



IGNITE THE PASSION



2012 Susan G. Komen
Kansas City Race for the Cure

PARTNERSHIP OPPORTUNITIES

Sunday, August 12, 2012 Union Station



Presented by 

NATIONAL SERIES SPONSORS

Join the Fight and Make an Impact



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.

Will you stand up and support a promise made between two sisters more than 28 years ago and help find the cures for breast cancer?

General Benefits for All Sponsors

(exact return on investment dependent upon sponsor level)

- Association with one of the most renowned movements to fight breast cancer.
- Visibility in the community before the event and on Race Day
- Reach an audience of nearly 30,000 on one day
- Targeted audience for sampling and/or marketing for your product or service
- Exposure on the Komen Kansas City website
(average number of hits May-September 2010 was 74,298 per month)
- Build employee morale, company pride, and teamwork.
- Retain and increase customer loyalty
- Cross promotion and networking with other sponsors
- Association with the largest race event in Kansas City

THE RACE CAN'T START WITHOUT YOUR HELP



Ways to Be Involved

From cash and in-kind sponsorships to underwriting specific elements of the event, Susan G. Komen Race for the Cure® offers opportunities at a variety of levels to match your company's marketing goals and budget.

BROAD REACH: CORPORATE SPONSORSHIP PACKAGES

These packages starting at \$2500, allow you full participation in all aspects of the Race. As excited and public awareness build, depending upon your level of sponsorship, your name or logo may be on t-shirts, Race posters, our Website and registration form. On Race Day, you will reach an audience of nearly 30,000 people with your message, via on-site presence with signage and product sampling.

SELECT AUDIENCE: TARGETED MARKETING PACKAGES

Starting at \$500, these packages allow you to market your message toward a more specific audience – volunteers, teams, survivors, and the KC metro area. Your company may choose to underwrite a portion of the Race festivities, thereby gaining direct access to a select group of Race participants.

VISUAL SUPPORT: GET PINK!

For more than 25 years, the pink ribbon has symbolized the fight against breast cancer. Show your support for the Kansas City Race For the Cure by dressing your business or building with pink flags, banners, bows, and lights. Your effort will call attention to the issue of breast cancer.

COMPANY PARTICIPATION

Teams consist of 10 or more people who pre-register for the race. Team members will receive their Race T-shirts at Team Packet Pickup. Approximately 15,600 people registered as part of a team for the 2010 Race. Teams may be comprised of families, friends, and co-works. Team Captain Kits are available for download from the Race Web site.



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.

Specialty & Targeted Marketing Sponsorship Opportunities

\$25,000 Sponsorships

Teams for the Cure Sponsor

More than 65% of the 2011 Participants were on a team. Connect with local Corporate and Friends & Family Teams through our Team Outreach Efforts.

Benefits:

Includes all Gold Level Sponsor Benefits

Company Logo and hyperlink to Sponsor's website on Teams page of Affiliate Web Site

Logo featured in Teams area on Registration Forms

Signage at Team Captain Kick-off & Team Captain Packet Pick-up

Company Logo on Team Captain Toolkit

Company Logo on Team Captain Emails

Sponsor will have the opportunity to:

Host a Team Captain Kick-off or Training

Provide Food for the Team Captain Packet Pick-up

Opportunity to provide team's prizes and awards to top performing teams

Opportunity to distribute promotional items at Team Captain Packet Pick-up or Team Captain Kick-off



Registration Sponsor

Help encourage Race participants to both register for the race and raise extra dollars to support our mission

Benefits:

Includes all Gold Level Sponsor Benefits

Logo on Registration page with hyperlink to Sponsor's website.

Logo on Race Registration e-blasts.

