

# 2012 Susan G. Komen Maine Race for the Cure® SPONSORSHIP OPPORTUNITIES



PORTLAND - SEPT 9, 2012



Presented by 

NATIONAL SERIES SPONSORS



BANGOR - SEPT 16, 2012



## 2 WHO WE ARE

### THE POWER OF A PROMISE

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever.

In 1982, that promise became Susan G. Komen for the Cure® and launched the global breast cancer movement. Today, Susan G. Komen for the Cure is the world's largest grassroots network of breast cancer awareness activists, fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested more than \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.



### BREAST CANCER: THEN & NOW

In the past 29 years, Susan G. Komen for the Cure® has become a global leader in the fight against breast cancer, transforming how the world talks about and treats this disease and helping turn millions of breast cancer patients into breast cancer survivors.

We are proud of our contribution to some real victories:

**MORE EARLY DETECTION** - nearly 75 percent of women over 40 years old now receive regular mammograms, the single most effective tool for detecting breast cancer early. In 1982, less than 30 percent received a clinical exam.

**MORE HOPE** - the five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98 percent (compared to 74% in 1982).

**MORE RESEARCH** - the Federal government now devotes more than \$900 million each year to breast cancer research, treatment and prevention (compared to \$30 million in 1982).

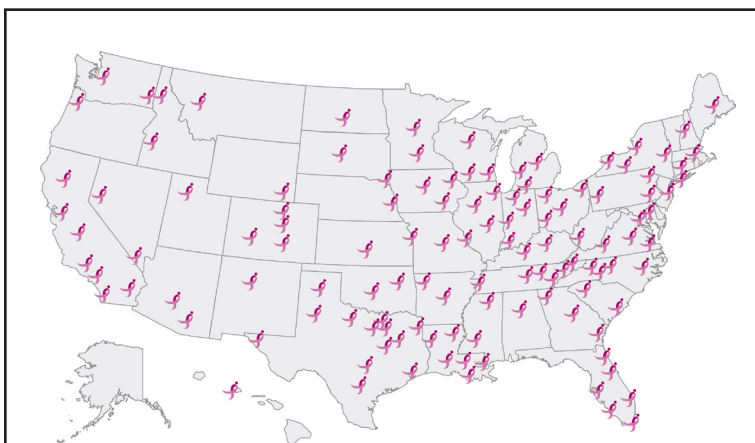
**MORE SURVIVORS** - America's 2.5 million breast cancer survivors, the largest group of cancer survivors in the United States, are a living testament to the power of society and science to save lives.

### OUR VISION

A world without breast cancer.

### OUR PROMISE

To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the Cures.



Susan G. Komen for the Cure has a network of over 120 domestic Affiliates and three international Affiliates. The Komen Maine Affiliate has a service area that covers the entire state of Maine.

### TOP RATED CHARITY

Susan G. Komen for the Cure has once again received the coveted 4-star rating from Charity Navigator, the nation's largest independent evaluator of charities.

According to Charity Navigator President Ken Berger, this rating indicates Susan G. Komen for the Cure "consistently executes its mission in a fiscally responsible way, and out performs most other charities in America."





**HELPING MAINE RESIDENTS**

**75%** of the net income from the Komen Maine Affiliate is dedicated to fighting breast cancer in Maine communities. Since we began in 1997, the Komen Maine Affiliate has invested over **\$2.25 million dollars** in education, screening and treatment programs in this state.



**SUPPORTING RESEARCH TO FIND THE CURES**



**25%** of the net funds raised are dedicated to the Susan G. Komen for the Cure® Grants Program. This national program supports the most promising breast cancer research projects. Every significant advance in the fight against breast cancer has been touched by a Komen grant. Under the direction of Komen’s Chief Scientific Advisor, Dr. Eric Winer, and Scientific Advisory Board,

Komen research emphasizes translational studies that will contribute to significant reductions in breast cancer mortality and/or incidence within the decade.

