23rd Annual
Susan G. Komen Columbus
Race for the Cure®
Saturday, May 16, 2015

YOU SHOULD BE HERE!

PARTNERSHIP OPPORTUNITIES

NATIONAL SERIES SPONSORS

American Airlines
Ford
SELF
Walgreens

Susan G. Komen
COLUMBUS
THE PROMISE
The promise of Susan G. Komen® is to save lives and end breast cancer forever by:

• empowering people
• ensuring quality care for all
• energizing science to find the cures.

Komen has played a critical role in every major advance in the fight against breast cancer, transforming how the world talks about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors.

We’ve accomplished a lot with your support.

• $23 million in research and programming in central and southeastern Ohio.

• $10 million in research projects in Ohio alone since 1988 - $790 million globally since 1982.

• 936,647 services provided locally.

• 1,170,178 lives touched.

Be part of the solution.

• 1 in 8 women will be diagnosed with breast cancer during her lifetime.

• There are more than 3.1 million breast cancer survivors in the United States today.

• Early detection and effective treatment have resulted in a decline in breast cancer mortality in the U.S. - 34% since 1991. Early detection saves lives.
During the 2013-2014 grant cycle, Komen Columbus granted more than $1.4 million to 21 local community health programs that provide education, screening and treatment support for women in need.

WHY JOIN US IN THE FIGHT AGAINST BREAST CANCER?

- Ohio has the 3rd highest mortality rate in the nation.
- Breast cancer is the second most common cause of cancer deaths and is the most commonly diagnosed cancer among women.
- Ninety to 95 percent of all breast cancer occurs in women with no known family history.

2013-2014 SERVICES PROVIDED

WEB SITE
- 221,678 visits to site between January 1 - May 31
- 91,671 visits from May 1 - May 31

SOCIAL MEDIA
- 12,000+ likes on Facebook
- 5,000+ followers on Twitter
- Growing presence on Instagram, YouTube and Flickr.

THE RACE
- Reach an audience of 35,000+ on one day
- Get exposure on the Komen Columbus website, which hosts more than 200,000 visitors between January and May
- Display your name or logo on more than 35,000 Race T-shirts – the best “walking billboard” that lasts for years to come
- Test-market and showcase products in our Expo Area on Race day
- Align yourself with one of the top fund-raising events in Ohio

Komen Columbus Race for the Cure was voted “Best Race 2014” by Columbus Monthly readers.
## Sponsorship Levels and Marketing Opportunities

<table>
<thead>
<tr>
<th>Presenting</th>
<th>Team and Pledge Program (25,000)</th>
<th>Platinum (35,000)</th>
<th>Gold (22,500)</th>
<th>Silver (12,000)</th>
<th>Bronze (6,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on front of Race Registration brochure (25,000)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Finish Line Participation</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>Recognition on the Race home page within the Affiliate website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Use of Susan G. Komen Columbus Race for the Cure logo/name in advertising and publicity with Affiliate approval</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Spotlight article in Komen Columbus Affiliate Newsletter</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Survivor Goody Bag Insert Opportunity provided by company with affiliate approval</td>
<td>●</td>
<td>●</td>
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<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Category Exclusivity for Komen Columbus Race for the Cure</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo on runner bibs (35,000)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo on Race Posters</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary tented booth space with opportunity to distribute samples in Expo area with Affiliate approval</td>
<td>20' x 20'</td>
<td>20' x 20'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
</tr>
<tr>
<td>Company logo with link on website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo or name on Race Registration Brochure (25,000)</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>name</td>
</tr>
<tr>
<td>Logo or name on Race T-Shirt (35,000)</td>
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<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>name</td>
</tr>
<tr>
<td>Opportunity to display banners on Race Day</td>
<td>up to 2</td>
<td>up to 2</td>
<td>up to 2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Public Announcements on Race Day</td>
<td>17 times</td>
<td>12 times</td>
<td>10 times</td>
<td>7 times</td>
<td>5 times</td>
</tr>
<tr>
<td>Inclusion within Monthly E-Newsletter</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
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<tr>
<td>Race Day Program (35,000)</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>name</td>
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<tr>
<td>Newspaper(s) Thank-you advertisement **</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>logo</td>
<td>name</td>
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<tr>
<td>Recognition in 2016 Race Sponsor Brochure</td>
<td>logo</td>
<td>name</td>
<td>name</td>
<td>name</td>
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<tr>
<td>Pledge Program Honor Roll Invite ***</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Complimentary Race Entries upon creation of a corporate Race team</td>
<td>15</td>
<td>12</td>
<td>12</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

