



TAKE ACTION!

Become a sponsor or supporter of our signature annual fundraising event on 10.20.12.

19TH ANNUAL KOMEN LOWCOUNTRY RACE FOR THE CURE

**RACE
SPONSORSHIPS**

**SPECIALIZED
SPONSORSHIPS**

**ADDITIONAL WAYS
TO SUPPORT THE RACE**

KOMEN LOWCOUNTRY RACE FOR THE CURE 10.20.12

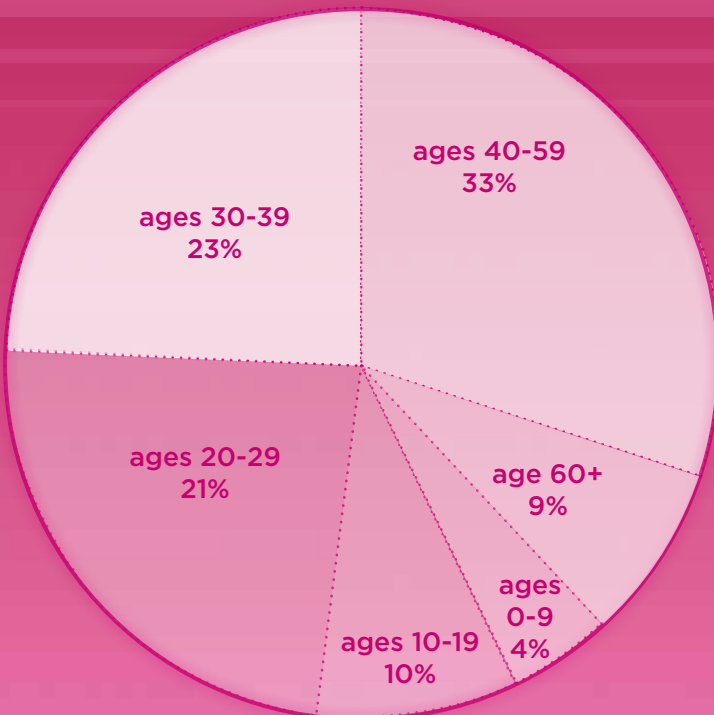


OUR SIGNATURE FUNDRAISING EVENT

The Komen Lowcountry Race for the Cure is successful because of 1,000+ volunteers, your sponsorship and more than 10,000 participants. Through our community's steadfast support, we have been able to invest more than \$4.5 million into the Lowcountry. We've come a long way since our first race in 1994, when we hosted 900 participants and raised \$25,000.

2012 marks the 19th annual Komen Lowcountry Race for the Cure, and we want this year to be our best yet. 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 2011, we raised more than \$900,000. We did this because of your commitment and support. The 19th annual Komen Lowcountry Race for the Cure will be held Saturday, October 20, 2012.

2011 RACE PARTICIPANTS BY AGE



Less Talk. More Action!

2011 KOMEN LOWCOUNTRY RACE FOR THE CURE AT A GLANCE

10,300
Participants

77%, 23%
Female, Male

55%
Part of a Team

442
Registered Teams

MORE THAN \$900,000
Race funds raised in 2011!



OCTOBER 20, 2012

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

KOMEN LOWCOUNTRY RACE FOR THE CURE - 10.20.12

2012 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*	★						
Logo recognition on Komen Lowcountry Affiliate homepage	★						
Logo recognition in e-blasts to 15,000 constituents	8	4	4	2			
Recognition on 10,000+ 2012 Race T-shirts	logo	logo	logo	logo	logo		
Recognition on 2,500 Race posters	logo	logo	logo	logo	logo		
Recognition in magazine/newspaper ads*	★	★	★	★	★	★	
Approval to use the Race logo and/or phrase "Proud Sponsor of the 19th Annual Komen Lowcountry Race for the Cure®" in advertising and promotion in 2012	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	logo	logo	logo	logo	name	
Recognition on Komen Lowcountry Social Media Outlets	★	★	★	★			
Logo and/or link on Komen Lowcountry Affiliate website	logo/link	logo/link	logo/link	logo/link	logo/link	name/link	
Recognition in 2013 Partner and Sponsor Brochure	★	★	★	★	★	★	
Pre-Race expo space (Friday, October 19, 2012)	(2) 10 x 10 tent, (2) 8' table & 4 chairs	10 x 10 tent, 8' table & 2 chairs	10 x 10 tent, 8' table & 2 chairs	10 x 10 tent, 8' table & 2 chairs	10 x 10 tent, 8' table & 2 chairs	8' table & 2 chairs	8' table & 2 chairs
RACE DAY RECOGNITION							
Recognition on 10,000+ 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	name	
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	
Company recognition on event signage	★	★	★	★	★	★	
Race day expo space	(2) 10 x 10 tent, (2) 8' table & 4 chairs	10 x 10 tent, 8' table & 2 chairs	10 x 10 tent, 8' table & 2 chairs	10 x 10 tent, 8' table & 2 chairs	10 x 10 tent, 8' table & 2 chairs	8' table & 2 chairs	8' table & 2 chairs
COMPANY PARTICIPATION AND EVENTS							
Opportunity to register for LPFTC window competition	2	1	1	1	1	1	
Invitation to 2013 grants reception	★	★	★				
Complimentary Race entries	20	10	10	6	4	2	
Invitations to Sponsor reception	10	8	8	6	4	2	
Complimentary breast health workshop upon request	★	★	★	★	★	★	★
Breast cancer educational materials to employees upon request	★	★	★	★	★	★	★

*Inclusion in advertising dependent upon media sponsor negotiation.

