



# 2014-2015 Susan G. Komen Charlotte SPONSORSHIP OPPORTUNITIES

*Race for the Cure • Laugh for the Cure • Pink Sunday • Year-Round Partnerships*



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## *National Spotlight*

### **Fulfilling the 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 became Susan G. Komen® and launched the global breast cancer movement. Today, Komen has invested more than \$2.2 billion to fulfill our promise, working to end breast cancer in the U.S. and throughout the world through ground-breaking research, community health outreach, advocacy and programs in more than 30 countries.

### **Progress in the Fight Against Breast Cancer**

Since 1982, 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 are proud of our contribution to some real victories:

- **More early detection and effective treatment** – Currently, about 70 percent of women 40 and older are receiving regular mammograms, the single most effective screening tool to find breast cancer early. Since 1990, early detection and effective treatment have resulted in a 34 percent decline in breast cancer mortality in the U.S.
- **More hope** – In 1980, the 5-year relative survival rate for women diagnosed with early stage breast cancer (cancer confined to the breast) was about 74 percent. Today, that number is 99 percent.
- **More research** – The federal government now devotes more than \$850 million each year to breast cancer research, treatment and prevention (compared to \$30 million in 1982).
- **More survivors** – Currently, there are about 3 million breast cancer survivors, the largest group of cancer survivors in the U.S.

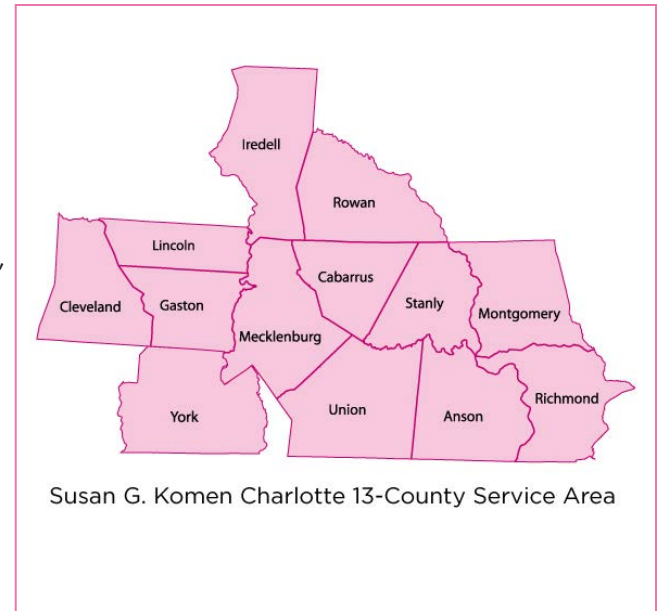


*A Four-Star Effort: The nation's largest independent evaluator of charities, Charity Navigator, has awarded Susan G. Komen for the Cure a Four-Star rating. Their evaluation is based on two broad areas of financial health: organizational efficiency and organizational capacity.*

## Local Spotlight

### Our Local History

Susan G. Komen Charlotte® was founded on a personal promise also. Penelope Wilson's partner, Annie Wingo, died of breast cancer in 1992. The following year, when Penelope moved to Charlotte, she promised herself she would try to do something to help in the fight against breast cancer. Upon discovering Susan G. Komen®, she knew she had found a great resource. Komen did it all; they provided funding for research to find a cure for breast cancer, but also supported local education, screening and treatment programs to help with prevention and the message of early detection.



Penelope wrote an appeal for help and placed it in the local newspaper. And the rest is history. A wonderful group of women came together to hold the first annual Susan G. Komen Charlotte Race for the Cure on October 4, 1997. They expected 1,000 participants, but received over 2,300. In 1999, after growing the Race for two years, the group decided to establish Susan G. Komen Charlotte® by incorporating with the National office. With the incorporation, a fifteen-member Board of Directors was created to advance breast cancer and breast health outreach on a year-round basis.

### Komen Charlotte Today

Komen Charlotte focuses on breast health education, screenings, and diagnostic and treatment support services for uninsured and underinsured people in a 13-county service area. These counties include, Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Montgomery, Richmond, Rowan, Stanly, and Union in North Carolina, and York County, South Carolina.

Each year, Komen Charlotte invests 75 percent of net funds raised to local community health programs and 25 percent to breast cancer research. Since 1997, more than \$13 million has been awarded in local community health grants and nearly \$4.8 million in research.



*Susan G. Komen Charlotte's Race for the Cure was awarded "Best Women's Running Event" in Endurance Magazine's "Best of North Carolina 2013."*  
<http://www.endurancemag.com/2013/12/best-awards-2013-charlotte/>

