

Athens Race for the Cure Sponsorships

Benefits	Presenting \$20,000	Platinum \$15,000	Pearl \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Company representative at Race start stage	●					
Logo on Race bib (up to 2,500)	●	●				
Opportunity to display banners on Race day	●	●	●			
Complimentary tented booth space with opportunity to distribute samples in Expo Area with affiliate approval	20 x 20	10 x 10	10 x 10	10 x 10		
Inclusion on Race registration brochure (up to 2,500)*	Logo	Logo	Logo	Logo	Name	
Recognition on website	Logo	Logo	Logo	Logo	Logo	Name
Inclusion on Race t-shirt (up to 2,500)	Logo	Logo	Logo	Logo	Logo	Name
Inclusion in Race Day program (up to 2,500)	Logo	Logo	Logo	Logo	Logo	Name
Newspaper Thank You ad**	Logo	Logo	Logo	Logo	Logo	Name
Recognition in 2017 Race sponsor brochure	Name	Name	Name	Name	Name	Name

*Dependent upon the creation of a postcard

**Ad is dependent on sponsorship.



ATHENS 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. The Pink Light Specials are only available with a cash contribution; in-kind donations will not count towards your investment value.



SURVIVOR PALOOZA | \$5,000

Will receive all the benefits of a Gold Sponsor plus:

- Sponsor exclusivity
- Name on signage at entrance of Survivor Palooza
- Name and logo on all Palooza communication to survivors

YARD SIGNS | \$3,500

- Sponsor Exclusivity
- Name and/or logo on 700 yard signs throughout Athens and surrounding counties
- Name in Race Day program
- Name on Komen Columbus web site

MILE MARKERS (TOTAL OF 2) | \$1,500

Opportunity for branding at a mile marker on the race course

- Name in Race Day program
- Name on Komen Columbus web site
- Location-specific signage with your name and/or logo

WATER STOP | \$1,500

- Opportunity to staff water stop with your volunteers in self-branded shirts
- Name in Race Day program
- Name on Komen Columbus web site
- Location-specific signage with your name and/or logo

EXPO BOOTH | \$800

- Tented booth space with opportunity to distribute samples in Expo area with Affiliate approval
- Name on Komen Columbus web site

STREET CORNER SPONSORS (10 AVAILABLE) | \$500

- Opportunity to pick a corner along the Race course and decorate. Corner selection will be on a first come, first come served basis upon the receipt of a signed contract
- Display of a 4' x 6' banner, designed and printed by Komen Columbus
- Name in Race Day program
- Name on Komen Columbus web site

SURVIVOR SUPPORTER (5 AVAILABLE) | \$250

- Opportunity to sponsor up to 5 survivor participants, chosen via lottery by Komen Columbus
- Display of a 4' x 6' banner, designed and printed by Komen Columbus
- Name in Race Day program
- Name on Komen Columbus web site

BOBCAT SUPPORTER | \$150

- Opportunity to sponsor up to 5 OU student participants, chosen via lottery by Komen Columbus
- Display of a 4' x 6' banner, designed and printed by Komen Columbus
- Name in Race Day program
- Name on Komen Columbus web site

RACE BAG CONTRIBUTOR | \$100

- Opportunity to place fliers in all Race packets. Fliers can be 5 1/2 x 8 1/2 inches or smaller
- Name on Komen Columbus web site
- Need to have printed flier by Monday, October 10. Details will be provided for delivery location