Logo on signage at Individual Packet Pick-up

Race Day Signage at Registration

Sponsor will have the opportunity to:

Provide the location for 4 Individual Packet Pick-Ups around the KC Metro (approximately 10,000 people)

Opportunity to distribute promotional items to guests at Individual Packet Pick-up

Specialty & Targeted Marketing Sponsorship Opportunities

\$15,000 Sponsorships

Go Pink VIP Hospitality Sponsor

The Go Pink VIP Sponsor will serve as host for the invitation only – where key individuals relax, unwind, and take a break from the Race Crowd

Benefits:

Includes all Silver Sponsor Benefits

Race Day Hospitality Tent Banner

Company Logo on all VIP Hospitality Tent Emails prior to Race Day

Greet and Welcome VIP Guests

Sponsor will have the opportunity to provide:

- Food and/or Beverage in-kind donations (in addition to cash contribution)
- 10 Hospitality Tent Volunteers in Company T-shirts
- Branded Giveaway or Coupon to VIP Tent Attendees

Survivor Gallery***

The Survivor Gallery is a unique traveling photo exhibit of local breast cancer disease survivors who each have an emotionally compelling story to tell of courage, endurance, and the road to a healthier life. Through a series of intimate portraits, the Survivor Gallery photo exhibition will help inspire the public and educate women that these diseases affects women of all ages and races.

Benefits:

Includes all of Silver Sponsor Benefits

Logo on Survivor Gallery Display Photos

Survivor Gallery will be on display in various locations on the route and throughout the Expo Area

Picture & A Promise***

Picture and a Promise is a walk up digital photo area that can be placed virtually anywhere to visually capture one making a commitment to a healthier lifestyle or fight breast cancer. Three months later the sponsor, along with Susan G. Komen for the Cure Kansas City, will send the guests a picture of this card with a reminder of their commitment. Future touch points could be added with additional information provided in order to create long term engagement.

Benefits:

All Silver Level Sponsor Benefits

Logo on Picture Take-a-ways

Company Banner at Picture & a Promise Booth

Opportunity for future touch points with Race participants

*** For an additional partnership this Survivor Gallery and Picture & a Promise can be displayed and activated year round and at the Survivor Luncheon*****

Specialty & Targeted Marketing Sponsorship Opportunities

\$10,000 Sponsorships

Stage & Entertainment Sponsor

Display your support and logo for all to see as they watch the Survivor Parade and Main Stage Festivities on Race Day.

Benefits:

Includes all Bronze Sponsor Benefits
Company Logo and hyperlink on Entertainment Page on Website
Company Banner on Main Stage area

Kids for the Cure® Sponsor

Display your organization to thousands of participants and their families and our Kids for the Cure in Washington Park

Benefits:

Includes all Bronze Sponsor Benefits
Company Logo and hyperlink on Kids for the Cure area website
Company signage at Kids for the Cure
Company Logo on Kids for the Cure t-shirts (approximately 1000)

Sponsor will have the opportunity:

To be involved in the judging of t-shirt contest submissions
Host kids' activities at Kids for the Cure
Provide sampling or distribution to Kids for the Cure participants
Provide co-branded medals for Kids Race participants
Employee Volunteers in Kids for the Cure Area

Sleep in for the Cure®

Allow your reach to expand to all corners of the world in our special program designed for community members who are dedicated to ending breast cancer forever but unable to join on Race morning

Benefits:

Includes all Bronze Sponsor Benefits
Company Logo and hyperlink on Sleep in for the Cure area on website
Company Logo on all Sleep in for the Cure promotional materials
Company Logo on all Sleep in for the Cure e-blasts

Sponsor will have the opportunity to provide:

Promotional products to Sleep in for the Cure registrants

Specialty & Targeted Marketing Sponsorship Opportunities

\$10,000 Sponsorships

Start Line Sponsor

As close to 30,000 participants line up and thousands cheer them on, your company can be there to start the Race.

Benefits:

- Include All Bronze Sponsor Benefits
- Company Banner at Start Line
- Recognition as Start Line Sponsor

Finish Line Sponsor

Reach close to 30,000 Race participants as they experience the glory and emotion of crossing the Finish Line.