# Meet Our Team!



**Park Williams**  
*President*



**Jeanne C. Puckett**  
*Vice President/  
President-Elect*



**Carin Ross-Johnson**  
*Secretary*



**Susanne Dixon**  
*Treasurer*



**William Miller**  
*Strategic Plan  
Co-Chair*



**Ginny Mackin**  
*Strategic Plan  
Co-Chair*



**Eshe Glover**  
*Advocacy*



**Curt Shaw**  
*Board Member  
At-Large*



**Sharon Matthews**  
*Human Resources  
Chair*



**Beatriz Suris**  
*Board Member  
At-Large*



**Kathy Lucchesi**  
*Board Member  
At-Large*



**Mary Ramsey**  
*Board Member  
At-Large*



**Mike Smiley**  
*Immediate Past  
President*



**OPEN**  
*Medical-At-Large*



## Meet Our Team!



**Tami Simmons**  
*Executive Director*



**Lynda Stadler**  
*Director of Marketing  
& Communications*



**Megan Brandenburg**  
*Communications  
& Event Coordinator*



**Nikki Harris**  
*Director of Fund  
Development*



**Jessica Quinn**  
*Director of Finance*



**Sarah Bailey**  
*Director of  
Community Outreach*



**Stacy Nam**  
*Community Outreach  
Coordinator*



**Kaley Smith**  
*Office Manager*

It's About  
Support



# *Involvement Makes an Impact*

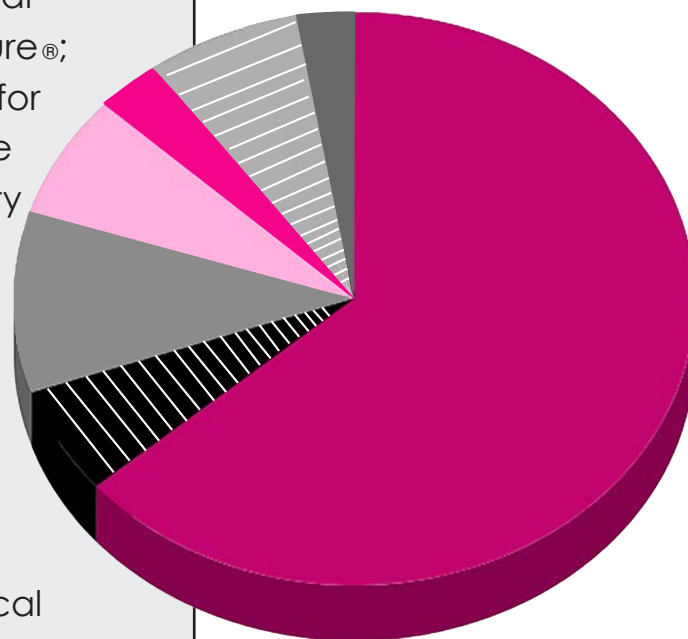
## Your Impact Directly Benefits Our Community

Susan G. Komen Charlotte raises funds through events such as the annual Susan G. Komen Race for the Cure®; Laugh for the Cure®; Carowinds for the Cure; BCC Rally; Serve for the Cure; and a variety of community events hosted by corporate partners, small businesses, faith communities, schools and volunteer organizations.

Each and every dollar goes to help people in our own local community, as well as funds critical breast cancer research. Hundreds of volunteers dedicate time and talent to educate, advocate and share the mission of Susan G. Komen.

In March 2014, Komen Charlotte granted nearly \$906,000 to local organizations that provide education, breast cancer screenings, diagnostics and treatment support to uninsured and underinsured people in its 13-county service area.

## Komen Charlotte Fundraising



- RACE FOR THE CURE - 64%**
- LAUGH FOR THE CURE - 6%**
- BCC RALLY FOR THE CURE - 10%**
- CORPORATE & MATCHING CONTRIBUTIONS - 6%**
- INDIVIDUAL CONTRIBUTIONS - 3%**
- THIRD PARTY EVENTS - 8%**
- FOUNDATIONS - 3%**





## *Your Sponsorship Matters*

Sponsorships are critical to our ability to fund life-saving, local breast health services and national research grants. Sponsor contributions help underwrite expenses and go directly toward funding breast cancer services and research. When you invest in a Komen Charlotte sponsorship, you invest in the lives of the people closest to you... the people of our community... our families, colleagues, neighbors and friends.

### Being a Komen Charlotte Sponsor Provides:

- Alignment with one of the most widely-known breast cancer organizations in the world.
- Association with the largest annual 5K event in the Central Carolinas Region, and a treasured tradition in Charlotte.
- Positive visibility in the community before, during and after each event.
- Engagement opportunities with a diverse, passionate audience at events throughout the year.
- Increased employee morale and company pride in supporting community.

## *2014-2015 Komen Charlotte Grant Recipients*

For the period of April 1, 2014, through March 31, 2015, Komen Charlotte is awarding funding to 17 local programs that provide screening, education and treatment support to individuals with limited resources in its 13-county service area.

### **CABARRUS COUNTY**

Cabarrus Health Alliance (Cabarrus-Rowan Breast Health Program)  
Carolinas Medical Center NorthEast (CMC-NE Breast Health Outreach Program)

### **GASTON COUNTY**

CaroMont Cancer Center at CaroMont Regional Medical Center (No Woman Left Behind)

### **IREDELL COUNTY**

Chestnut Grove Community Center (Mammograms Save Lives-Reaching our Community!)

### **LINCOLN COUNTY**

Lincoln County Health Department (Pink with a Purpose)

### **MECKLENBURG COUNTY**

Carolinas Rehabilitation-Main  
(Accessible Compression Therapy for an Underserved Population (ACT-UP))  
Girl Scouts, Hornets' Nest Council (Scouting for the Cure)  
Mecklenburg County Health Department (Person-to-Person Program)  
Novant Health-Huntersville Medical Center  
(Screening and Diagnostic Programs for the Uninsured)  
Novant Health-Matthews Medical Center (Screening and Diagnostic Project)  
Novant Health-Presbyterian Medical Center (Screening, diagnostic services for the uninsured)

### **MONTGOMERY AND RICHMOND COUNTY**

FirstHealth of the Carolinas (Montgomery/Richmond Screenings)

### **ROWAN COUNTY**

Cornerstone Baptist Church (Embracing Hearts' Pink Hope Project)  
Novant Health-Rowan Medical Center  
(Rowan Breast Health Screening and Education Project 2014)

### **STANLY COUNTY**

Stanly Regional Medical Center (Project CURE)  
Stanly Regional Medical Center-Edema Management Center (Project Lymph-E.D.E.M.A.)

