

# POWER OF A PROMISE®

Annual fundraising luncheon and educational event.

**When?** ▶ October 28, 2010

**Who?** ▶ 450 business and community leaders

**Where?** ▶ The Westin Bellevue

**Recent Event Sponsors:** Evergreen Healthcare, Fred Meyer, Muckleshoot Indian Tribe, Overlake Hospital Medical Center, Puget Sound Energy, Safeco Insurance, Safeway, Wells Fargo



# POWER OF A PROMISE<sup>®</sup>

Sponsorship Opportunities and Benefits

<b>Sponsorship Opportunities and Benefits</b>	<b>Platinum Sponsor \$20,000</b>	<b>Gold Sponsor \$10,000</b>	<b>Silver Sponsor \$5,000</b>	<b>Bronze Sponsor \$3,000</b>	<b>Supporter \$1,500</b>
Industry exclusivity	•				
First right of refusal for following year's Platinum Sponsor	•				
Logo recognition in pre-event collateral*	All Materials	Select Materials			
Reserved guest table with priority location within ballroom	2 Tables for 10 guests	1 Table for 10 guests	1 Table for 10 guests	5 Seats	2 Seats
Reserved seating at head table with event special guests	2 seats				
Verbal recognition during event program	•				
Recognition in visual presentation during the event	Logo	Graduated Logo	Graduated Logo	Name	Name
Company advertisement in event print program to promote company business	1 Full Page				
Company advertisement in event print program to promote company's philanthropic work	1 Full Page	1/2 Page	1/4 Page		
Recognition in event print program	Logo	Graduated Logo	Graduated Logo	Name	Name
Company recognition on Komen Puget Sound Affiliate website	Logo	Graduated Logo	Graduated Logo	Name	
Recognition in Komen Puget Sound Affiliate newsletter — circulation 25,000	•	•	•	•	
Opportunity to share company materials at an exhibition table prior to and following the luncheon	•	•	•		
Opportunity to supply company promotional materials on guest tables**	•				
Opportunity to supply company promotional materials inside gift bags**	•	•	•		
Recognition as event sponsor in pre and post event media paid for by the Affiliate	Logo	Graduated Logo	Name		
Invitation and company recognition at Komen Puget Sound Affiliate Annual Meeting	•	•	•	•	•

\*As print timeline allows \*\*All company promotional items subject to approval

# POWER OF A PROMISE<sup>®</sup>

**2009 SUSAN G. KOMEN LUNCHEON RAISES \$180,000**

*Community members gather to make a powerful statement in the fight against breast cancer*

BELLEVUE, October 29, 2009- The Puget Sound Affiliate of Susan G. Komen for the Cure raised more than \$180,000 during the 7th Annual Power of a Promise Luncheon at the Westin Bellevue on Thursday, October 29, 2008. More than 350 members of the Eastside and Seattle community gathered to make a power statement in the fight against breast cancer.

The event was emceed by KING TV's Jean Enersen with keynote speaker Kelly Corrigan, breast cancer survivor and author of the best selling novel, *The Middle Place*.

Seventy-five percent of the funds raised by the Puget Sound Affiliate of Susan G. Komen for the Cure remain in the local community to fund educational outreach, screening and treatment programs for underserved women in our community. The remaining 25 percent supports the Komen Foundation Award and Research Grant Program, which funds groundbreaking breast cancer research, meritorious awards and educational and scientific programs around the world. For more information about the Puget Sound Affiliate of Susan G. Komen and events that support the non-profit, visit [www.komenpugetsound.org](http://www.komenpugetsound.org).



## 2009 EVENT SPONSORS

Presenting Sponsor:



With Support From:



Gold Sponsor:



Silver Sponsors:



Bronze Sponsors:

Seattle Seahawks & Seattle Sounders FC  
Swedish Cancer Institute  
Tere Foster & TereFosterRealty.com



[komenpugetsound.org](http://komenpugetsound.org) 112 Fifth Avenue North, Seattle, WA 98109



Lunch for the Cure®
October 14, 2010
Tacoma Convention and Trade Center

SPONSOR CONTRACT

Name of Company, Institution or Individual Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Tax I.D. or SSN#: \_\_\_\_\_

Please check the appropriate level of contribution to the Komen Puget Sound Lunch for the Cure®
\$20,000 Platinum Sponsor, (2) tables of 10 guests per table
\$10,000 Gold Sponsor, (1) table for 10 guests
\$5,000 Silver Sponsor, (1) table for 10 guests
\$3,000 Bronze Sponsor, (5) Seats at the Luncheon
\$1,500 Supporter, (2) Seats at the Luncheon

VALUE OF CONTRIBUTION:

1. Cash \$ \_\_\_\_\_

2. Gifts in-kind (Fair Market Estimated Value) \$ \_\_\_\_\_

3. Media, at fair market value \$ \_\_\_\_\_

Total Contribution \$ \_\_\_\_\_

Please attach a copy of appraisal if item value exceeds \$1,000

Please attach a description of item or service for tax and/or publicity purposes (Attach a photo, if applicable. Include size, color, model, dimensions, etc.)

TERMS AND CONDITION: This Contract is subject to the terms and conditions stated on the second page of this document. Contributor has read, understands and agrees to be bound by these terms as a condition of contribution.