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



OCTOBER 20, 2012 SPECIALIZED SPONSORSHIPS

LOWCOUNTRY PINK FOR THE CURE.....	\$22,500
PRETTY IN PINK SURVIVOR CAFÉ.....	\$15,000
TEAM CHALLENGE SPONSOR.....	\$7,500
VOLUNTEER SPONSOR.....	\$7,500
SLEEP IN FOR THE CURE®.....	\$7,500
HYDRATION STATION.....	\$1,500
SHUTTLE.....	\$1,000

2012 SPECIALIZED SPONSORSHIPS

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

This annual competition promotes awareness and support throughout the Lowcountry during the month of October. Local businesses compete by painting and decorating their storefront 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.

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 750+ survivors
- Opportunity to say a few words at survivor ceremony
- All benefits of the Platinum Sponsorship (see Race Sponsorship Chart)

TEAM CHALLENGE SPONSOR \$7,500**

More than 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 one week before the Race
- Opportunity to have an additional banner at the team tent area on Race day
- All benefits of the Gold Sponsorship (see Race Sponsorship Chart)

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

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

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 more than 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 two to six 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
- 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 \$1,500** (2 Available)

- Company banner displayed at your water station for more than 10,000 participants to see
- Opportunity for employees to staff your water station wearing your company T-shirt or hat

SHUTTLE SPONSORS \$1,000** (Limited)

- For more information, contact the Komen Lowcountry office at (843) 556-3343

RETURN ON YOUR INVESTMENT

Association with one of the most renowned movements to fight breast cancer and largest 5k Race in SC • Generate community goodwill • Receive high community visibility pre-Race and on Race day • Reach an audience of 10,000 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 community investment • Partner with an organization that directly funds and benefits your local community and national research programs

CUSTOMIZED SPONSORSHIPS

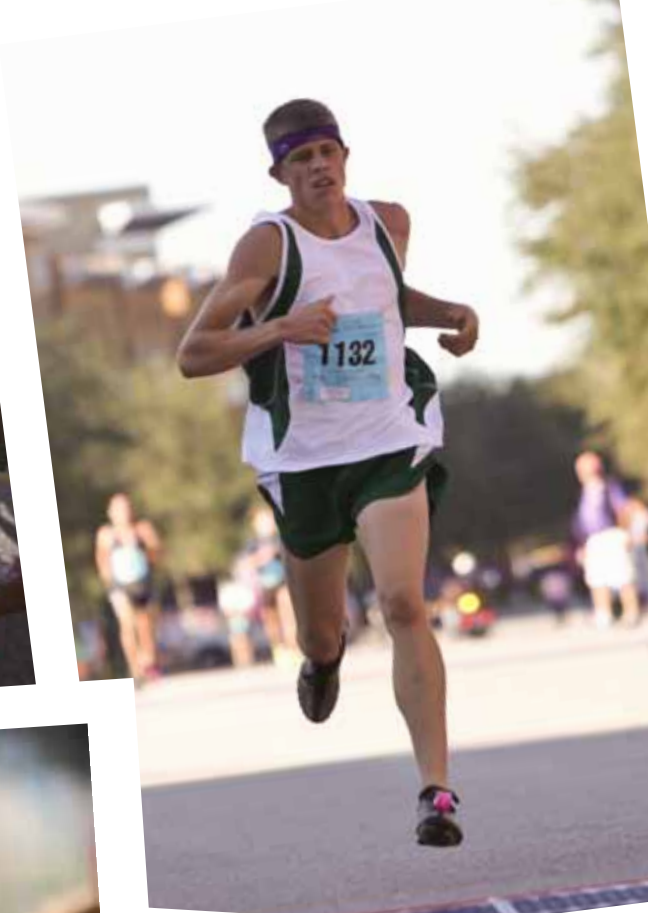
If your company or organization has another idea for a specialized sponsorship that has not been listed, we would love to hear it! Contact us at 843.556.3343 to discuss additional opportunities.

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

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Less Talk. More Action!





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 with an entry fee of \$100. All windows must remain up through the Race on October 20, 2012. 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 also will have a live radio remote broadcast from their business.

HONOR A LOVED ONE WITH A PINK FLAG

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" flags are \$250 and hang from a light post on Daniel Island leading up to the Race. 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

New This Year: Teams of 10

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 10 or more people.** Team members get a discounted registration rate and a fundraising team website page to raise money to end breast cancer forever! You can win awards for top fundraising and most participants on a team. All team registrations are due no later than September 28, 2012. Team categories include: Community Teams, Corporate Teams, College Teams, High School Teams and Lower/Elementary School Teams. Companies consist of two or more teams and prizes are awarded to top fundraising and most participation in a company.

Less Talk. More Action!

POWER OF 10

This is our challenge for each Race participant to ask 10 friends for \$10. We could raise \$1 MILLION!



PINK HONOR ROLL

Each year, the top 10 Race fundraisers are recognized by being inducted into the exclusive Pink Honor Roll Society. Pink Honor Roll members are honored throughout the year.

2011 HONOR ROLL

Brooke Gordon
Melissa Barton
Thomas Hahm, MD
Kendra Christmas
Cindy Jones
Denise Ketterman

Brooke Gordon
Kathleen Johnson
Kimberly Stevenson-
Birkenheuer
Courtney Barton
Michelle Capps

2010 HONOR ROLL

Nicole Ferraro
Kendra Christmas
Paul Vannatta
Katie Spann
Thomas Hahm, MD
Trey Rust
Aimee Goedecke
Karen Manges
Barbara Backer
Lauren Mele

2009 HONOR ROLL

Michael Kelley
Wendy Wharff
Jeb Brailsford
Kim Stevenson
Paul Vannatta
Katie Spann
Thomas Hahm, MD
Kendra Christmas
Nancy Brown
Debbie Smith

SUZY'S GARDEN

As a way to honor survivors and those who have lost their battle with breast cancer, 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.