### **UNION COUNTY**

Union County Health Department (About Breast Cancer Project)

# We're On a Mission



*“The Comprehensive Lymphedema Program at Carolinas Rehabilitation – Main is entering its 15th year as a grant recipient with the Susan G. Komen Foundation. Reduction in insurance benefits/coverage and increased medical expenses incurred with treatment of breast cancer has often burdened patients. This partnership has assisted hundreds of uninsured/underinsured patients with invaluable funding for lymphedema therapy and compression garments/bandage supplies. Without this funding, these patients would not have achieved successful long-term management of this chronic condition. Our patients have expressed words of gratitude and tears of joy when financial burdens are relieved through this grant service. As a token of their appreciation, many recipients of these grant funds often give back to Komen via participation in the Race for the Cure.”*

*~ Carolinas Rehabilitation*

*“Our grant has made it easier for women to receive mammograms without their having to travel long distances, i.e. to another county to find a screening facility or a clinic for treatment. We are trying to close disparities related to breast cancer by having funding for uninsured women and those living in poverty. The impact on women in Iredell County is that more people are requesting help and being screened with our funds each year; therefore, we have a better chance of catching and treating breast cancer before it becomes deadly.”*

*~ Chesnut Grove Community Center*

*“We are a rural community with few health resources for patients that are medically uninsured. Being a Komen Charlotte grantee allows us to better serve our medically uninsured and underinsured population. We have used the funds most recently for a minority woman who needed help with an enormous medical bill. This grant has been a huge help to our minority population.”*

*~ Lincoln County Health Department*



# OPPORTUNITIES FOR INVOLVEMENT IN 2014-2015



## SUPPORT OUR 2014 KOMEN CHARLOTTE RACE FOR THE CURE

Race for the Cure is Susan G. Komen's signature annual fundraising event and the world's largest 5K run/walk series. Race is more than just a 5K event, it is a celebration of hope and survival. In 2013 Charlotte's Race for the Cure raised \$1.5 million. Since 1996 this event has grown from 2,300 participants to more than 17,500.

The 18th Annual Race for the Cure will be held on Saturday, Oct 4, 2014.



### RACE SPONSORSHIP LEVEL I

Local Presenting Sponsor	\$70,000
Expo Village Sponsor	\$40,000
Premier Media Partner	\$40,000

### RACE SPONSORSHIP LEVEL II

Teams Village Sponsor	\$25,000
Kid's Fun Zone Sponsor	\$15,000
Survivor Village/Finish Line/Sleep in for the Cure Sponsor	\$10,000
Mid-Point Water Station Sponsor	\$ 5,000
Yard Sign Sponsor	\$ 5,000
Mile Marker Sponsor	\$ 5,000
Race Day Friends/Pink Goes Green/ Doctors for the Cure Sponsor	\$ 2,500



# Race Sponsor Packages

## LOCAL PRESENTING SPONSOR

- Company brand highlighted in Komen Charlotte e-newsletter (65,000+ reach) monthly May – November 2014
- Use of Komen Race for the Cure logo on company printed materials, website, Facebook, etc.
- Company logo prominent on all Race t-shirts (14,000+)
- Race Day speaking opportunities available with celebrity race emcee and live interview on WBTV morning broadcast of event
- Start Line signage and representative involvement in opening ceremony; as well as finish line signage (banners provided by company)
- Prime Race Expo placement of your choice. Excellent volunteer opportunities for company employees
- Opportunities to provide branding gifts and services in Survivor Village
- Logo and company name included in all media promotions (TV, print, radio)
- Weekly social media posts on Komen Charlotte Facebook and Twitter

**\$70,000**

*Logo on Komen Charlotte website with link to company website*

*Check presentation opportunities on Race Day*

*10 VIP tickets to 2015 Laugh for the Cure (2/21/15, \$750 value)*

*100 complimentary Race entries (\$3,500 value)*

*Company logo on all direct mail and all other printed promotional materials (posters, outdoor boards, uptown overstreet banner, race bibs, race course maps, jumbotron on Race day)*

## EXPO VILLAGE SPONSOR

- Naming right to Expo Village
- Signage at entrance to Expo Village (banners provided by company)
- Company name on all course maps
- Opportunity to use Komen Race for the Cure logo on promotion materials
- Choice of placement in expo area with 20' x 20' tent, opportunity to provide samples and promotional material
- Company logo printed on all race bibs (14,000+)
- Company logo on Race t-shirts (14,000+)

**\$40,000**

*Eight (8) VIP tickets to Laugh for the Cure 2015 (2/21/15, value \$600)*

*Logo on Komen Charlotte website with link to company website*

*Company logo featured on jumbotron on Race Day*

*40 complimentary race entries (value \$1,400)*

## PREMIER MEDIA PARTNERS (IN-KIND VALUE)

- Company logo on Race t-shirts (14,000+)
- Opportunity to use Komen Race for the Cure logo on promotion materials
- Company logo displayed on jumbotron on Race Day
- Race Day presence at Start Line (TV) and in Expo Area (10' x 10' tent provided, or sponsor can bring branded tent)
- Celebrity emcee of opening and survivor ceremony (TV)
- Live broadcast of morning race start (TV)
- Four radio trucks located at prime location in Expo Area, Finish Line and along course (Radio)
- Personality of choice announces names of survivors as they cross finish line (Radio)

**\$40,000**

*Logo on Komen Charlotte website with link to company website*

*Station anchors featured in on-air promotions and PSAs (TV)*

*Eight (8) VIP tickets to Laugh for the Cure 2015 (2/21/15, value \$600)*

*40 complimentary Race entries (value \$1,400)*

## TEAMS VILLAGE SPONSOR

- Naming rights to Teams Village
- Signage (provided by company)
- Company branding on team captain toolkit
- Sponsor recognition on team captain, team village e-mails
- Choice of placement in Teams Village Area (10' x 10' tent provided), opportunity to provide samples and promotional materials
- Company name printed on all course maps
- Company logo on Race T-shirts (14,000+)

**\$25,000**

*Logo on Komen Charlotte website with link to company website*

*Company logo displayed on jumbotron on Race Day*

*Eight (8) VIP tickets to Laugh for the Cure (2/21/15 - \$600 value)*

*40 complimentary Race entries (value \$1,400)*

## KID'S FUN ZONE SPONSOR

- Naming rights to Kid's Fun Zone area
- Provide branded gifts of your choice to all Kid's Fun Zone participants
- Company logo on exclusive Race for the Cure Kid's Fun Zone t-shirts (Qty: 500)
- Signage (provided by company)
- Company name printed on all course maps
- Company logo on Race t-shirts (14,000+)

