Action Alley"
- ❖ Logo and recognition as VIP Sponsor on approximately 1700 programs distributed to guests at the Brunch
- ❖ Placement of coupon, items and other product in event goody bags.
- ❖ **Full** page Acknowledgement in the event program and VIP Event Sponsor listing in the event program.
- ❖ Representation of sponsor on the Susan G. Komen Survivor Luncheon planning committee – if desired

Legacy Event Benefits

This exclusive VIP event is in honor and recognition of our 2012 Legacy Promise Honoree.

- ❖ 10 Tickets to the Exclusive Legacy Event
- ❖ Recognition as VIP Event Sponsor
- ❖ Opportunity to host VIP EVENT at venue and location of your choice

Pink Promise Brunch

Pink Passion Moment - \$10,000

Your Company will be presented as the matching sponsor for dollars raised during the Pink Passion Moment.

- ❖ Your Company Name and Logo will be recognized as the Pink Passion Moment Sponsor on event materials and throughout the event. This includes: emcee recognition during the event, brunch power point presentation, Thank You Tribute in the 2012 Brunch Program (please see attached sample.)
- ❖ Your Company Name & Logo listed in the May e-newsletter "Thank You" – circulation approximately 23,000
- ❖ Priority Seating for 10 guests at the Luncheon & 10 Tickets to the Legacy VIP Event.
- ❖ Opportunity to host a prominent table display or booth in "Action Alley" – the Health & Partner Expo at the Brunch.
- ❖ Placement of coupon, items and other product in event goody bags.
- ❖ **Full** page Acknowledgement in the event program
- ❖ Representation of sponsor on the Susan G. Komen Pink Promise Brunch planning committee – if desired

Legacy Event Benefits

This exclusive VIP event is in honor and recognition of our 2012 Legacy Promise Honoree.

- ❖ 10 Tickets to the Exclusive Legacy Event
- ❖ Recognition as Passion Moment Sponsor

Pink Promise Brunch

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We would like to invite you to champion the issue of women's health and show your support for breast cancer survivors in the Kansas City Metro, by joining Susan G Komen for the Cure Greater Kansas City Affiliate at the 2011 Breast Cancer Survivor Luncheon.

The celebration luncheon features "retail therapy" shopping from a variety of vendors, a partner expo, prize drawings, and the sharing of powerful stories.

Action Sponsor \$5,000

Event Benefits & Recognition:

- ❖ Company Name and Logo listed in the May e-newsletter – circulation approximately 23,000
- ❖ One table display or activity booth at the event Health & Partner Expo, Action Alley. Located in a prominent location.
- ❖ This booth could be utilized however your Company- but the general idea is to have it action oriented in some way.
- ❖ Logo inclusion in Action Alley Card in Event Invitation (must be a confirmed sponsor by February 1, 2012) – mailed to approximately 5000.
- ❖ Priority Seating for 10 guests at the Luncheon
- ❖ Table Signage with your name or company name.
- ❖ 10 Tickets to the Exclusive Legacy Event
- ❖ **Half** page Acknowledgement in the event program and Action Sponsor listing in the event program.
- ❖ Placement of coupon, items and other product in event goody bags.

Pink Promise Brunch

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Caring Sponsor \$2,500

Benefits & Recognition:

- ❖ Company Name and Logo listed in the May e-newsletter – circulation approximately 23,000
- ❖ One table display or activity booth at the event Health & Partner Expo, Action Alley.
- ❖ Name inclusion in Action Alley Card in Event Invitation (must be a confirmed sponsor by February 1, 2012) – mailed to approximately 5000.
- ❖ Priority Seating for 10 guests at the Luncheon
- ❖ Table Signage with your name or company name.
- ❖ 10 Tickets to the Exclusive Legacy Event
- ❖ **Quarter** page Acknowledgement in the event program and Action Sponsor listing in the event program.
- ❖ Placement of coupon, items and other product in event goody bags.

Table Sponsor \$1,000

Benefits & Recognition:

- ❖ Seating for 10 guests at the Luncheon
- ❖ Table Signage with your name or company name.
- ❖ 4 Tickets to the Exclusive Legacy Event
- ❖ **Table Sponsor** listing in the event program.

Partnership Opportunities

As a supporting organization of Susan G. Komen for the Cure, your company will be associated with a premier health organization, and will join the ranks of other outstanding local corporations who are helping to raise awareness and funds about breast cancer.

We look forward to the opportunity to partner with you!

For More Information or for a Sponsorship Commitment Form

Please Contact:
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