

SUSANG. KOMEN Breast cancer Foundation LUBBOCK RACE FOI THE CUITE

THE SUSAN G. KOMEN Breast cancer Foundation was Founded

in 1982 on a promise made between 2 sisters – Nancy Goodman Brinker and her dying sister, Susan Goodman Komen. More than 20 years later, the Komen Foundation is a global leader in the fight against breast cancer through its support of innovative breast cancer grants, educational, scientific and community outreach programs around the world. Together, with its Affiliate Network, corporate partners and generous donors, the Komen Foundation has raised over \$600 million dollars for the fight against breast cancer.

THE MISSION OF THE SUSAN G. KOMEN BREAST CANCER FOUNDATION IS TO ERADICATE BREAST CANCER AS A LIFE THREATENING DISEASE BY ADVANCING RESEARCH, EDUCATION, SCREENING AND TREATMENT.



Facts about breast cancer

Breast Cancer is the leading cause of cancer deaths among women between the ages of 40 and 59.

1 in 7 women in the United States will get breast cancer during her lifetime.

Eighty percent of all breast cancers occur in women with no known risk factors, all women are at risk of developing breast cancer.

If screening guidelines were followed and appropriate treatment was received, breast cancer mortality would decrease by 30%.

There is no known cure for breast cancer... but together we will find one!





SPONSORSHIP OPPORTUNITIES

Our goal is to underwrite Race expenses through both cash and in-kind contributions.

Opportunities exist at various sponsorship levels from \$250 to \$15,000 with increasing benefits for your organization at each increment.

	Local Corporate Sponsor \$15,000	Diamond Metal Sponsor \$10,000	Platinum Medal Sponsor \$7,500	Gold Medal Special Event Sponsor \$3,500	Silver Medal Sponsor \$2,500	Bronze Medal	Marathoner Sponsorship \$500	Miler Sponsorship \$250
On-site Race-day Recognition								
Mention during public announcements	X	Х	×	Х	X	Х		
Sponsor-manned table	X	X	×	Х	X	Х		
Corporate banners displayed at Race site	4	3	3	2	1			
Company representative introduced at Race	X	Х	X	X	Х			
Name/logo Exposure & Advertising								
Logo on Race stationary	X							
Logo on 5,000 Race bibs	X							
Logo on 5,000 Race shirts	X	X	X	X	X			
Logo on 25,000 Race registration forms	X	Х	X	X	X			
Logo on 500 Race posters	X	X	×	X	X			
Logo on all items supporting the event	X	Х	X	X	X			
Logo on all Race advertising	X	X	X	X	X			
Name on all Race advertising						X	X	Х
Listing in banner taken to all events	X	X	X	X	X	X	X	
Logo on Lubbock Affiliate website	X	Х	X	Х	X			
Listing on Lubbock Affiliate website						X	X	
Logo on awards ceremony signage	X	Х						
Exposure on awards ceremony signage			X					
Official site for entry form pick up	X	Х	X	Х	X	Х		
Listing in Lubbock Affiliate newsletter	X	X	X	X	X	X	X	
Granted limited license to use event logo	X							
Company Participation								
Complimentary Race Entries	20	10	5					
In the Pink party invitations	X	X	Х	X	Х	X	X	Х
Survivor Brunch invitations	X	Х	X	Х	X	Х	X	Х
Team Captain Brunch invitations	X	X	Х	Х	×	X	X	Х
Complimentary table at annual luncheon	×	Х	×					
Komen sign placed on company grounds	X	X	X					
Complimentary team entries in Swing for the Cure	2 teams	2 teams	1 team	1 team	2 people			
Framed recognition certificate	X	Х	X	X	Х	X	Х	



Targeting marketing

In addition or as an alternative to our traditional sponsor opportunities, we can create a target marketing package for your company. Some possibilities include, Kids for the Cure®, Docs for the Cure®, Sleep-in for the Cure® or the In the Pink Party.

Where does the money go?

The money that you help raise through the Lubbock Race for the Cure® is distributed locally for education, screening and treatment projects.

A Few recent recipients are:

University Medical Center
Covenant Health System
Brownfield Regional Medical Center
Young Women's Christian Association
American Cancer Society
Family Counseling Services
Lubbock Hispanic Chamber of Commerce

LUBBOCK Area AFFILIATE OF THE SUSAN G. KOMEN Breast cancer foundation

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