**\$15,000**

*Company logo on Komen website with link to company website*

*Company logo displayed on jumbotron on Race Day*

*Six (6) VIP tickets to Laugh for the Cure (2/21/15 - \$450 value)*

*20 complimentary Race entries (value \$700)*



## SURVIVOR VILLAGE BREAKFAST SPONSOR (IN-KIND VALUE)

\$10,000

- Signage (provided by company)
- Provide breakfast of your choice for survivors and guests (800 qty.)
- Company logo on Race t-shirts (14,000+)
- Logo on Komen Charlotte website with link to company website
- Company logo displayed on jumbotron on Race Day
- Four (4) VIP tickets for Laugh for the Cure (2/21/15 - \$300 value)
- 10 complimentary Race entries (value \$350)

## FINISH LINE SPONSOR

\$10,000

- Sponsor recognition signage at finish line (provided by sponsor)
- Company logo on Race t-shirts (14,000+)
- Logo on Komen Charlotte website with link to company website
- Company logo displayed on jumbotron on Race Day
- Four (4) VIP tickets for Laugh for the Cure (2/21/15 - \$300 value)
- 10 complimentary Race entries (value \$350)

## SLEEP IN FOR THE CURE® SPONSOR

\$10,000

- Naming rights for exclusive Sleep in for the Cure Sponsor
- Name on Sleep in for the Cure promotional materials; opportunity to offer one piece of promotional printed material in Sleep for the Cure packages (coupon, flier)
- Company logo on Race t-shirts (14,000+)
- Logo on Komen Charlotte website with link to company website
- Company logo displayed on jumbotron on Race Day
- Race day presence in Expo area (10' x 10' tent provided, or sponsor can bring branded tent)
- Four (4) VIP tickets for Laugh for the Cure (2/21/15 - \$300 value)
- 10 complimentary Race entries (value \$350)

*Designed for people who want to contribute to Race and advance our mission, but cannot join us on Race Day. Don't want to get up at 4 a.m.? This is the opportunity for you. Sleep In for the Cure allows participants to register as an individual or as part of a team, raise money, but get some extra shut eye on Race Day.*

## MID-POINT WATER STATION SPONSOR

\$5,000

- Company branding at mid-point water station, high visibility area
- Company name listed on Race t-shirts (14,000+)
- Company logo listed on Komen Charlotte website
- Race day presence in Expo area (10' x 10' tent provided, or sponsor can bring branded tent)
- Company logo displayed on jumbotron on Race Day
- Two (2) VIP tickets for Laugh for the Cure (2/21/15 - \$150 value)
- Five (5) complimentary Race entries (value \$175)

## YARD SIGN SPONSOR

\$5,000

- Company branding on 1,000+ Race for the Cure yard signs distributed to Race participants for display in neighborhoods and business areas
- Company name listed on Race t-shirts (14,000+)
- Company logo listed on Komen Charlotte's website
- Race day presence in Expo area (10' x 10' tent provided, or sponsor can bring branded tent)
- Company logo displayed on jumbotron on Race Day
- Two (2) VIP tickets for Laugh for the Cure (2/21/15 - \$150 value)
- Five (5) complimentary Race entries (value \$175)

## MILE MARKER SPONSOR

\$5,000

- Company branding on (3) mile marker signs located along race course at each mile location
- Company name listed on Race t-shirts (14,000+)
- Company logo displayed on Komen Charlotte website
- Company logo displayed on jumbotron on Race Day
- Race Day presence in Expo area (10' x 10' tent provided, or sponsor can bring branded tent)
- Two (2) VIP tickets for Laugh for the Cure (2/21/15 - \$150 value)
- Five (5) complimentary Race entries (value \$175)

## RACE DAY FRIENDS SPONSOR (3 OPTIONS)

- Company logo displayed on Komen Charlotte website
- Company logo displayed on jumbotron on Race Day
- Race Day presence in Expo area (10' x 10' tent provided, or sponsor can bring branded tent)
- Two (2) VIP tickets for Laugh for the Cure (2/21/15 - \$150 value)
- Four (4) complimentary Race entries (value \$140)

\$2,500

\$5,000

\$10,000

## PINK GOES GREEN SPONSOR

- Company logo displayed on Komen Charlotte website
- Company logo displayed on jumbotron on Race Day
- Race Day presence in Expo area (10' x 10' tent provided, or sponsor can bring branded tent)
- Two (2) VIP tickets for Laugh for the Cure (2/21/15 - \$150 value)
- Four (4) complimentary Race entries (value \$140)

\$2,500

## DOCTORS FOR THE CURE® SPONSOR

- Company logo displayed on Komen Charlotte website.
- Company logo displayed on jumbotron on Race Day
- Two (2) VIP tickets for Laugh for the Cure (2/21/15 - \$150 value)
- 20 complimentary Race entries (value \$700)

\$2,000

It's About  
Survival





## EMBRACE OUR MISSION



### BE A SPONSOR FOR LAUGH FOR THE CURE 2015

Komen Charlotte's Laugh for the Cure is an event that generates hundreds of laughs and thousands of dollars toward ending breast cancer forever. Since 2002, this unique comedy event has raised more than \$860,000 for local community health programs. Started right here in Charlotte, this event features a reception, silent and live auctions and a comedy show featuring nationally known comedians. In 2014, Komen Charlotte's 13th Annual Laugh for the Cure hosted more than 1,100 guests and raised a record amount of \$163,000 – a 30 percent increase over the prior year.

### LAUGH SPONSORSHIP LEVELS

Presenting Sponsor	\$25,000
Celebrity Act	\$15,000
Headliner	\$10,000
Feature	\$ 5,000
Emcee	\$ 2,500



### CELEBRATE PINK SUNDAY 2015

Pink Sunday is a free educational event to promote breast health awareness in the faith community. The program was designed for African American congregations due to the high rate of late stage breast cancer diagnosis of African American women versus Caucasian women. When breast cancer is diagnosed at later stages, it can affect treatment options and survival rates. With your support, we are able to provide this program free to churches in our service area. Each participating church also receives printed breast health materials, and a breast health resource guide with valuable tools to encourage people to be proactive in their breast health.