**2011 GRANTEES**

**Fish River Rural Health**

**Aroostook County**  
Offers education outreach and support to rural areas of Northern Maine.

**Bridging Books, Bangor Y**

**Multiple Counties**  
Helpful resources for newly diagnosed breast cancer survivors. Works in cooperation with oncology offices.

**Bridging the Gap, Bangor Y**

**Multiple Counties**  
No cost breast exams and imaging to qualifying women between 20-39 years old, an age group often left out of many programs.

**Western Maine Community Action**

**Multiple Counties**  
Offers education and screening to reach the often medically underserved population of lesbian, bisexual and transgender individuals.

**Healthy Community Coalition**

**Franklin County**  
Door to door visits and screening days aboard its Mobile Health Unit, reaching women in the most remote areas of Franklin county.

**Maine Breast Cancer Coalition**

**Statewide**  
Provides financial assistance for uninsured and under-insured individuals. Assistance can include screening, diagnostics, prescriptions, prosthesis, etc.

**MaineGeneral Medical Center**

**Kennebec & Somerset Counties**  
Education and screening programs in central Maine region. Also provides gap funding when necessary for screenings and diagnostics.

**Penquis Community Action Program**

**Penobscot & Piscataquis Counties**  
Provides transportation assistance to breast cancer patients to treatment services at CancerCare of Maine.

**Central Maine Medical Center**

**Multiple Counties**  
Provides screening services to women in rural western Maine as well as those of East African descent living in Lewiston.

**Cary Medical Center**

**Aroostook County**  
Goal of the project is to increase the rate of women over 40 who receive regular screening.

## 4 THE SUSAN G. KOMEN MAINE RACE FOR THE CURE®

### HISTORY

The Komen Maine Race for the Cure® - Bangor began in 1997 with a few women hoping to make a difference. By 1999, we had incorporated the Maine Affiliate of Susan G. Komen for the Cure®. Our growth has remained steady throughout the years, and since 2005 the Race has more than doubled its participation and revenue. In 2010, we were the first Komen Affiliate in the country to expand to two Race for the Cure events!

### BANGOR

2011 was Bangor's 15th Annual. This event attracted over 5,100 participants and raised \$300,000.



Photo by Scott Wardwell

### PORTLAND

The 2nd Annual Komen Maine Race for the Cure® - Portland was held at Payson Park on Sept 11th. A great success, our Portland Race drew nearly 1,600 participants and raised over \$145,000.

*Although we are proud of our success, we must not forget that our ultimate goal is to find the cures. To that end, we must continue to push harder each year to reach our mission. Our success translates into a larger audience for our sponsors.*

### IMPORTANT INFORMATION

- All sponsorships are tax deductible. Please see your tax advisor for tax advice.
- All Susan G. Komen for the Cure® and Susan G. Komen Race for the Cure® marks are registered trademarks and can only be used with permission from the Affiliate. Only those sponsors with use of trademarks listed as a specific benefit will be given permission to use those marks.
- We can only promote one logo per sponsor as part of a single package agreement.
- You'll be in good company: A list of current sponsors may be found on our website at [www.komenmaine.org](http://www.komenmaine.org).

### CONTACT US

For questions or to sign up as a Race Sponsor, please call 207-262-7117 or email [sally@komenmaine.org](mailto:sally@komenmaine.org).

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## CASH SPONSORSHIP

Cash sponsorships help cover costs of producing the event and translate into more Race revenues used to fund education, screening, treatment and research. Benefits vary depending on financial commitment level, but all sponsors reach a broad audience of individuals committed to this cause.

## IN-KIND SPONSORSHIP

Our goal is to underwrite necessary Race expenses as much as possible through in-kind contributions of products and services. The more expenses we can offset in this way, the more money can be used toward our mission.

The Executive Director must approve all in-kind donations, based on need. All essential items are valued at 100% retail value; donations not considered essential are valued at half retail value for sponsorship and tax deduction purposes.

Benefits of in-kind sponsorships are based on the fair market value and align with the corporate sponsor levels.