** Inclusion in advertising dependent upon media sponsor negotiations
*** Invitations will be extended if event is held
PINK LIGHT SPECIALS

We offer several unique opportunities for organizations to be involved with the Race for the Cure by purchasing a Pink Light Special (PLS). This allows your organization to market your message to a specific audience. Below is a sample of our 2015 PLS. For a complete list, please contact Beth Waldren at bethwaldren@komencolumbus.org.

Survivor Ceremony  $17,500
Will receive all the benefits of a Silver Sponsor (excluding name/logo on Race t-shirt) plus:
- Sponsor Exclusivity
- Name on Ceremony Staging
- Company representative on Ceremony stage to help pass out awards
- Special recognition during Ceremony
- Location-specific signage thanking your organization designed and printed by Komen Columbus

Exposition Area Sponsor  $17,500
Will receive all the benefits of a Silver Sponsor (excluding name/logo on Race t-shirt) plus:
- Sponsor Exclusivity
- Name on large directional signs at both ends of the Expo area
- Name and logo on all Expo communication
- Location-specific signage thanking your organization designed and printed by Komen Columbus

Survivor Chute  $17,500
Will receive all the benefits of a Silver Sponsor (excluding name/logo on Race t-shirt) plus:
- Sponsor Exclusivity
- Name on Exterior of the chute
- Special recognition during Survivor Ceremony
- Location-specific signage thanking your organization designed and printed by Komen Columbus

Survivor Trolley  $10,000
Will receive all the benefits of a Silver Sponsor (excluding name/logo on Race t-shirt) plus:
- Sponsor Exclusivity
- Name on banners that will be hung on trolleys
- Name and logo on trolley advertising to Columbus survivor community and at pre-Race events
- Location-specific signage thanking your organization designed and printed by Komen Columbus

Survivor Palooza!  $10,000
Will receive all the benefits of a Silver Sponsor (excluding name/logo on Race t-shirt) plus:
- Sponsor exclusivity
- 10’ x 10’ tented booth space with opportunity to distribute samples in Survivor Palooza with Affiliate approval
- Name on signage at the entrance of Survivor Palooza on a banner designed and printed by Komen Columbus
- Name and logo on all Palooza communication to survivors

Sleep in for the Cure  $10,000
Will receive all the benefits of a Silver Sponsor (excluding name/logo on Race t-shirt) plus:
- Sponsor Exclusivity
- Name and logo on 1,500 custom Sleep in for the Cure items.

Race Day Program  $7,500
Will receive all the benefits of a Bronze Sponsor (excluding name/logo on Race t-shirt) plus:
- Sponsor Exclusivity
- Name and logo inside front cover of Race Day Program (35,000+ printed)
- Location-specific signage thanking your organization designed and printed by Komen Columbus

Examples of in-kind sponsorship:
- Advertising
- Awards and plaques
- Billboards
- Entertainment
- Food and beverage
- Moving and transportation
- Pledge and team prizes
- Portable restrooms
- Postage and mailing services
- Printing, production and copying
- Safety pins
- Security
- Signage
- Tents
Yard Signs for the Cure  | $7,500
• Sponsor Exclusivity
• Name and/or logo on 3,000 yard signs displayed throughout the Central Ohio area
• Name in Race Day Program (35,000+ printed)
• Name on Komen Columbus Web site
• Location-specific signage thanking your organization designed and printed by Komen Columbus