### PINK SUNDAY SPONSORSHIP LEVELS

Pink Pastor	\$ 7,000
Pink Deacon	\$ 4,000
Pink Choir	\$ 2,000



# Laugh for the Cure 2015 Sponsor Packages

## PRESENTING SPONSOR

- Identified as "Presenting Sponsor" in radio promotions related to event
- Corporate logo on event posters/signage
- Listed as Presenting Sponsor in Blumenthal e-advertisements (distribution 300,000+)
- Event night recognition from the stage and opportunity for live check presentation, if desired
- Logo on event day signage
- Corporate name and logo on Laugh for the Cure website, including link to company site
- Sponsorship promoted via Komen Charlotte social media sites (Facebook, Twitter following of 6,000+)
- Sponsorship promoted in Komen Charlotte monthly e-newsletter

**\$25,000**

*10 event tickets with  
VIP seating*

*Corporate recognition in  
event program, including  
corporate logo on cover  
design and full-page  
advertisement (provided  
by sponsor, 8 1/2" x 5 1/2")*

*Logo in pre-show slide  
presentation (continuous  
loop one hour prior to  
the event)*

## CELEBRITY ACT

- Listed as a sponsor in Blumenthal e-advertisements (distribution 300,000+)
- Event night recognition from the stage
- Logo on event day signage
- Corporate name and logo on Laugh for the Cure website, including link to company site
- Sponsorship promoted via Komen Charlotte social media sites (Facebook, Twitter following of 6,000+)
- Sponsorship promoted in Komen Charlotte monthly e-newsletter
- Logo in pre-show slide presentation (continuous loop one hour prior to event)
- Eight (8) event tickets with VIP seating
- Corporate recognition in event program including full-page advertisement (provided by sponsor, 8 1/2" x 5 1/2")

**\$15,000**

## HEADLINER

\$10,000

- Event night recognition from the stage
- Logo on event day signage
- Corporate name and logo on Laugh for the Cure website, including link to company site
- Sponsorship promoted via Komen Charlotte social media sites (Facebook, Twitter following of 6,000+)
- Sponsorship promoted in Komen Charlotte monthly e-newsletter
- Logo in pre-show slide presentation (continuous loop one hour prior to event)
- Six (6) event tickets with VIP seating
- Corporate recognition in event program including full-page advertisement (provided by sponsor)

## FEATURE

\$5,000

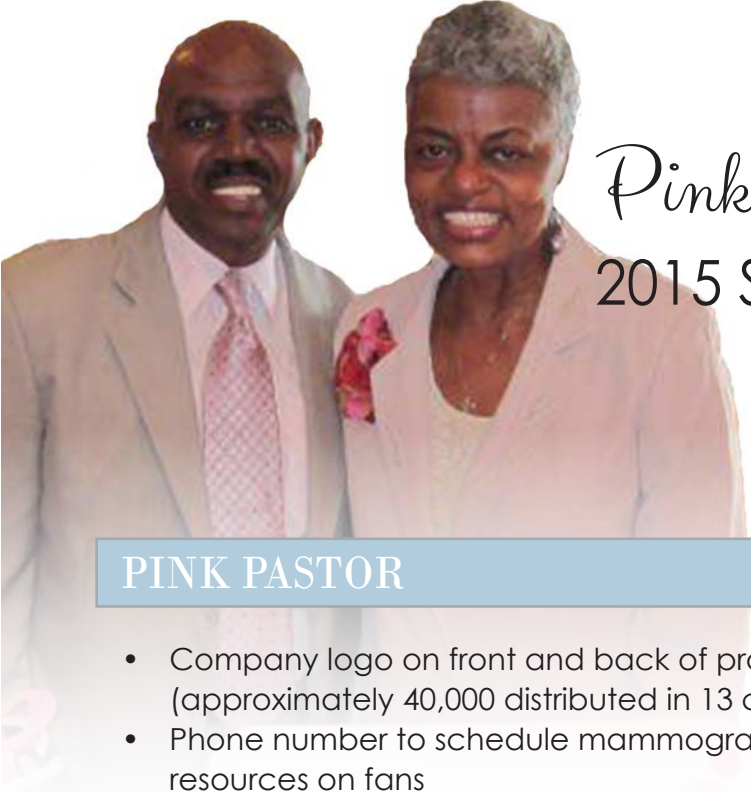
- Corporate name listed on Laugh for the Cure website
- Sponsorship promoted via Komen social media sites (Facebook, Twitter following of 6,000+)
- Sponsorship promoted in Komen monthly e-newsletter
- Corporate name listed in pre-show slide presentation (continuous loop one hour prior to event)
- Six (6) event tickets with VIP seating
- Corporate recognition in event program including 1/2 page advertisement (provided by sponsor)

## EMCEE

\$2,500

- Corporate name listed on Laugh for the Cure website
- Sponsorship promoted via Komen Charlotte social media sites (Facebook, Twitter following of 6,000+)
- Sponsorship promoted in Komen Charlotte monthly e-newsletter
- Name listed in pre-show slide presentation (continuous loop one hour prior to event)
- Four (4) event tickets with VIP seating
- Corporate recognition in event program including 1/4 page advertisement (provided by sponsor)





# Pink Sunday

## 2015 Sponsor Packages



### PINK PASTOR

\$7,000

- Company logo on front and back of promotional fan (approximately 40,000 distributed in 13 counties)
- Phone number to schedule mammogram or reach other resources on fans
- Approval of logo on fan design
- Co-branded education piece online and in breast health resource guide (approximately 300 resource guides)
- Company logo displayed on Komen Charlotte website
- Media opportunities
- Special feature in Komen Charlotte e-newsletter (65,000+ distribution list)
- Four (4) VIP tickets for Laugh for the Cure (2016 date TBD - \$300 value)
- Eight (8) complimentary Race entries (value \$280)

### PINK DEACON

\$4,000

- Company logo on back of fan (approximately 40,000 distributed in 13 counties)
- Company logo displayed on Komen Charlotte website
- Media opportunities
- Special feature in Komen Charlotte e-newsletter (65,000+ distribution list)
- Two (2) VIP tickets for Laugh for the Cure (2016 TBD date - \$300 value)
- Six (6) complimentary Race entries (value \$210)

### PINK CHOIR

\$2,000

- Company logo displayed on Komen Charlotte website
- Recognition in Komen Charlotte newsletter (65,000+ distribution list)
- Four (4) complimentary Race for the Cure entries (value \$140)



## *Year-Round Opportunities*

Susan G. Komen is the world's largest and most progressive grassroots network of breast cancer survivors and activists. At Komen Charlotte, we are making steady progress in improving breast health services, breast health awareness, and education, by reaching out to the underserved population in our local community through specific education and outreach programs.