Benefits:

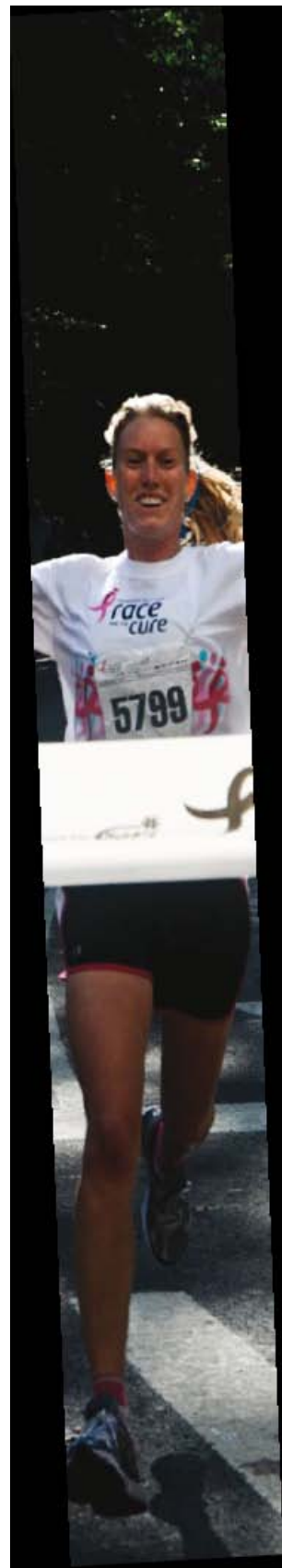
- Include All Bronze Sponsor Benefits
- Company Banner at Finish Line
- Opportunity to provide Finish Line Volunteers wearing company shirts
- Opportunity to provide Finish Line Gift to Race participants (provided by Company)

Work Out Sponsor

Help energize the nearly 30,000 Race participants by leading the pre-race warm-up routine from the Main Stage.

Benefits:

- Includes All Bronze Sponsor Benefits
- Company or Organization Representatives leading warm-up Routine from the stage
- Opportunity to engage with Race Participants prior to event through a training regimen and distribution of fitness tips



Specialty & Targeted Marketing Sponsorship Opportunities

\$5,000 Sponsorships

Expo Sponsor

Your company can champion and show your support for breast cancer by hosting a table in our health and partner Expo Area at the event. With nearly 30,000 participants – this is the ideal way to showcase your company, hand out samples, coupons, etc. or do a product demonstration.

Benefits:

Sponsor provided all Bronze Level Benefits

10x10 Tent in Health & Partner Expo Area

Opportunity to distribute product, samples, couponing, and advertisement

(please note all distribution items must be approved by SGK prior to race day)



Specialty & Targeted Marketing Sponsorship Opportunities

\$3000 Sponsorships

Water Station/Route/Band Sponsor (11 Opportunities)

Demonstrate your efforts to end breast cancer forever by adding to the excitement and enthusiasm of the Race Route. Cheer on Race participants and hand out the provided water. These stops along the route are fun and energizing with cheering volunteers and a local band play.

Benefits:

