

mpact. MAKE ONE.



Susan G. Komen Denton North Texas Race for the Cure®

Saturday, September 29, 2012

South Lakes Park — Denton, Texas

komentnorthtexas.org



Presented by 

NATIONAL SERIES SPONSORS



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The Facts About Breast Cancer

- Breast cancer is the top health concern among U.S. women.
- Today there are more than 2.6 million breast cancer survivors in the U.S.
- One in eight American women will be diagnosed with breast cancer in her lifetime.

Make Your Impact

Associate your leading business with a cause that is so important to North Texans, including your employees, customers, peers and neighbors.

Your support can not only get your brand noticed; it can also build employee morale and brand loyalty, while helping raise awareness and funds for life-saving breast cancer programs!



Because Everyone Deserves a Lifetime

United against breast cancer, bold participants take to the streets, educating the community and raising funds to fuel the best science and make the biggest impact in the fight against breast cancer. Racers celebrate breast cancer survivors, those we've lost and the people who love them. This event attracts people of all ages and fitness levels, from walkers to elite runners. Since starting in 1983, the Komen Race for the Cure® Series has grown from one Race with 800 people in Dallas to a global series of more than 140 Races with 1.6 million people making an impact on five continents.

In Denton, nearly 3,000 came out for first-ever Denton Race. This event funds breast health resources in Denton and surrounding counties. In Denton county alone, 20% of residents are uninsured and there is no county hospital. About 400 people are expected to be diagnosed with breast cancer this year in the county and roughly 15% of them are expected to die. It doesn't have to be this way.

Thanks to events like the Denton Race, we've funded scientific breakthroughs and provided access to care for people facing the disease locally and beyond, but the Race is far from over.

Won't you join us?

Thank you to our 2011 Local Sponsors

Local Presenting

Sally Beauty Holdings Inc.

Host

University of North Texas

Platinum

103.7 Lite FM
1270 AM Voz del Pueblo
Golden Triangle Mall of Denton
The Greensheet
La Jefa 99.1
NBC5
OnMessage
Radio Disney AM 620
WBAP

Diamond

98.7 KLUV
City of Denton
Star Community Papers
WaveMaker Audio

Gold

CoServ
Denton Record-Chronicle
DFW Child
Living Magazine
PlainsCapital Bank
Solis Women's Health

Silver

CircleR Ranch
GEICO Corinth
Moncrief Cancer Institute
North Texas Kids
Texas Women's University

Bronze

Denton Regional Medical Center
HP
Hilton Garden Inn
Sparkletts
SuperPages
Texas Oncology

Promise

Best Western Denton
Chipotle
I-Dee Productions
Kroger

Hope

Bill Utter Ford
Cookies By Design
Denton County Transportation Authority
Denton Municipal Electric
Genuine GEMS of Greater Denton County
Premier Blueprinting
Women's Institution - My Hero My Angel My Doll



2012 Denton Sponsorship Opportunities	PLATINUM \$15,000	DIAMOND \$10,000	GOLD \$7,500	SILVER \$4,000	BRONZE \$3,000	PROMISE \$2,000	HOPE \$1,000
Company Official to Speak at Race Day Ceremonies	•						
Use of Komen Race for the Cure® Logo with Prior Affiliate Approval of Artwork	•	•					
Stage Area Signage on Race Day with Company Logo	•	•	•	•	•		
Sponsor Recognition Award	•	•	•	•	•	•	•
Sponsor Tent on Race Day	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	
Other Race Advertising (excluding posters)	Logo	Logo	Logo	Name	Name	Name	
4,000 Race T-shirts	Logo	Logo	Logo	Logo	Logo	Name	Name
Event Agenda	Logo	Logo	Logo	Logo	Logo	Name	Name
Corporate Banners Displayed on Race Course*	6	6	4	2	2	1	1
Complimentary Race Entries	20	15	10	8	6	4	2
PA Announcements Throughout Race	•	•	•	•	•	•	•
Intra/Internet Race Banner Ad for Use on Company's Website	•	•	•	•	•	•	•
Identification on Race for the Cure® Website	Logo	Logo	Logo	Logo	Logo	Name	Name
Breast Health Education Workshop for Employees	•	•	•	•	•	•	•

*Maximum banner size is 8' x 3'. Corporate Banners are provided by Sponsors and are displayed on the Race course only. Sponsors may bring a banner for their tent during set up. Additional incentives for multi-year sponsorships and sponsorship of both Denton and Plano events.

To be included in all printed material, your commitment must be received by June 19, 2012.