Komen Charlotte Year-Round Partners are supporters who want to commit part of their yearly philanthropic giving (in cash or in-kind services) to join Komen Charlotte in our mission. This concept is new to our organization, and it is working well and has proven to be a great benefit to our partners. We have two levels: the Year-Round Komen Partner and the Food and Beverage Year-Round Sponsor.

*Can't decide between Race for the Cure and Laugh for the Cure? Now you don't have to! As a year-round Komen Charlotte Partner, you can align yourself with Komen Charlotte's two largest annual fundraising events.*

## YEAR-ROUND KOMEN PARTNER

**\$25,000**

- Naming rights to use "Year-Round Komen Charlotte Partner" and Komen Charlotte logo on company promotional materials
- Company logo on Race t-shirts (14,000+)
- Logo on Komen Charlotte website with link to company website
- Company logo displayed on jumbotron on Race Day
- Corporate name listed on Laugh for the Cure website
- Sponsorship promoted via Komen Charlotte social media sites (Facebook, Twitter following of 6,000+)
- Sponsorship promoted in Komen Charlotte monthly e-newsletter
- Corporate name listed in pre-show slide presentation at Laugh for the Cure (continuous loop one hour prior to event)
- Six (6) VIP tickets for Laugh for the Cure (2/21/15, \$450 value)
- Corporate recognition in event program including full page advertisement (provided by sponsor)
- 25 complimentary Race entries (\$875 value)

## FOOD & BEVERAGE SPONSORS

**\$15,000**

- Name on Race t-shirts (14,000+)
- Presence in Race Expo area; opportunity to provide samples and or promotional items
- Company logo on Komen Charlotte's website year-round with link to menu and company website
- Company logo displayed on jumbotron on Race Day
- 15 complimentary Race entries (\$525 value)
- Corporate name listed on Laugh for the Cure website
- Sponsorship promoted via Komen Charlotte social media sites (Facebook, Twitter following of 6,000+)
- Sponsorship promoted in Komen Charlotte monthly e-newsletter
- Corporate name listed in pre-show slide presentation (continuous loop one hour prior to event) at Laugh for the Cure event
- Corporate recognition in event program including 1/2 page advertisement (provided by sponsor)
- Six (6) VIP tickets to Laugh for the Cure (2/21/15, \$450)
- Race Day presence in Expo area (10' x 10' tent provided, or sponsor can bring branded tent)

## Komen Charlotte's First Annual Education Summit (June 2015)

Commit to be a part of the first breast health education summit in our area. With a focus on survivors and co-survivors, this education summit will include seminars on topics such as, risk and genetics, healthy lifestyles, new and upcoming research, life after breast cancer, and identifying support services. The keynote speaker confirmed for the lunch session is Dr. Kimberly Blackwell, MD from Duke University. Dr. Blackwell was named one of Time Magazine's 100 Most Influential People in the World in 2013.

### PRESENTING EDUCATION SUMMIT SPONSOR

**\$20,000**

- Company logo displayed on Komen Charlotte website with link to company website
- Company logo displayed on continuous loop throughout lunch
- Full page dedicated in summit program
- Special feature in Komen Charlotte e-newsletter (65,000+ distribution list)
- Provide branded gifts and/or goodie bags of your choice to all summit participants (approximately 500)
- Signage (provided by company)
- Host a vendor table with signage at the event throughout the meeting
- Six (6) VIP tickets to Laugh for the Cure (2016 date TBD- \$450 value)
- 15 complimentary Race entries (value \$525)
- Introduce keynote speaker

### EDUCATION BREAKOUT SESSION SPONSOR (MULTIPLE OPPORTUNITIES)

**\$5,000**

- Company logo displayed on Komen Charlotte website
- Education breakout session rooms named for your company
- Company name and logo listed in summit program
- Host a vendor table with signage at the event throughout the meeting
- Two (2) VIP tickets for Laugh for the Cure (2016 date TBD - \$150 value)
- Six (6) complimentary Race entries (value \$210)

### SCHOLARSHIP SPONSOR

**\$2,500**

- Company logo displayed on Komen Charlotte website
- Company name and logo listed in summit program
- Host a vendor table with signage at the event throughout the meeting
- Opportunity to offer educational experience to approximately 50 participants

### VENDOR TABLE SPONSOR

**\$500**

- Host a vendor table with signage at the event throughout the meeting
- Company name listed in summit program





**Other Mission Activities**

With two million people living in our service area, breast health education is too large to tackle alone. Consider supporting our ever-expanding Komen Education Ambassador training program. Each Education Ambassador participates in a three-hour training program and is given a tool kit with breast health education materials and resources to use while out representing Komen Charlotte. To date we have 32 trained ambassadors in four of our counties. These important individuals are the faces of Komen Charlotte and breast health education while engaging in community health fairs, speaking engagements, events and more. With your support, we can provide thorough and relevant tool kits filled with up-to-date medical information, Komen organization background and resources guide for the community.

