



SUSAN G. KOMEN
 PUGET SOUND RACE FOR THE CURE®
2012 SPONSORSHIP OPPORTUNITIES

Imagine a world without breast cancer



WHEN Sunday, June 3, 2012

WHERE Seattle Center

WHO Advocates in the breast cancer movement—survivors, friends, family and colleagues

WHAT The Susan G. Komen Race for the Cure® Series is the world's largest and most successful education and fundraising event for breast cancer ever created. The Race for the Cure raises significant funds and awareness for the breast cancer movement, celebrates breast cancer survivorship and honors those who have lost their battle with the disease.

The Komen Puget Sound Race is one of Seattle's largest cause-related walks, attracting more than 19,000 participants, volunteers and spectators annually and raising \$19 million dollars since inception in 1994.

WHY • One in eight women will be diagnosed with breast cancer in her lifetime.

- Every two minutes, an individual is diagnosed with breast cancer in the United States.
- Every 69 seconds a life is lost to breast cancer.
- The Puget Sound Race for the Cure® is one of Seattle's premier 5K events and draws coverage in traditional, online, outdoor and social media.

RACE FOR THE CURE® FUNDRAISING SUPPORTS OUR COMMUNITY

75% of net income funds local breast cancer education, screening and treatment support.

25% of net income funds global research.



Susan G. Komen® was rated by Charity Navigator as a top 4-Star Charity for the fifth consecutive year for our responsible stewardship of funds, a feat achieved by only five percent of charities nationwide.

Sponsorship Opportunities	Local Presenting	Pink Diamond	Media	Diamond	Sapphire	Emerald	Ruby	Pearl	Opal	Amethyst	Product Sampling
Commitment Level	\$100,000	\$50,000	\$50,000	\$30,000	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500
COMPANY VISIBILITY											
30,000 Race save-the-date cards and/or email communication	Logo	Graduated Logo									
15,000 Race T-shirts <i>(deadline for inclusion: Jan. 31, 2012)</i>	Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Name	Name	
80,000 Race brochures <i>(deadline for inclusion: Oct. 31, 2011)</i>	Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Name	Name	
2,000 Race posters <i>(deadline for inclusion: Oct. 31, 2011)</i>	Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Logo	Name	Name	
Right to use Race logo with Affiliate approval	●	●	●								
Logo in TV PSAs	All	Select									
Paid Radio spot rotation ¹	Name	Name									
Paid Magazine/newspaper ads ¹	Logo	Graduated Logo		Name							
Link to Sponsor Team webpage	●	●	●	●	●	●	●	●	●	●	
Recognition on Race website	Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Name	Graduated Name	Graduated Name	Graduated Name	Graduated Name	Graduated Name	
Recognition on Team Captain Toolkit ²	Logo	Graduated Logo	Graduated Logo	Graduated Logo	Graduated Name	Graduated Name	Graduated Name	Graduated Name	Graduated Name	Graduated Name	
Recognition in all Race press releases	Name	Name									
Recognition on select email communications	Audience: 40,000	Audience: 40,000	Audience: Registered Participants	Audience: Registered Participants	Audience: Registered Participants	Audience: Registered Participants	Audience: Registered Participants	Audience: Registered Participants	Audience: Registered Participants	Audience: Registered Participants	
Recognition as an Affiliate's Promise Partner	●	●	●	●							
Recognition in Affiliate's Annual Report and Sponsor Brochure	●	●	●	●	●	●	●	●	●	●	
RACE DAY RECOGNITION											
15,000 Race bibs	Logo	Graduated Logo									
Opportunity to display banner(s) ³	5	4	3	3	2	2	2	1	1	1	
Booth in Corporate Village ⁴	10'x20'	10'x20'	10'x20'	10'x20'	10'x10'	10'x10'	10'x10'	10'x10'	10'x10'	10'x10' (shared space)	8' table
Product distribution/sampling from booth ⁵	●	●	●	●	●	●	●	●	●	●	●
Roaming product distribution/sampling in Corporate Village ⁵	●	●	●	●							
Survivor and top fundraiser gift bag insert opportunity	●	●	●	●	●	●	●	●	●	●	
Banner on Main Stage	●	●									
Banner on Fisher Pavilion	●	●									
Opportunity for Sponsor Representative to signal start of the Race	●	●									
Opportunity for Sponsor Representative to ride in Official Pace Car	●	●									
Main Stage presentation by company representative	●										
Main Stage recognition on Race Day	●										
Company mention at Race start line	●	●	●	●							
COMPANY PARTICIPATION											
Industry exclusivity	●										
Employee volunteer opportunity	●	●	●	●	●	●	●	●	●	●	
Breast health education for company employees	●	●	●	●	●	●	●	●	●	●	
Commemorative framed Race Day photo	●	●	●	●	●	●	●	●	●	●	

