

TOLEDO RACE



FINDLAY RACE



Presented by: **Bank of America**

NATIONAL SPONSORS



SPONSOR OPPORTUNITIES

SATURDAY, SEPTEMBER 24, 2016
4th Annual Susan G. Komen Northwest Ohio
Findlay Race for the Cure®

SUNDAY, SEPTEMBER 25, 2016
23rd Annual Susan G. Komen Northwest Ohio
Toledo Race for the Cure®

www.kommenwohio.org — 419-724-2873 or 1-877-604-2873
Serving Northwest Ohio and Monroe County, Michigan since 1994

Our Vision

A world 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.



THE POWER OF A PROMISE

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 between two sisters became Susan G. Komen®. Komen is the world's largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$2.6 billion invested to date. In the past 30 years, Susan G. Komen® has become a global leader in the fight against breast cancer, transforming how the world talks about and treats this disease. We have played a critical role in every major advancement in the fight against breast cancer—helping to turn millions of breast cancer patients into breast cancer survivors.

OUR LOCAL STORY

The Komen Northwest Ohio Race for the Cure started in Toledo, Ohio in 1994 bringing 600 people together and raising more than \$12,000 to save lives in the fight against breast cancer. Through the generous support of our community, the 2015 Findlay and Toledo Races welcomed more than 16,000 participants and raised \$1.1 million.

Our goal with both Races is to raise enough money to fund all strong and viable grant requests. Local grants support breast health and breast cancer education, screening, and survivorship for uninsured and underinsured women and men in our 24-county service area. For 2016, Susan G. Komen® Northwest Ohio received 14 grant requests from local nonprofit organizations seeking support for more than \$650,000.

BENEFITS OF GETTING INVOLVED

Based on your level of investment or sponsorship, you will:

- Reach a targeted market of more than 20,000 in Toledo and more than 5,000 in Findlay all in one day.
- Through print, radio, television, website, Facebook, Twitter, and eblast impressions, reach a general audience of more than 1 million people with regularity leading up to Race weekend.
- Test-market and showcase products.
- Retain and increase customer loyalty.
- Increase employee morale and company pride.

THE REACH



40,000 Subscribers



15,000 Race Participants



7,311 Facebook Fans



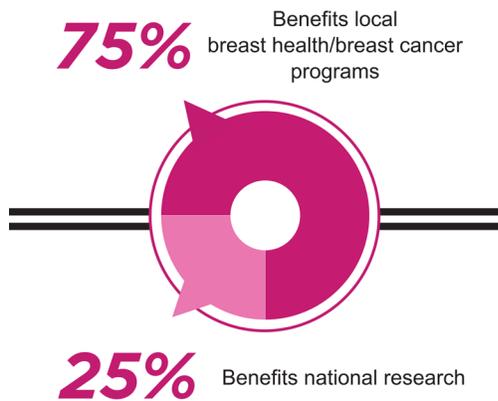
1,345 Twitter Followers



1,300 Breast Cancer Survivors

We live here. We Race here.
We give back here. We save lives here.

WHERE DO YOUR DOLLARS GO?

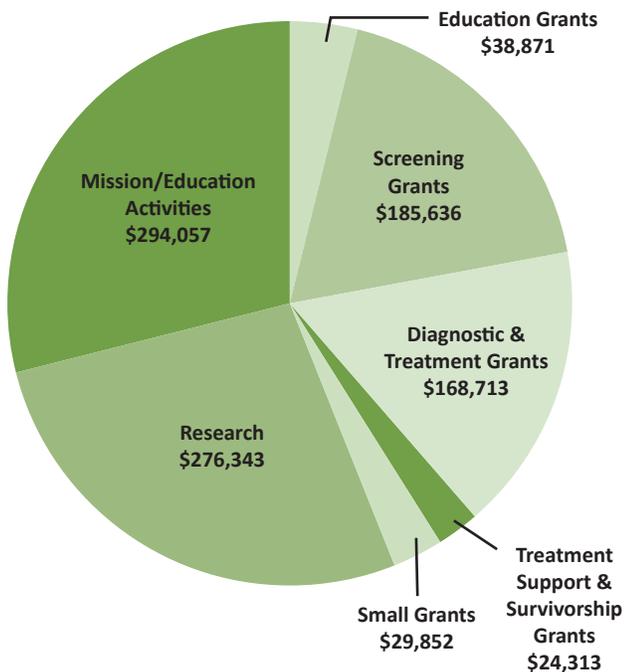


WHAT IS THE IMPACT

Thanks to community wide support, we have returned more than \$11 million to fund breast health and breast cancer programs and services in Northwest Ohio and Southeast Michigan in the last 15 years. Additionally, \$3 million has been directed to research to find the cures for breast cancer.

COMMUNITY IMPACT

FY 2014-2015



Kit Curran, Survivor

"The help provided by Komen has been interwoven in my story. From the screening mammogram I received, through my treatment and recovery, Komen has been there to support me the whole way. Because of Komen Northwest Ohio, there's life-saving help available for people in our communities. Without that help, I and countless others might not be here today. Thank you, Komen Northwest Ohio."

In-Kind Donations: A contribution of in-kind donations may be considered for sponsorship. For purposes of determining sponsorship levels, in-kind donations are valued at one half the retail value. No merchandise sales are allowed at the Race unless 100 percent of the proceeds are donated to the Susan G. Komen Northwest Ohio Race for the Cure®.