<b>KOMEN EDUCATION AMBASSADOR PROGRAM</b>	<b>\$4,000</b>
<ul style="list-style-type: none"> <li>• Co-brand the tool kits with Komen Charlotte (approx. 30 per year)</li> <li>• Sponsor recognition and speaking opportunities at all trainings meetings (approx. 3-4 per year)</li> <li>• 2 tickets to Laugh for the Cure (2/15/15, value \$150)</li> <li>• Six (6) Race for the Cure race entries (value \$210)</li> </ul>	
<b>MECKLENBURG BREAST HEALTH COALITION</b>	<b>\$2,500</b>
<p>The Mecklenburg Breast Health Coalition was formed in 2013 by Komen Charlotte and other local breast health advocates to address the high late-stage diagnosis rate of breast cancer in Mecklenburg County. Current coalition members include: American Cancer Society, Buddy Kemp Cancer Support Center, Carolina Breast Friends, Charlotte Radiology, Levine Cancer Institute, Mecklenburg County Health Department, Novant Health, The Belva Greenage Wallace Foundation and Susan G. Komen Charlotte. This is a first of its kind collaboration of industry leading organizations that have a shared vision to analyze and provide thought-provoking solutions to the local issues facing our community. Your support of this Coalition's work can help us learn about and understand the factors involved and help reduce late-stage diagnosis in the county.</p>	
<b>EDUCATION MATERIALS</b>	<b>\$1,000</b>
<p>Knowledge is power. We use Komen breast health education materials at many venues—during breast health educational seminars, discussion groups, through our grant-making programs, at fundraising events, and in all 13 of our service area counties. Are you interested in learning more about mission-centered sponsorships? Contact: Sarah Bailey at Komen Charlotte, 704-347-8181 or s.bailey@komencharlotte.org.</p>	

## Community Events

Looking for additional ways to support Komen Charlotte? You can do your own event! Fundraising through events, activities, and promotions can be both fun and rewarding. Contributions received from our community events are extremely important to Komen Charlotte as it helps us to fund grants that provide services for people in our community. Community events are held year round and provide immediate impact on fulfilling our mission.

We want you to have a very successful fundraiser and there are valuable benefits to officially registering your fundraiser with Komen Charlotte. However, time and resources do not allow us to provide the same level of support for every event. In an effort to maximize the allocation of resources, Komen Charlotte support is based on the following:

### \$1 TO \$249

- Use of Susan G. Komen Charlotte or Komen Charlotte name on promotional materials.
- Breast health educational materials.

### \$250 TO \$999

- Breast health educational materials.
- Use of Susan G. Komen Charlotte or Komen Charlotte name on promotional materials
- Event promotion through Komen Charlotte Calendar of Events

### \$1,000 TO 2,499

- Breast health educational materials
- Use of Susan G. Komen Charlotte or Komen Charlotte logo on promotional materials.
- Event promotion through Komen Charlotte Calendar of Events, Monthly E-Blast and (2x) social media.
- Komen Charlotte table display and Komen representative.

### \$2,500 TO \$4,000

- Breast health educational materials.
- Use of Susan G. Komen Charlotte or Komen Charlotte logo on promotional materials.
- Event promotion through Komen Charlotte Calendar of Events, monthly newsletter E-Blast, website, and (2x) social media.
- Komen Charlotte table display and Komen representative.
- Survivor speaker (based upon availability).
- Komen Charlotte banner for event display (if available).

### \$4,000 AND MORE

- Discuss with staff for more information

It's About  
*Community* 



# 2014 Susan G. Komen® Charlotte SPONSOR CONTRACT

SPONSORSHIP TYPE (Please check one):

RACE \_\_\_\_\_ LAUGH \_\_\_\_\_ MISSION \_\_\_\_\_ YEAR-ROUND \_\_\_\_\_

Name of Company/Institution or Individual (print exactly as it should appear in Susan G. Komen® publications):

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

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

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

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

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

SPONSORSHIP:

• Cash \$ \_\_\_\_\_

• In Kind Products/Services  
(Fair Value – must itemize below) \$ \_\_\_\_\_

Total Sponsorship \$ \_\_\_\_\_ Sponsor Level \_\_\_\_\_

In Kind Sponsorship Detail: Please list all donated goods/services below, including the item, quantity and value.

Item	Quantity	Fair Market Value
		\$
		\$
		\$
		\$

Please make checks payable to Komen Charlotte Race for the Cure®. Submit signed contract and payment to: Susan G. Komen® Charlotte, 2316 Randolph Road, Charlotte, NC 28207 ATTN: Nikki Harris

TERMS AND CONDITIONS: This Contract is subject to the terms and conditions stated below. Contributor has read, understands and agrees to be bound by these terms as a condition of contribution.

\_\_\_\_\_  
Signature of Authorized  
Representative for Sponsor

\_\_\_\_\_  
Print Name and Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Komen Charlotte Race for the Cure® Representative

\_\_\_\_\_  
Date



# Terms and Conditions

This agreement ("Agreement") is entered into this \_\_\_\_\_ day of \_\_\_\_ ("Effective Date") between the Charlotte Affiliate of 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 2014 Komen Charlotte Race for the Cure® ("Race").

1. General. The Race is part of the Komen Race for the Cure® series, a national series of 5k and 1-mile runs/fitness walks. The Race 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") to promote and fulfill its 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 Affiliate is a non-profit organization exempt from federal tax pursuant to Internal Revenue Code section §501(c)(3), federal tax identification number 75-2854959.

2. Term. This Agreement will be effective \_\_\_\_\_ and end on October 4, 2014, the scheduled date for completion of the Race ("Term").

3. Race Date. Affiliate will use its best efforts to conduct the Race on October 4, 2014.

4. Komen Licensed Marks. Local Premier Partner and Local Presenting Sponsor: Affiliate is a licensee of the Organization and hereby grants a limited, non-exclusive sub-license to use the Charlotte Affiliate of Susan G. Komen for the Cure name, Komen Race for the Cure® name and accompanying logo service marks ("Affiliate Licensed Marks") solely to promote the Race and Race-related events 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 Charlotte Affiliate service area and should refer to Sponsor's relationship to the Race in the following form: "Local Premier Partner and Local Presenting Sponsor®." 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 Race sponsor. All other sponsor levels must obtain permission from the Charlotte Affiliate prior to licensing any of the marks.

