

MAKE AN IMPACT

as a sponsor or supporter of our signature fundraising event of the year on October 15, 2011

**18TH ANNUAL KOMEN LOWCOUNTRY
RACE FOR THE CURE®**

**RACE
SPONSORSHIPS**

**SPECIALIZED
SPONSORSHIPS**

**ADDITIONAL WAYS
TO SUPPORT THE RACE**



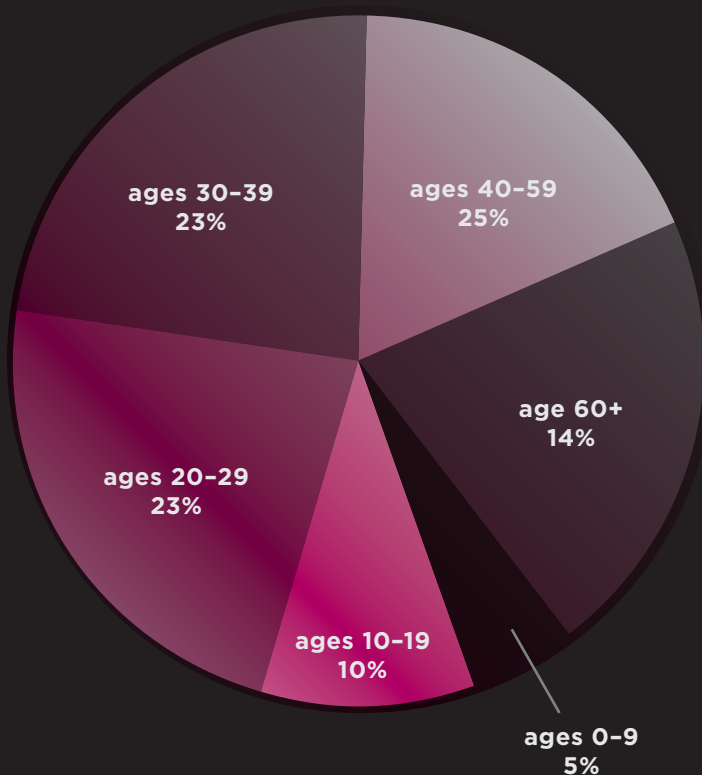
OUR SIGNATURE FUNDRAISING EVENT

The Komen Lowcountry Race for the Cure® is successful because of the 1000+ volunteers, your sponsorship and more than 10,000 participants. Through our community’s steadfast support, we have been able to give more than \$3.5 million back to the Lowcountry. We’ve come a long way since our first race in 1994, where we hosted 900 participants and raised \$25,000.

2011 marks the 18th Annual Komen Lowcountry Race for the Cure®, and we want this year to be our best yet. **Please consider becoming a sponsor and help us fulfill Komen’s promise.** Every dollar donated gets us one step closer to eliminating breast cancer as a life-threatening disease. In 2010, we raised more than \$800,000. We did this because of your commitment and support. Our 2011 Komen Lowcountry Race for the Cure® will be held Saturday, October 15.

There were over 10,026 Participants at the 2010 Komen Lowcountry Race for the Cure®.

2010 RACE PARTICIPANTS BY AGE



2010 KOMEN LOWCOUNTRY RACE
AT A GLANCE

10,026
Participants

76%, 24%
Female, Male

585
Breast Cancer Survivors

54%
Part of a Team

364
Registered Teams

Over \$800,000
Race funds raised in 2010!