### PRE-RACE NEEDS

- Advertising and Media
- Printing and Copying
- Office Supplies
- Signage
- Venue for Survivor Reception
- Venue for Volunteer Recognition

### RACE DAY NEEDS

- Survivor Gifts
- Food & Beverage
- Sound Systems
- Rental Services (Tents, Tables, Staging, etc.)
- Bottled Water
- Portable Toilets
- Dumpster/Trash Collection
- Prizes
- 5K Warm Up Leader

## COMBINATION SPONSORSHIP

Some businesses find that providing a necessary product or service in-kind, plus a cash sponsorship donation, is a great way to take the business to the next recognition level.

## SPECIALTY SPONSORSHIP PACKAGES

Targeted Marketing Packages allow a company to market its message toward a specific audience: survivors, teams, etc. See the back cover for details.

## SAMPLING OPPORTUNITIES

The Race does not rent vendor space. However, sponsors at the \$2,500 level and above are given space at the Race site where they may distribute product or coupons. Unless the product is considered essential and is given as whole products (not samples), the product given away is not considered an in-kind donation.

## 6 STATEWIDE PRESENTING SPONSOR

Up to three corporate and two media Statewide Presenting Sponsors will receive prominent statewide recognition for both the Bangor and Portland Races.

### Pre-Race and General Benefits

- Use of Race logo allowed (with Affiliate approval)
- Logo on every Race content page (excludes registration pages) on [www.komenmaine.org](http://www.komenmaine.org)
- Logo on [www.komenmaine.org](http://www.komenmaine.org) sponsor page with link to sponsor's website
- Recognition in at least two editions of email newsletter
- Color logo on covers of all print entry forms (min 20,000)
- Recognized as an entry form pick-up location
- Logo on 1,000 posters
- Banner displayed at pre-registration site
- Special recognition at Survivor Reception
- Permission to distribute product or coupon to participants at T-shirt pick-up

### Race Day Benefits

- Premium booth placement
- Complimentary 9x10 tent, if requested
- Six VIP Parking Passes
- Logo on bibs (estimated 8,000)
- Premium banner placement (stage, starting line)
- Recognition in announcements throughout Race morning
- Recognition in Race ceremony script; representative presented with plaque; opportunity to speak at the Race

### Post-Race Benefits

- Recognition in post-race results press release
- Invitation to VIP Thank You Celebration
- Breast health classes and/or educational material available to your company upon request



Bangor Race 2009



Portland Race 2010

Photos by  
Aerial Photography of Maine

\* Due to printing deadlines, sponsorship contracts received after June 1st are not guaranteed all sponsorship benefits listed above. A fully executed contract and receipt of logo (when applicable) is required prior to any benefits being delivered.

\* We reserve the right to substitute benefits with those of equal or greater value in extenuating circumstances.

Local Race Sponsorships are specific to either the Bangor or Portland Race.

	\$15,000 Decathlete	\$10,000 Triathlete	\$5,000 Marathoner	\$2,500 Runner	\$1,000 Jogger	\$500 Walker
Use of Race logo allowed (with Affiliate approval)	◆					
Invitation to VIP Thank You Celebration	◆					
Banner displayed at pre-registration site	◆					
Link to sponsor's webpage on sponsor page	◆	◆				
Premium banner location at Race (Start or Finish) (Banners no larger than 6' wide)	◆	◆				
VIP parking at the Race	4 passes	2 passes				
Logo on 1,000 posters, distributed statewide	◆	◆				
Recognition in September edition of eNewsletter	◆	◆	◆			
Announcements throughout Race morning	◆	◆	◆			
Gift of appreciation	◆	◆	◆	◆		
Display space at Race - Sponsor must provide own tent or shelter (size restrictions apply; insurance required)	◆	◆	◆	◆		
Product or coupon made available to participants at T-shirt pick-up (Must be approved by Race Committee)	◆	◆	◆	◆		
Banner placement at Race (Banners no larger than 6' wide)	◆	◆	◆	◆	◆	
Logo on a minimum of 10,000 entry forms (black/grayscale)	◆	◆	◆	◆	◆	
Logo on T-shirt backs (size of logo increases with sponsorship level, black/grayscale)	◆	◆	◆	◆	◆	
Logo on www.komenmaine.org sponsor page	◆	◆	◆	◆	◆	
Billable registration option for those businesses wishing to purchase registrations for their team	◆	◆	◆	◆	◆	◆
Business name (in lieu of logo) on entry form						◆
Business name (in lieu of logo) on T-shirts						◆
Business name (in lieu of logo) on website						◆