¹ Pending media contracts. ² Downloadable documents. ³ Provided by sponsor. ⁴ Sponsor to provide branded tent or Affiliate can facilitate tent rental on Sponsor's behalf. ⁵ Required approval by Affiliate.

THANKS TO OUR 2011 LOCAL SPONSORS



LOCAL PRESENTING SPONSOR:

QFC

MEDIA SPONSORS:

Comcast
KING-5 Television
MOVIN' 92.5 FM
seattlepi.com
Warm 106.9 FM

RACE SPONSORS:

BECU
Chevron
Comcast
Five Hour Energy Drink
FUZE
ING
Kerrygold Cheese and Butter
KMPS
LifeCell
Microsoft
Nintendo
NUUN
Old Navy
Point to Point Transportation, Inc.
Proliance Surgeons
Safeco
Seattle Cancer Care Alliance
Swedish Cancer Institute
TalkingRain Beverage Co.
The Balanced Spine
The UPS Store
Town and Country Markets
UPS
Van Houtte Coffee
Virginia Mason Medical Center

2011 RACE FACTS & PARTICIPANTS

- 14,000 Race participants and volunteers
 - 900 breast cancer survivors
 - 5,000 additional spectators on Race Day (estimated)
 - 680 organized Race teams
 - \$1.8 million dollars raised
- GENDER:** 74% female
26% male
- AGE:** 15% ages 1-17
29% ages 18-34
39% ages 35-54
17% ages 55+

2011 RACE EXPOSURE & MEDIA IMPRESSIONS

TELEVISION

1,597 Race promotional spots
KING-5 TV, KONG-TV, Northwest Cable News and 37 Comcast stations throughout Western Washington

RADIO

749 promotional and traffic report spots
MOVIN' 92.5FM, WARM 106.9FM, KMPS 94.1FM, KOMOAM, JACK 96.5FM, THE MOUNTAIN 103.7FM, KPLZ 101.5FM, KJR 95.7FM, KBKS 106.1FM, KCMS SPIRIT 105.3FM

ONLINE

217,037 visits to www.komenpugetsound.org
3.7 million impressions on seattlepi.com (twice the national average click-through rate)

PRINT

1.8 million readers reached
The Seattle Times, Puget Sound Business Journal, Seattle Woman, plus 13 weekly community newspapers in King County

OUTDOOR

30 Race banners lined high traffic streets in downtown Seattle in May and June

SOCIAL MEDIA

409,047 posted views on Facebook
2,312 posted feedback on Facebook
33% increase in Facebook fans
4 million impressions through Facebook ads

CUSTOM SPONSOR PACKAGES

CONTACT

PUGET SOUND AFFILIATE OF SUSAN G. KOMEN®
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TEAMS SPONSOR \$30,000

- Company logo on 15,000 Race T-shirts
- Company logo on Team Captain Toolkit
- Company logo on teams page of Race website
- Company logo on top fundraising teams leader board
- Opportunity to display banner in top fundraising teams area ³
- Opportunity to provide exclusive access of product/service to team captains and members ⁵
- Recognition at Team Captain kick-off event
- Recognition and logo in all team communications, reaching 650+ teams—close to 10,000 people
- Opportunity to provide prizes and awards to top performing teams ⁵
- Opportunity to provide a branded team poster creation station
- Mention in Race Day starting line program, awards and announcements
- Booth in Corporate Village, if desired ⁴
- Employee volunteer opportunity