OCTOBER 15,

2011 RACE SPONSORSHIPS

LOCAL PRESENTING SPONSOR \$40,000

PREMIER MEDIA SPONSOR \$30,000

DIAMOND SPONSOR \$20,000

PLATINUM SPONSOR \$12,500

GOLD SPONSOR \$7,000

SILVER SPONSOR \$3,500

VENDOR SPONSOR \$1,500



KOMEN LOWCOUNTRY RACE FOR THE CURE® OCTOBER 15, 2011

2011 RACE SPONSORSHIPS	LOCAL PRESENTING \$40,000**	PREMIER MEDIA \$30,000**	DIAMOND \$20,000**	PLATINUM \$12,500**	GOLD \$7,000**	SILVER \$3,500**	VENDOR \$1,500**
COMPANY VISIBILITY							
Category exclusivity	2 available	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
Radio spot rotation*	★						
Magazine / newspaper ads*	★						
Logo Recognition on Komen Lowcountry Affiliate homepage	★						
Logo recognition in e-blasts to 15,000 constituents	8	4	4	2			
Recognition on 12,000 2011 Race T-shirts	logo	logo	logo	logo	logo		
Recognition on 2,500 Race posters	logo	logo	logo	logo	logo		
Recognition in magazine / newspaper ads thank you*	★	★	★	★	★	★	
Approval to use the Race logo and/or phrase "Proud Sponsor of the 18th Annual Komen Lowcountry Race for the Cure®" from May 2011 to November 2011 in advertising and promotion	logo/phrase	logo/phrase	phrase	phrase	phrase	phrase	
Recognition on 30,000 Race brochures	logo	logo	logo	logo	logo	name	
Recognition in Komen Lowcountry E-Newsletter	logo/link	logo/link	logo/link	logo/link	logo/link	name/link	
Logo and / or link on Komen Lowcountry Affiliate website	logo/link	logo/link	logo/link	logo/link	logo/link	name/link	
Recognition in 2012 Partner and Sponsor Brochure	★	★	★	★	★	★	
Pre-Race expo space (Friday, October 14, 2011)	(2) 10 x 10 tent, (2) 8' table and 4 chairs	10 x 10 tent, 8' table and 2 chairs	10 x 10 tent, 8' table and 2 chairs	10 x 10 tent, 8' table and 2 chairs	10 x 10 tent, 8' table and 2 chairs	8' table and 2 chairs	8' table and 2 chairs
RACE DAY RECOGNITION							
Recognition on 12,000 Race bibs	★						
Company official starts the Race	★						
Opportunity to ride in the Pace Car at the beginning of the Race	★						
Company representatives to speak	★	★	★				
Company recognition through PA announcement	★	★	★				
Company recognition on stage banner	logo	logo	logo	logo	logo		
VIP Parking passes on Race Day	4	2	2	2	2	2	
VIP Lounge Area passes on Race Day	10	8	8	6	4	2	
Company banner(s) displayed along finish line (provided by company)	6	2	2	2	1	1	
Product distribution / sampling at Race Day (required approval of Komen staff)	★	★	★	★	★	★	★
Race Day expo space	(2) 10 x 10 tent, (2) 8' table and 2 chairs	10 x 10 tent, 8' table and 2 chairs	10 x 10 tent, 8' table and 2 chairs	10 x 10 tent, 8' table and 2 chairs	10 x 10 tent, 8' table and 2 chairs	8' table and 2 chairs	8' table and 2 chairs
Company recognition on event signage	★	★	★	★	★	★	★
COMPANY PARTICIPATION & EVENTS							
Invitation to 2011 Grants Luncheon	★		★				
Complimentary Race entries	20	10	10	6	4	2	
Invitations to Sponsor Reception	10	8	8	6	4	2	
Complimentary Breast Health Workshop	★	★	★	★	★	★	
Breast cancer educational materials to employees	★	★	★	★	★	★	

*Inclusion in advertising dependent upon media sponsor negotiation.
 **All in-kind donations must be approved by Komen staff.



OCTOBER 15,

2011 SPECIALIZED SPONSORSHIPS

LOWCOUNTRY PINK FOR THE CURE \$22,500

PRETTY IN PINK SURVIVOR CAFÉ \$15,000

TEAM CHALLENGE SPONSOR \$12,500

VOLUNTEER SPONSOR \$7,500

SLEEP IN FOR THE CURE® \$7,500

HYDRATION STATION \$1,000

IN HONOR OF

MY GRANDMOTHER

MY GREAT AUNT

MY MENTOR

MY FRIEND

MY AUNT ...



2011 Specialized Sponsorships

LOWCOUNTRY PINK FOR THE CURE \$22,500**

This annual competition promotes awareness and support throughout the Lowcountry in the month of October. Local businesses compete by painting their store front windows pink. Windows are judged on creativity, breast cancer awareness and the ultimate pink pizzazz! As the Lowcountry Pink for the Cure Sponsor, you will reach businesses across our Lowcountry service area from Charleston to Beaufort.

HIGHLIGHTS OF SPONSORSHIP

- Approval to use the Race for the Cure logo
- Listed in race promotional materials as the exclusive Sponsor
- Company logo on 3,000 LPFTC brochures
- Radio spot rotation*
- Opportunity to announce winner on TV and radio
- All benefits of Diamond Sponsorship (see *Race Sponsorship Chart*)

PRETTY IN PINK SURVIVOR CAFÉ \$15,000**

One of the most important goals of the Race is to recognize survivors and co-survivors. The Pretty in Pink Survivor Café is an exquisitely decorated tent for survivors to enjoy with their co-survivors on Race Day. More than 1,000 breast cancer survivors and co-survivors enter this tent on Race Day to relax and enjoy wonderful food and goodies.

HIGHLIGHTS OF SPONSORSHIP

- Listed in race promotional materials as the exclusive Pretty in Pink Survivor Café Sponsor
- Company logo on Survivor web page
- Company table space inside Café
- Company banners displayed inside café and on Café entrance
- Opportunity to give a gift to all 1,000+ survivors
- Opportunity to say a few words at Survivor Ceremony
- All benefits of the Platinum Sponsorship (see *Race Sponsorship Chart*)

TEAM CHALLENGE SPONSOR \$12,500**

Over 6,000 race participants form teams for the Komen Lowcountry Race for the Cure. As the Team Challenge Sponsor, you have the opportunity to reach local businesses, corporations, community organizations and schools.