DONOR: \_\_\_\_\_

Print name or Company exactly as it should appear in publications

\_\_\_\_\_
Print name of authorized signature and title, if applicable

Authorized Signature

Please make checks payable to Komen Puget Sound Affiliate

Payment Enclosed Partial Payment Enclosed.

Full Payment Due By: August 30, 2010

Donations are tax deductible to the full extent allowed by law. Fair Market Value of goods received is \$30 per person attending the luncheon. Susan G. Komen for the Cure is a non-profit organization with section 501(c)(3) status for tax purposes, and is governed by a Board of Directors. Tax ID: 91-1624040

LUNCH FOR THE CURE 2010 SPONSORSHIP AGREEMENT

This agreement ("Agreement") is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2010 ("Effective Date") between the Puget Sound Affiliate of the Susan G. Komen Breast Cancer Foundation, Inc. d/b/a Susan G. Komen for the Cure ("Affiliate") and \_\_\_\_\_ ("Sponsor") to set forth the terms and conditions upon which Sponsor agrees to be a local sponsor of the 2010 Komen Lunch for the Cure® ("Event").

1. General. The Event is conducted by the Affiliate on behalf of and pursuant to an agreement with the Susan G. Komen Breast Cancer Foundation d/b/a Susan G. Komen for the Cure ("Organization") ("Foundation") to promote and fulfill its mission to eradicate breast cancer as a life-threatening disease. The Affiliate is a non-profit organization exempt from federal tax pursuant to Internal Revenue Code section §501(c)(3), federal tax identification number 91-1624040.
2. Term. This Agreement will begin on the Effective Date set forth above and end on November 1, 2010 the scheduled date for completion of the Event ("Term").
3. Event Date. Affiliate will use its best efforts to conduct the Event in the month of October, 2010.
4. Komen Licensed Marks. Affiliate is a licensee of the Organization and hereby grants Sponsor a limited, non-exclusive sub-license to use the Puget Sound Affiliate of the Susan G. Komen for the Cure name, and accompanying logo service marks ("Affiliate Licensed Marks") solely to promote the Event during the Term of this Agreement. Sponsor shall not sublicense or transfer the use of the Affiliate Licensed Marks to any person or entity without the prior written consent of Affiliate. Sponsor will present to Affiliate, for its prior approval, any item or material that uses or refers to the Affiliate Licensed Marks. All advertising and promotional materials may only be used in the Puget Sound area and should refer to Sponsor's relationship to the Event in the following form: "Local Sponsor of Lunch for the Cure®." Sponsor shall not use the Affiliate Licensed Marks in advertisements or promotions that contain a reference to any entity which is not a local or national Event sponsor.
5. Sponsor Licensed Marks. Sponsor grants Affiliate a limited, non-exclusive license to use Sponsor's name, logo, service marks and trademarks ("Sponsor Licensed Marks") solely for including Sponsor in listings and descriptions of Event sponsors during the Term of this Agreement. Affiliate shall not sublicense or transfer the use of the Sponsor Licensed Marks to any person or entity without the prior written consent of Sponsor.
6. Sponsorship Benefits/Payment. Sponsor shall receive the sponsorship benefits set forth on "2010 Lunch for the Cure Sponsorship Opportunities".. Sponsor shall pay its sponsorship fee as follows:
  - 1) the cash amount of \$ \_\_\_\_\_;
  - 2) an in-kind donation of \_\_\_\_\_ valued at \$ \_\_\_\_\_; or
  - 3) a cash amount of \$ \_\_\_\_\_ plus an in-kind donation of \_\_\_\_\_ valued at \$ \_\_\_\_\_.

Sponsor shall pay its entire sponsorship fee on or before August 30, 2010, and failure to do so shall result in a forfeiture of Sponsor's sponsorship rights. Affiliate may require Sponsor to provide additional documentation to support the value of in-kind donations prior to accepting such donations as credit toward Sponsor's sponsorship fee.

7. Event Cancellation. Neither Organization nor Affiliate shall be responsible for damages that result from delays or postponements of the Event due to circumstances beyond their reasonable control. In the event that the Event does not take place, Sponsor's sponsorship fee as set forth above shall be treated as a donation to the Affiliate and shall not be refunded.
8. Relationship/Entire Agreement. The parties to this Agreement have no legal relationship other than as contracting parties to this Agreement. This Agreement represents the entire agreement between the parties and supersedes any prior understandings or agreements.
9. Indemnity. Each party agrees to indemnify and hold the other harmless from and against any and all expenses, including reasonable attorneys' fees, that the other party may incur by reason of any claim arising out of the indemnifying party's negligence, intentional misconduct performance or failure to perform pursuant to this Agreement, or any service or product sold or provided by the indemnifying party in connection with the Event. All individuals provided by or associated with Sponsor who perform services at the Event shall perform such services at the direction of, under the supervision and control of, and for the benefit of Sponsor. Such individuals shall not perform such services on behalf of Organization or Affiliate and shall not be agents or representatives of Organization or Affiliate. Sponsor shall be responsible, as between Sponsor and Organization and Affiliate, for any injuries or damages caused by or to said individuals.

10. Governing Law. This Agreement shall be governed by the laws of the State of Washington.

AGREED AND ACCEPTED:

SPONSOR  
 By: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Date: \_\_\_\_\_

Puget Sound Affiliate of Susan G. Komen for the Cure  
 By: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Date: \_\_\_\_\_