In-Kind Support

As the largest private funder of breast cancer research and community programs, Susan G. Komen for the Cure® maintains less than a 25% expense ratio. In-kind support through donations of products and services is vital to underwriting the cost of the Race. Items and services essential to Race production are valued at 100% of fair market value. Other items and services that enhance the Race are valued at 50% of fair market value. The value of in-kind contributions will be agreed upon between the Affiliate and the sponsor. In-kind contributions are recognized at varying levels based on sponsorship.

2012 Denton Targeted Marketing Packages

Kids for the Cure - \$7,500

Engage with our junior supporters! Kids for the Cure is for children 12 and under. It includes: 50-yard fun dash, activities and crafts. All registered kids age 1 to 12 years receive a specially designed Kids for the Cure shirt and Race bib.

- Logo on Kids for the Cure t-shirt
- Logo on Kids for the Cure Race bib
- Opportunity to provide banners (2) for Kids area and (2) for Race course
- Opportunity to dress volunteers at the Kids area in your company's t-shirts or caps
- Opportunity to give away pre-approved, kid-appropriate promotional items in the Kids area
- All benefits of Silver-level sponsorship

Mail Sponsor - \$7,500

Demonstrate your commitment to finding a cure by helping the Affiliate minimize mailing expenses associated with the Race.

- Logo on 4,000 Race packet envelopes
- Link to company website on the Affiliate's Race for the Cure section
- All benefits of Silver-level sponsorship

Survivor Garden Party Food Sponsor - \$7,000

Show your support for the courageous survivors who have battled breast cancer.

- Opportunity to host breakfast at the Survivor Area on Race day
- Opportunity to provide banner for Survivor Area Tent
- All benefits of Silver-level sponsorship

Registration Sponsor - \$5,000

Show 4,000 Race participants your support by sponsoring our Registration area both the week preceding the Race and on Race day.

- Opportunity to provide banner for on-site Registration Office as well as Registration Tents on Race day
- Opportunity to provide up to 20 volunteers wearing organization's shirt to assist with registration efforts on Race day
- All benefits of Bronze-level sponsorship

"Through education, access to screenings/diagnostic exams, and support, women experience earlier detection, expanded treatment options and lower mortality rates. Thanks to the funding we receive from the Komen North Texas Affiliate, we will be able to impact the lives of 240 both English and Spanish-speaking women living in Collin and Denton Counties."

- Susan Smithson, Chief Program Officer, YWCA of Metropolitan Dallas (Grantee)

Teams Sponsor - \$5,000

Promote the power of teamwork by sponsoring our cultivation of Race Teams to participate and fundraise.

- Logo on Team's page on Affiliate Race for the Cure website link with hyperlink to Sponsor's website
- Signage at Team Captain Trainings/Events
- Recognition in Team Captain Training Manual (distributed in hard copy and available on the Affiliate Race for the Cure website link)
- Recognition in Team Captain emails
- All benefits of Bronze-level sponsorship

Volunteer Sponsor - \$5,000

The Race for the Cure would not be possible without the endless hard work of our amazing volunteers. Show your gratitude and applaud their efforts by becoming the Volunteer Sponsor.

- Logo on Volunteer Page on Affiliate Race for the Cure website with hyperlink to Sponsor's website
- Opportunity to provide banner for Volunteer Tent on Race day
- Recognition in emails sent to volunteers
- Opportunity to provide food for volunteers on Race day
- Opportunity to host Volunteer Appreciation Party
- All benefits of Bronze-level sponsorship

Sleep in for the Cure - \$3,000

Reach your customers through our special program designed for our community members who are dedicated to ending breast cancer forever but are unable to easily access the Race site or will be out of town on Race day.

- Logo on special Sleep in for the Cure participant gift
- Logo on Sleep in for the Cure section on Affiliate Race for the Cure website with hyperlink to sponsor's website
- All benefits of Promise-level sponsorship

Work-Out Sponsor - \$2,500

Help energize the 4,000 Race participants by leading the warm-up routine on the Main Stage prior to the Race Start.

- Opportunity to lead warm-up routine
- Opportunity to wear organization's t-shirt for company recognition
- All benefits of Promise-level sponsorship

Babies for the Cure - \$2,000

Now even babies can support the cause. Get your brand on the specially designed bib for registered participants up to 12 months old.

- Logo on Babies for the Cure feeding bib
- All benefits of Hope-level sponsorship

Start Line Sponsor (Competitive or Casual) - \$2,000

As 4,000+ participants line up, your company's representative can be there to help start the Race.

- Opportunity for representative to start the competitive or casual Race
- Opportunity to provide banner for the starting platform
- Opportunity to provide banners for the starting line water tables
- All benefits of Hope-level sponsorship



5K Finish Line Sponsor - \$1,500

Reach 4,000+ Race participants as they experience the glory and emotion of passing the finish line.