HIGHLIGHTS OF SPONSORSHIP

- Listed in race promotional materials as the exclusive Team Challenge Sponsor
- Company logo on team information web page
- Opportunity to insert promotional item into team boxes handed out 1 week before the Race
- Opportunity to have an additional banner at the Team Tent Area on Race Day
- All benefits of the Platinum Sponsorship (see *Race Sponsorship Chart*)

* Inclusion in advertising dependent upon media sponsor negotiations.

**All in-kind donations must be approved by Komen staff.

2011 Specialized Sponsorships (cont.)

VOLUNTEER SPONSOR \$7,500**

The Komen Lowcountry Race for the Cure would not exist without our wonderful dedicated volunteers. As the Volunteer Sponsor, you have the opportunity to reach thousands of pre-race and race day volunteers.

HIGHLIGHTS OF SPONSORSHIP

- Listed in race promotional materials as the exclusive Volunteer Sponsor
- Company logo on volunteer web page
- Company logo on e-blasts to over 15,000 volunteers
- Opportunity to have an additional banner at the Volunteer Area on Race Day
- All benefits of the Gold Sponsorship (see *Race Sponsorship Chart*)

SLEEP IN FOR THE CURE® SPONSOR \$7,500**

Sleep in for the Cure® is a program for people who want to participate in the Race, but cannot join us on Race Day. Sleep in for the Cure allows them to register as an individual or on a team, raise money, but sleep in on Race day. Race T-shirts are mailed out 2 to 6 weeks after the Race to all Sleep in for the Cure participants.

HIGHLIGHTS OF SPONSORSHIP

- Listed in Race promotional materials as the exclusive Sleep in for the Cure Sponsor
- Company logo on Sleep in for the Cure web page
- Company logo printed on 1,000+ promotional items
- Radio spot rotation*
- Opportunity to provide your company materials to Sleep in for the Cure participants
- All benefits of the Gold Sponsorship (see *Race Sponsorship Chart*)

HYDRATION STATION \$1,000 (2 AVAILABLE)**

- Company Banner displayed at your Water Station for over 12,000 participants to see
- Opportunity for employees to staff your water station wearing your companies T-shirt or hat

RETURN ON YOUR INVESTMENT

Association with one of the most renowned movements to fight breast cancer • Generate community goodwill • Receive high community visibility pre-Race and on Race Day • Reach an audience of 12,000 plus on Race Day • Extend and reinforce current marketing programs through PR opportunities • Showcase and test market products to a highly targeted audience • Build employee morale and demonstrate company commitment to the community • Partner with an organization that directly funds and benefits your local community and national research programs

CUSTOMIZED SPONSORSHIPS

If your company or organization has another idea for a specialized sponsorship that has not been listed, we would like to hear it! Contact us at 843.556.3343 to discuss additional opportunities.

***Inclusion in advertising dependent upon media sponsor negotiation.**

****All in-kind donations must be approved by Komen staff.**

IMPACT! MAKE ONE.

Additional Ways to Support the Komen Lowcountry Race for the Cure®

LOWCOUNTRY PINK FOR THE CURE COMPETITION

We are challenging all area businesses to get creative with our color, **PINK!** The idea is to decorate your storefront with a pink theme. To participate, businesses may register online for \$100 by September 21, 2011. All windows must be decorated by October 1, 2011, and remain up through the Komen Lowcountry Race for the Cure® on October 15, 2011. The window can be decorated in whatever fashion you choose, but you must display the Race poster. This is a competition, so windows will be judged on creativity, breast cancer awareness and the ultimate pink pizzazz! Winners will be announced on the radio, as well as on television. The grand prize winner will also have a live radio remote broadcast from their business.

HONOR A LOVED ONE WITH A PINK FLAG

You can celebrate a loved one's life, recognize the courage of a friend or family member battling cancer, or honor the memory of a loved one lost to this disease by purchasing a pink flag "In Honor of" or "In Memory of" for \$250 to hang from a light post on Daniel Island throughout the month of October. This flag will be displayed for you, your friends and family to enjoy! Please visit www.komenlowcountry.org to purchase a flag.

JOIN OR FORM A TEAM

Join the fight in Komen's promise to save lives by forming your own team! Gather your co-workers, friends and families together to participate. Teams must consist of five or more people. Team members get a discount registration rate of only \$20 per team member and a fund-raising team website page. Raise money to end breast cancer forever. You can win awards for top fund-raising and most participants on a team. All team registrations are due no later than September 23, 2011. Team categories include: Community Teams, Corporate Teams, College Teams, High School Teams and Lower/Elementary School Teams.

POWER OF 10

If each Race participant asked 10 friends for \$10, we could raise \$1 MILLION!



PINK HONOR ROLL

Each year, the top ten Race fund-raisers are recognized by being inducted into the exclusive Pink Honor Roll Society. Pink Honor Roll members will be honored throughout the year.

SUZY'S GARDEN

As a way to honor survivors and those who have lost their battle with breast cancer, you can purchase tulips to be placed in Suzy's Garden on Race Day. These tulips are large enough to accommodate an "In Honor of", "In Memory of" or "In Celebration of". These tulips will be on display on Race day and can be picked up after the Race. Each tulip can be purchased for \$15.