## Thank you for your support...

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## 8 TARGET MARKETING OPPORTUNITIES

### **SURVIVOR SPONSOR**

**\$7,500 cash and/or in-kind sponsorship**

The survivors are truly the heart and soul of our Race. We celebrate those who join us and remember those who could not. Join National Sponsor Zeta Tau Alpha as the exclusive local sponsor dedicated to honoring survivors.

**The Survivor Reception or Luncheon** takes place before the Race. It is a chance for survivors to mingle and share stories and for us to honor them. Complimentary food, entertainment and prizes are all part of this celebration. This event is free to survivors and their guests.

**The Survivor Ceremony** takes place during the Race. It is a chance for all participants to honor the hundreds of survivors that join us at the Race and for them to see the thousands of people there to support them. A truly moving experience, this ceremony illustrates what it's all about.

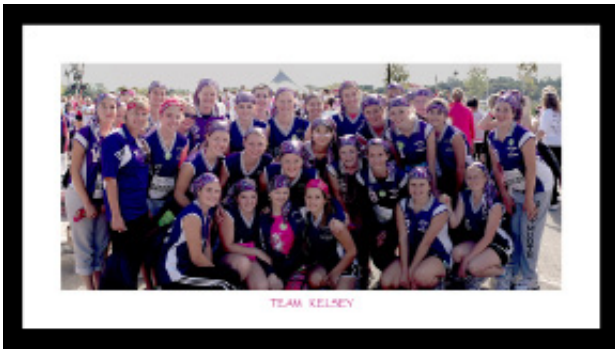
**The Survivor Tent** is located at the Race. It is a welcoming place for survivors to go and relax, receive complimentary gifts and mingle.

As the Survivor Sponsor, your company will receive all the benefits of the traditional Marathoner Level, plus:

- Opportunity to provide logo gift items to all survivors.
- Opportunity to speak at Survivor Reception or Breakfast.
- Opportunity to speak during the Survivor Ceremony.
- Recognition in all publications (brochure, website, etc) where survivor activities are listed.



Photo by Scott Wardwell



### **NEW! TEAMS SPONSOR**

**\$3,500 cash and/or in-kind sponsorship**

Teams are a key element to our success and ensuring that team captains have the tools they need is equally important.

The **Team Captain Kick-Off Event** will take place in the spring to energize and educate team captains on how to have a successful team.

As the Teams Sponsor, your company will receive all the benefits of the traditional Runner Level, plus:

- Signage in Team Area at the Race.
- Opportunity to speak at Team Captain Kick-Off
- Recognition in all publications (brochure, website, etc) where team information is posted.

### **VOLUNTEER SPONSOR**

**\$3,500 cash and/or in-kind sponsorship**

We could not make this Race successful without the work of hundreds of volunteers. Join National Sponsor Quilted Northern as the exclusive local sponsor dedicated to honoring volunteers.

**Volunteer Appreciation Night** takes place after the Race to thank all volunteers for their help. Sponsorship of this event will allow us to thank our volunteers properly.

As the Volunteer Sponsor, your company will receive all the benefits of the traditional Runner Level, plus:

- Opportunity to provide logo gift items to all volunteers.
- Signage in Volunteer Tent at the Race.
- Opportunity to speak at Volunteer Appreciation Night.
- Recognition in all publications (brochure, website, etc) where volunteer opportunities are listed for the Race.