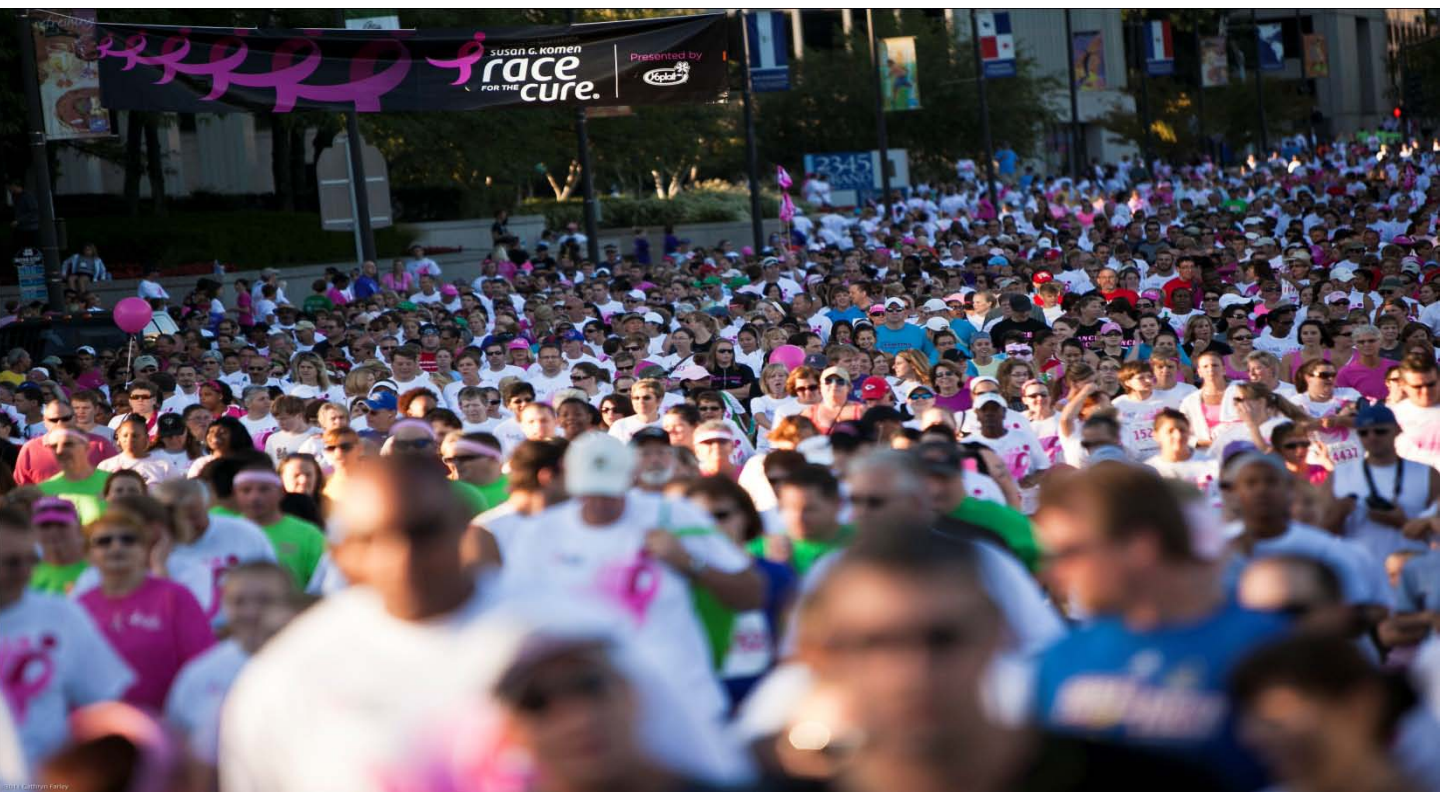
- Sponsor provided all Crystal Level Benefits
- Company Banner at each Band/Water Stop
- Opportunity to provide volunteers
- Opportunity to provide branded cups

\$500 Sponsorships

Design a Porta-Potty

Porta-potties may not be glamorous, but there is always a line and they are essential to Race Day

Your company will have the opportunity to decorate one with your organization name and logo.



In Kind Opportunities

Have a product or service that is essential to the success for the Susan G. Komen Race for the Cure®?

Our Goal is to underwrite Race expense through both cash and in-kind contributions. This ensures that more money can go into the fight against breast cancer. Despite mandatory increases in expense, the 2010 Race kept expenses to less than 12% of revenue. More than \$400,000 of good and services were donated to the Race to help off-set costs

Examples of in-kind Race Opportunities:

- Advertising
- Awards & Plaques
- Billboards
- Delivery Services
- Entertainment
- Food & Beverage
- Moving & Transportation Services
- Pledge and Team Prizes
- Porta Potties
- Postage & Mailing Services
- Printing, Production & Copying
- Safety Pins
- Security
- Signage
- Sound Systems
- Tents
- Walkie Talkies

Non-essential in-kind donations of products and services are categorized at half of the retail value for sponsorship purposes. All in-kind donations must be approved by Susan G. Komen for the Cure Greater Kansas City Affiliate

