

Komen North Texas Race for the Cure® 20 Years Strong.

Your  **involvement**
can make a difference.



About Us

Susan G. Komen fought breast cancer with her heart, body and soul. Throughout her diagnosis, treatments, and endless days in the hospital, she spent her time thinking of ways to make life better for other women battling breast cancer instead of worrying about her own situation. That concern for others continued even as Susan neared the end of her fight. Moved by Susan's compassion for others, and committed to making a difference, Nancy G. Brinker promised her sister that she would do everything in her power to end breast cancer forever.

Decades later, that promise has become the world's largest grassroots network of breast cancer survivors and activists. Susan G. Komen for the Cure® has invested more than \$1 billion in the fight to find a cure since its inception in 1982. Working together, we help to save lives, empower people, ensure quality care for all, and energize science to find the cures. Thanks to events like this year's 20th annual North Texas Race for the Cure®, and generous contributions from our partners, sponsors and fellow supporters, the Susan G. Komen Foundation has become the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.



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.

20th Anniversary of Komen North Texas Race for the Cure®



Komen North Texas

The North Texas Affiliate has served Collin, Denton and Grayson counties since 1991. As our race enters its 20th year, we are proud to have raised more than \$8,000,000. And in 2009, we granted \$800,000 to twelve organizations that provide breast health programs, timely continuity of care, and treatment services for the uninsured and underinsured women and men in our community.



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



June 12, 2010
komennorthtexas.org



Presented by 

NATIONAL SERIES SPONSORS





Invest
in a world without breast cancer.

Get Your Brand Noticed!

Associate your company's brand with one of the most recognized and respected causes in the world. Your sponsorship can make the vision a reality — a world without breast cancer. To get started, choose your sponsorship level and let us do the rest to get your brand noticed!

Helping Our Communities!

We're dedicated to making tomorrow breast cancer-free — and to meeting the real needs of survivors today. Seventy-five percent of the net funds raised by the North Texas Affiliate of Susan G. Komen for the Cure® fund breast health education, screening, and treatment for the women and men in Collin, Denton and Grayson counties. And 25% of the net funds raised support breast cancer research initiatives.

TO BE INCLUDED IN ALL PRINTED MATERIAL, YOUR COMMITMENT MUST BE RECEIVED BY FEBRUARY 26, 2010

2009 Sponsors

LOCAL PRESENTING
EDS

PLATINUM
CBS 11(HD)
Kroger
Star Community Papers
TXA 21(HD)
WBAP

SURVIVOR PROGRAMS
Alcatel-Lucent

DIAMOND
McDonald's
Medical Center of Plano
Plano Insider
Texas Health Presbyterian Hospital Plano
The Campus at Legacy
Tom Thumb
Watter's Creek

MILLENNIUM
94.1 Recuerdo
98.7 KLUV
103.7 Lite FM
1270 AM & 94.1 FM
JC Penney
La Madeleine
OnMessage
Univision 23

CRYSTAL
Accenture
Aloft
Baylor Regional Medical Center
Borden

City of Plano
EA Active
Embassy Suites Frisco Hotel, Convention Center and Spa
Plano Profile
Radio Disney
Texas Instruments
The Dallas Morning News
Wishbone Graphics

CELEBRATION
Aramark
Chick-fil-A
Collin County Business Press
CoServ
Dr Pepper Snapple
EDS Credit Union
Einstein Bros Bagels
Living Magazine
Marriott Legacy Town Center
North Texas Floral
PlainsCapital Bank
Rent-A-Center
Texas Health Presbyterian Hospital Allen
United Healthcare

FESTIVAL
Dallas Child
D'Pilates
EMC2
Frito-Lay
GEICO
Luke's Locker
Northside at Legacy
North Texas Kids
MomsOutLoud.com
Post Apartment Homes

Preston Park Village
Sprouts Farmers Markets
Wholly Guacamole

HOPE
Aegon Direct Marketing Services
Blue Bell Creameries
Capital One
Denton Record Chronicle
eleven21 Band
Frisco Style
New Balance DFW
Plano Florist
Presbyterian Plano Center for Diagnostics and Surgery
The Rudman Partnership
United Markets

2009 GRANTEES
Asian Breast Health Outreach Project
The Bridge Breast Network
Bridge of Blessings
Collin County Health Care Services
Denton County Health Department
Easter Seals North Texas
Family Health Care, Inc.
Grayson County Health Department
Texas Health Presbyterian Hospital Allen
Texas Health Presbyterian Hospital Plano
Texas Women's University
Texoma Health Foundation

Komen North Texas Race for the Cure® – 20 Years Strong.

2010 Sponsorship Opportunities	PLATINUM \$40,000	DIAMOND \$25,000	GOLD \$20,000	SILVER \$10,000	BRONZE \$7,500	PROMISE \$5,000	HOPE \$2,500
Company Official to Speak at Race Day Ceremonies	•						
Use of Komen Race for the Cure® Logo with Prior Affiliate Approval of Artwork	•	•					
Sponsor Recognition Award	•	•	•	•	•	•	•
Stage Area Signage on Race Day with Company Logo	•	•	•	•	•		
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	
13,000-15,000 Race T-shirts	Logo	Logo	Logo	Logo	Logo	Name	Name
Race Entry Forms	Logo	Logo	Logo	Logo	Logo	Name	Name
Corporate Banners Displayed at Race (8' x 3')	6	6	4	2	2	1	1
2,000 Race Posters	Logo	Logo	Logo	Logo	Name		
Complimentary Race Entries	20	15	10	8	6	4	2
Complimentary Tickets to Pre-Race Event	•	•	•	•	•	•	•
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
Official Site for Entry Form Pickup	•	•	•	•	•	•	•
Breast Health Education Workshop for Employees	•	•	•	•	•	•	•
Go Vision Video Board at Race	Logo	Logo	Logo	Logo	Name		

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.

OPPORTUNITIES FOR IN-KIND SUPPORT INCLUDE (but are not limited to):

- Advertising
- Awards & Plaques
- Barricades
- Billboards
- Food & Beverages
- Generators
- Meeting & Party Venues
- Port-a-let Services
- Postage & Shipping
- Promotional Items
- Printing
- Sounds System
- Tents/Tables/Chairs
- Walkie-Talkies

In addition or as an alternative to our traditional sponsorship opportunities, check out one of our Targeted Marketing packages at konnorthtexas.org/race.html.

*"I was one of the women who was offered a free mammogram ... I am just writing to say how much the generosity of others has impacted my life. Thanks."
-Doris (age 46)*



We Can't Do It Without You!

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.