OUR 2015 SPONSORS

Toledo

PRESENTING



PLATINUM



PINK RIBBON



GOLD



SILVER



BRONZE

Advanced Roofing Services, Inc. • C & L Sanitation • Cleveland Clinic Cancer Centers • Dr. Beth White of Northwest Surgical Specialists, Inc. • HCR ManorCare • Imagination Station • Maumee OB/GYN Associates • ProMedica Monroe Regional Hospital • The Hospital Council of Northwest Ohio

Findlay

PRESENTING PINK RIBBON



SUPPORTING PINK RIBBON



PINK PEARL



PINK SAPPHIRE



PINK SPONSOR

Great Scot Community Markets • McNaughton-McKay Electric Company • Meijer • ProMedica Fostoria Hospital • Summit Salon Academy

Please Join Us Again In 2016!

Saturday, September 24, 2016
4th Annual Susan G. Komen
Northwest Ohio Findlay Race for the Cure®

Sunday, September 25, 2016
23rd Annual Susan G. Komen
Northwest Ohio Toledo Race for the Cure®

SUSAN G. KOMEN NORTHWEST OHIO - TOLEDO RACE FOR THE CURE®

POSITIVELY PINK SPECIALS: TARGETED RACE SPONSORSHIPS

Targeted Marketing packages offer unique opportunities for organizations to be involved with the Race. Starting at \$1,200, these packages allow you to market your message to a more specific audience. Targeted Marketing packages can be customized to fit your company's particular sponsorship needs; call us with your ideas and questions!

Survivor Tent \$12,500 (*tented area designed for Survivors on Race Day*)

Will receive all the benefits of a Gold Sponsor plus:

- Special recognition during Survivor Ceremony.
- Name on exterior of tent cobranded with your logo and Komen Northwest Ohio logo (2 banners included in sponsorship).
- Name and logo on all Survivor Tent communications.
- Opportunity to provide Survivor gift.
- Willingness to assist with costs associated with tent and snacks as agreed upon.

Electronic Billboards \$7,500

Will receive all the benefits of a Silver Sponsor plus:

- A total of four weeks of electronic billboards to run in four different locations simultaneously.
- Schedule and frequency to be mutually agreed upon.
- Billboards cobranded with your company logo and Komen Northwest Ohio Race for the Cure logo information.

Race Day Program \$6,000

Will receive all the benefits of a Silver Sponsor plus:

- Sponsor exclusivity with name and logo on Race Day Program which is included with Race Day packet materials.

Yard Signs for the Cure \$6,000

Will receive all the benefits of a Bronze Sponsor plus:

- Name and logo on 1,000 yard signs displayed throughout the Northwest Ohio area.
- Yard signs posted near starting line on Race Day.

Kids for the Cure® \$5,000 (*separate area to be agreed upon with activities for children on Race Day*)

Will receive all the benefits of a Bronze Sponsor plus:

- Name and logo on all Kids for the Cure® signage.
- Location-specific signage thanking your organization, designed and printed by Komen Northwest Ohio.

Mile Marker and Water Stop (*total of 2*) \$2,500

- Opportunity to staff water stops with your volunteers in self-branded shirts.
- Name in Race Day materials (20,000 printed).
- Tall, free-standing banner flag cobranded with your company logo and the Komen Northwest Ohio logo.

Street Corner Sponsors (*10 available*) \$1,200

- Opportunity to pick a corner along the Race Course and decorate/congregate as you choose.
- Tall, free-standing banner flag cobranded with your company logo and the Komen Northwest Ohio logo.
- Name in Race Day materials (20,000 printed).

Please ask about additional targeted sponsorship opportunities including:

- Registration Sponsor
- Sleep In for the Cure® Sponsor
- High School Team Challenge Sponsor
- Finish Line Sponsor
- Teams Sponsor

The possibilities are limitless! Please let us know if you have an idea or area of interest to reach your primary audience.

Our vision: A world without breast cancer.

Susan G. Komen Northwest Ohio - Toledo Race for the Cure® Sponsorship Levels & Marketing Opportunities

Sunday, September 25, 2016

Benefit	Presenting Sponsor \$50,000	Platinum Sponsor \$25,000	Pink Ribbon Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500
Company representative as official Race starter	•					
Logo on Race bib	•					
Use of Race logo on advertising materials	•					
Identification in Race Day media releases	•	•				
Company representative on Start Stage***	•	•				
Scrolling Logo on website	•	•				
Promotional Race Day mention and banner displayed on Race Day (provided by sponsor)	•	•	•			
Rights to use "Proud Sponsor of the 2016 NW Ohio Toledo RFTC"	•	•	•	•		
Logo on print advertisements	•	•	•	•	•	
Opportunity to provide product or coupon on Race Day**	•	•	•	•	•	
Table at Sponsor Expo/Advanced registration necessary	•	•	•	•	•	
Recognition on website Race sponsor page	•	•	•	•	•	•
Recognition in annual printed newsletter	•	•	•	•	•	•
Recognition in Race Day insert	•	•	•	•	•	•
Recognition in final thank you ad	•	•	•	•	•	•
Race Poster*	Logo	Logo	Logo	Logo	Logo	Name
Race t-shirts* (15,000)	Logo	Logo	Logo	Logo	Logo	Name
Race entry forms (25,000)	Logo	Logo	Logo	Logo	Logo	Name
Complimentary Race entries & t-shirts	40	20	12	8	6	4

Komen Friend Sponsor Opportunity at \$500 allows for inclusion in the Thank You ad and 2 registrations.

* Deadline for inclusion on t-shirt and posters - Friday, May 20, 2016.

**Race day product sampling/participation giveaways must be approved by Komen Northwest Ohio prior to Race Day.

***At least 60% of donation must be cash vs. in-kind to secure position on stage.

Questions? Contact Vanessa Stein at 419.724.2873, 1.877.604.CURE or vanessa@komennwohio.org
For information on the Komen Findlay Race for the Cure, Saturday, September 24, 2016, contact Vanessa Stein.