SURVIVOR CELEBRATION SPONSOR \$10,000

- Company name on 15,000 Race T-shirts
- Company logo on Race website
- Opportunity to display two banners in Survivor Celebration Tent ³
- Product sampling to 1,000 survivors and guests
- Opportunity to include company branded item in survivor gift bags
- Co-branded email campaign to survivors
- Booth in Corporate Village, if desired ⁴
- Prominent signage during the annual Survivor Parade
- Employee volunteer opportunity

EXCLUSIVE FINISH LINE SPONSOR \$10,000

- Company name on 15,000 Race T-shirts
- Company name on Race website
- Opportunity to display banner at finish line ³
- Finish line tape held by corporate representatives
- Race Day visibility to all registered Race participants
- Sampling/promotional table opportunity near finish line
- Mention in Race Day finish line program, awards and announcements
- Booth in Corporate Village, if desired ⁴
- Employee volunteer opportunity

EXCLUSIVE STARTING LINE SPONSOR \$10,000

- Company name on 15,000 Race T-shirts
- Company name on Race website
- Opportunity to display banner at starting line ³
- Signal blow horn start of the Race by company representatives
- Race Day visibility to all registered Race participants
- Sampling/promotional table opportunity near finish line
- Mention in Race Day finish line program, awards and announcements
- Booth in Corporate Village, if desired ⁴
- Employee volunteer opportunity

ENTERTAINMENT SPONSOR \$7,500

- Company name on Race website
- Opportunity to display banner at Main Stage ³
- Booth in Corporate Village, if desired ⁴
- Mention in Race Day finish line program, awards and announcements
- Visibility to registered Race participants and their friends and family
- Employee volunteer opportunity

PINK LOVES GREEN SPONSOR \$7,500

- Company name on Race website
- Signage opportunity at all garbage/recycling locations in Corporate Village
- Opportunity to display banner on Race Day ³
- Booth in Corporate Village, if desired ⁴
- Employee volunteer opportunity

VOLUNTEER SPONSOR \$7,500

- Company name on Race website
- Opportunity to display banner in Volunteer Check-In area ³
- Mention in all Race volunteer correspondence
- Booth in Corporate Village, if desired ⁴
- Employee volunteer opportunity

ELITE RUNNER SPONSOR \$5,000

- Company name on Race website
- Opportunity to display banner on Race Day ³
- Booth in Registration area for timing chip pick-up ⁴
- Visibility to all registered Race participants
- Mention in Race Day finish line program, awards and announcements
- Employee volunteer opportunity

KID'S SPONSOR \$5,000

- Company name on Race website
- Opportunity to display banner in Kid's for the Cure area ³
- Opportunity to provide co-branded medals to Kid's Race participants
- Booth in Corporate Village, if desired ⁴
- Employee volunteer opportunity

BAG CHECK SPONSOR \$3,000

- Company name on Race website
- Opportunity to display banner in bag check booth
- Booth in Corporate Village, if desired ⁴
- Employee volunteer opportunity

ENHANCEMENT PACKAGES*

"JUMBO" BOOTH PACKAGE*

\$1,000 package includes an additional 10x10 footprint added to your on-site space, two 8' tables and two additional chairs.

WRAPPED VEHICLE PACKAGE*

\$500 package includes placement of your wrapped vehicle in close proximity to your booth or in a highly visible place along the Race route.

*In addition to your sponsorship level commitment

CUSTOMIZE YOUR SPONSORSHIP

Have a product or service that is essential to the success of the Race for the Cure? Our goal is to underwrite Race expenses through both cash and in-kind donations. Pre-Race opportunities include billboards, advertising and printing/copying. Race Day opportunities include fundraising awards, signage, two-way radios, entertainment, technical support, food and beverage, staging, and photography.