- Opportunity to provide banner to hang at the 5K finish line
- Opportunity to provide volunteers at the finish line wearing organization's t-shirts for sponsor recognition
- All benefits of Hope-level sponsorship

Grantee Expo Sponsor - \$1,500

Associate your brand with the local Komen mission by underwriting our grantee exhibit area. Here, Race participants learn about the breast health resources we fund.

- Opportunity to provide banner to hang in the area
- Company logo on Grantee Passport
- Opportunity to provide gift for Grantee Passport drawing
- All benefits of a Hope-level sponsorship

Mile Marker Sponsorship - \$1,500 (limit two sponsors)

A great marketing opportunity to visually demonstrate your efforts to end breast cancer forever.

- Opportunity to provide banner at mile marker
- Opportunity to provide up to 10 volunteers at the mile marker wearing organization's t-shirts for sponsor recognition
- Logo on Race map posted on Affiliate Race for the Cure website and throughout the Race site on Race day
- All benefits of Hope-level sponsorship

Paper Sponsor - \$1,500

Demonstrate your commitment to finding a cure by helping the Affiliate minimize Race-associated paper expenses.

- Logo on items printed on paper provided by Sponsor
- Link to company website on the Affiliate Race for the Cure website
- All benefits of Hope-level sponsorship

1-Mile Finish Line Sponsor - \$750

Reach 4,000+ Race participants as they experience the glory and emotion of passing the finish line.

- Opportunity to provide banner to hang above the 1-Mile finish line
- Opportunity to provide volunteers at the finish line wearing organization's t-shirts for sponsor recognition

Small Business for the Cure - \$500

Businesses with fewer than 50 employees are invited to support Komen through this special sponsorship. Gain access to 4,000+ Race participants by providing marketing materials and/or give aways in our Small Business for the Cure Tent.

- One half of 8-foot table in Small Business for the Cure Tent
- Opportunity to hang signs, banners, displays in the Small Business Tent - limited to the 4-foot section
- Opportunity to provide 4,000+ Race participants with marketing materials and/or give aways
- Maximum of two representatives may attend table in the Small Business Tent
- Entire table may be purchased for \$1,000

Courtesy Patrol Sponsor - \$250

Race day involves not only a 5K and 1-mile run, but typically a significant amount of walking. Your sponsorship of our Courtesy Patrol will provide courtesy transportation for individuals in need of assistance coming from or going to the parking areas.

- Sponsor recognition prominently displayed on all eight-person Golf Carts
- Opportunity to have shuttle driver wear t-shirt or badge showing company name or logo (to be provided by Sponsor)
- On-demand Courtesy Shuttle pick up/drop off to one parking location for up to eight individuals twice during the Race day

Water Station Sponsors (3 tables each) - \$250

Add to the excitement of the Race experience with a presence on-course handing out cups of water to Race participants.

- Opportunity to provide banner for tables for company recognition
- Opportunity to wear organization's t-shirts for sponsor recognition
- Sponsor to staff water station with 20+ volunteers

"Tinkled Pink" Porta Potty Sponsorship - \$100

They may not be glamorous, but there is always a line! Porta potties are an essential part of our Race

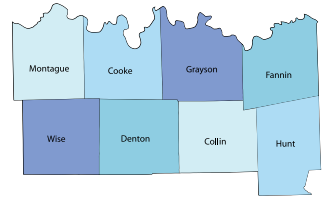
- Opportunity to decorate a porta potty with your company name and logo

About Susan G. Komen for the Cure® and the Komen North Texas Affiliate

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. The North Texas Affiliate of Komen for the Cure is working to better the lives of those facing breast cancer in the local community. Through events like the Race for the Cure, the Komen North Texas Affiliate has invested \$9 million in local breast health and breast cancer awareness projects in Collin, Cooke, Denton, Fannin, Grayson, Hunt, Montague and Wise counties. Of the funds Komen North Texas raises, 75 percent is invested in North Texas. The remaining 25 percent goes to the national Susan G. Komen for the Cure Grants Program to fund scientific research. For more information, call 972-378-4808, visit komennorthtexas.org or follow us on Facebook, Twitter or YouTube.

In addition to event participation and volunteer opportunities, companies can support Komen North Texas year-round by sponsoring:

- October 27, 2012, 4th Annual Ride for the Cure, a horse trail ride fundraiser in Decatur
- April 6, 2013, 9th Annual Survivor Fashion Show, Brunch and Grants Presentation in Frisco
- Third Party fundraising events
- Affiliate trainings and meetings



Email info@komennorthtexas.org for details.

The Race Can't Start Without Your Help

Please consider partnering with the North Texas Affiliate of Susan G. Komen for the Cure® and help us keep 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.