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 Race 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 pay its sponsorship fee as follows: Sponsor shall pay its entire sponsorship fee on or before dates designated for sponsor levels, as stated in the 2014 Charlotte Race for the Cure® Sponsorship Opportunities Brochure, 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. To comply with IRS requirements, we wish to advise you that the tax-deductible amount of your contribution for Federal Income tax purposes is limited to the excess of the amount of money plus the value of any non-cash property contributed by you over the value of the goods and services provided by the Charlotte Affiliate. The Affiliate will provide you with the total value of any goods and services provided as part of your sponsorship.

7. Race Cancellation. Neither Organization nor Affiliate shall be responsible for damages that result from delays or postponements of the Race due to circumstances beyond their reasonable control. In the event that the Race 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. Insurance. Sponsors providing, assembling or erecting temporary structures: (a) Each party shall maintain, during the Term of this Agreement, insurance in the amount of One Million Dollars per occurrence to cover liability for bodily injury, property damage and death arising out of the party's activities in connection

with the activities which are the subject of this Agreement. Sponsor agrees to name the Susan G. Komen for the Cure and the Charlotte Affiliate of the Susan G. Komen for the Cure as Additional Insureds on its comprehensive general liability insurance policy solely with respect to the events and activities which are the subject of this Agreement. Each party shall furnish a certificate of insurance to the other party showing that such insurance policies are in place within thirty (30) days after the Effective Date of this Agreement. For all other sponsors: (b) Each party shall maintain, during the Term of this Agreement, insurance in an amount sufficient to cover liability for bodily injury, property damage and death arising out of the party's activities in connection with the activities which are the subject of this Agreement. Each party shall furnish a certificate of insurance to the other party showing that such insurance policies are in place within thirty (30) days after the Effective Date of this Agreement.

9. 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.

10. 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 Race. All individuals provided by or associated with Sponsor who perform services at the Race 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.

11. Governing Law. This Agreement shall be governed by the laws of the State of North Carolina.

12. Confidentiality. Each party agrees to hold in strict confidence, during and for three (3) years after the term of this Agreement, all information, material, and data that have been disclosed one to the other during the term of this Agreement and is marked "Confidential", including the terms of this Agreement (other than Sponsorship Levels). Each party agrees that it will not use any such confidential information of the other party for any purpose not directly associated with the former party's obligations hereunder, without prior approval from the other party; provided, however, that each party may disclose such information without prior approval if required by law or court order.

13. Assignment. Neither party may assign, directly or indirectly, by operation of law, change of control or otherwise, this Agreement or any rights or obligations hereunder, without the prior written consent of the other party, which shall not be unreasonably withheld. Any attempt to assign this Agreement in contravention of this Section 11 shall be void and of no force and effect.

14. Dispute Resolution. In the event of any dispute arising out of this Agreement, the parties shall use good faith efforts to resolve their differences amicably. In the event they are unsuccessful, the parties agree not to commence litigation until attempting to resolve their dispute through mediation. Either party may initiate the mediation process with thirty (30) days' prior written notice to the other party. The dispute shall be submitted to mediation in the city in which Komen Affiliate's principal place of business is located. Costs of mediation shall be borne equally by the parties. Mediation of the dispute shall be completed within fifteen (15) days of commencement, unless the parties extend the time by mutual agreement or unless the mediator declares the parties to be at an impasse. Notwithstanding the above, in the event that either party believes that immediate injunctive relief is required to protect its Marks, such party may invoke the immediate powers of the appropriate court of law without the requirement to first mediate the dispute.

15. Notice. Any notice hereunder shall be in writing and shall be effective (i) when personally delivered or when transmitted via facsimile with receipt confirmed; (ii) the next business day following deposit with a reputable courier service for overnight delivery; or (iii) five business days following deposit in the United States mail, postage prepaid, registered or certified. All notices shall be forwarded to the address of each party.

16. Entire Agreement. This Agreement shall constitute the entire agreement of Sponsor and Komen Affiliate to be binding upon the parties as of the Effective Date. This Agreement supersedes any prior understandings or oral agreements between Sponsor and Komen Affiliate regarding the Race(s) and constitutes the entire understanding and agreement between the parties with respect to the Race(s). There are no agreements, understandings, representations or warranties between the parties other than those set forth in this Agreement. Should any section, or portion thereof, of this Agreement be held invalid by reason of any law, statute or regulation existing now or in the future in any jurisdiction by any court of competent authority or by a legally enforceable directive of any governmental body, such section or portion thereof shall be validly reformed so as to approximate the intent of the parties as nearly as possible and, if unreformable, shall be deemed divisible and deleted with respect to such jurisdiction; and this Agreement shall not otherwise be affected.

17. Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be considered an *original instrument*. *Each counterpart will be considered a valid and binding original. Once signed, any reproduction of this Agreement made by reliable means (e.g., photocopy, facsimile) is considered an original.*

It's About  
*Finding a Cure!*



# Thank You!

## 2013-2014 LOCAL SPONSORS

*Race: Novant Health, Mecklenburg Radiology Associates, WBTV, Metrographics, Belk, Harris Teeter, Dick's Sporting Goods, 96.1 The Ace & TJ Show, 102.9 The Lake, Wild Wing Café, 96.9 The Kat, 106.5 New Rock, Carolina CAT, Hobart Financial Group, Newk's Eatery, Charlotte Radiology, Moes, Preferred Parking Service, Chick-fil-A, Fifth Third Bank, Spectrum Properties, City Tavern, Hilton Charlotte Center City, Snyder's-Lance, Party Reflections, Miller Street Dance Academy, E-Z Parking, Bruster's, Trinity Consulting, Porta-Jon of the Piedmont, Trader Joes*

*Laugh: Wells Fargo, Metrographics, Dickens Mitchener, Snyder's-Lance, Holy Sheet Custom Cakes, Brixx, Newk's Eatery, Wild Wing Café, Uptown Catering Company, Smiley's 4 C's, 107.9 The Link, Nolen Kitchen, Carolina BDA, WBTV, EY, Pinkrete, Scott Brown Media, Ernst & Young, Hendrick Lexus*

*Pink Sunday: Charlotte Radiology*

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