Start Line Stage  | $7,500
• Sponsor Exclusivity
• Display of one banner - designed and printed by Komen Columbus
• Two All-Access Passes to Start Line Stage
• Name in Race Day Program (35,000+ printed)
• Name on Komen Columbus Web site

Bridge of Knowledge (total of 2)  | $6,000
• Sponsor Exclusivity
• Name and logo announcing educational messaging
• Name and logo on bridge signs (as available)
• Name in Race Day Program (35,000+ printed)
• Name on Komen Columbus Web site
• Location-specific signage thanking your organization designed and printed by Komen Columbus

Finish Line  | $4,500
• Sponsor Exclusivity
• Display of a banner - designed and printed by Komen Columbus
• Name in Race Day Program (35,000+ printed)
• Name on Komen Columbus Web site
• Location-specific signage thanking your organization designed and printed by Komen Columbus

Water Stop (total of 2)  | $3,500
• Opportunity to staff water stops with your volunteers in self-branded shirts
• Name in Race Day Program (35,000+ printed)
• Name on Komen Columbus Web site
• Location-specific signage thanking your organization designed and printed by Komen Columbus

Street Corner Sponsors (20+ available)  | $1,500
• Opportunity to pick a corner along the Race Course and decorate/congregate as you choose
• Display of 4 x 6 banner - designed and printed by Komen Columbus
• Name in Race Day Program (35,000+ printed)
• Name on Komen Columbus Web site

Pre-Race Tailgate  | $1,000
This sponsorship provides the food (or the cost of the food) for the volunteers who assist with setting up for the race.
• Sponsor Exclusivity
• Name in Race Day Program (35,000+ printed)
• Name on Komen Columbus Web site
• Opportunity to display two banners at pre-Race tailgate (Friday, May 15, 2015)
• Name on all invitations and communications regarding the tailgate
This year we are excited to offer the opportunity to enter into multi-year contracts for corporate sponsorship. Take advantage of this partnership and lock-in the 2015 benefits and pricing!

Hurry! Be sure your company’s name appears as a sponsor in 2015 Race print materials by signing on as a sponsor by Friday, January 16, 2015.

**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 Komen Columbus Race for the Cure.

**Questions on sponsorship?**
Contact Beth Waldren at 614.297.8155 ext. 205 or bethwaldren@komencolumbus.org
www.komencolumbus.org

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**THANK YOU TO OUR 2014 LOCAL SPONSORS**

**LOCAL PRESENTING SPONSORS**

- Lbrands
  - Victoria's Secret
  - Bath & Body Works
  - PINK
  - LA SENZA
  - HENRI BENDEL

- Abbott Nutrition
- ABC/Fox 28
- Ariel Corporation
- Big Lots
- BMI Federal Credit Union
- Bob Evans
- BOSU
- Catering by Scott
- Clear Channel Columbus
- Columbus Blue Jackets
- Easton Town Center
- Giant Eagle
- LeVeque Tower
- Magic 106.3
- M/I Homes
- Mount Carmel
- Nationwide
- OhioHealth
- Orange Barrel Media
- Pagetech Ltd.
- Pepsi Cola Bottling Company of Columbus
- Polaris Fashion Place
- Power 107.5
- Propel
- Rent-a-John Portable Sanitation
- Riverside Radiology and Interventional Associates
- Stanley Steemer
- Sunny 95

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- Stanley Steemer
- Sunny 95

- T. Marzetti
- The Charles Penzone Salons
- The Columbus Dispatch
- The Mall at Tuttle Crossing
- The OSU Comprehensive Cancer Center – James Hospital & Solove Research Institute
- The Westin Columbus
- Tim Hortons
- Value City Furniture
- Vicki Speakman Memorial Fund
- Vorys, Sater, Seymour and Pease LLP
- WBNS-10TV
- Yoplait
Komen is the only organization attacking breast cancer on all fronts: community programs, international research, advocacy and global work.