

**KOMEN LOWCOUNTRY RACE FOR THE CURE® OCTOBER 16, 2010**

<b>2010 RACE SPONSORSHIPS</b>	<b>LOCAL PRESENTING \$30,000*</b>	<b>PLATINUM \$10,000*</b>	<b>GOLD \$5,000</b>	<b>SILVER \$2,500*</b>	<b>BRONZE \$1,000*</b>
<b>COMPANY VISIBILITY</b>					
Identified in Pre-Race promotional materials	★				
Logo recognition in at least one e-blast	★	★			
Recognition on 10,000 one-of-a-kind 2010 Race T-shirts	logo	logo	logo	name only	
Recognition on 2,000 Race Posters	logo	logo	logo	name only	
Approval to use the Race Logo and/or phrase "Proud Sponsor of the Komen Lowcountry Race for the Cure®" from June 2010 - October 2010 in advertising and promotion	Race Logo/Komen Name	Komen Name	Komen Name	Komen Name	
Recognition on 30,000 Race Entry Forms	logo	logo	logo	name only	name only
Recognition in Lowcountry Affiliate newsletter	★	★	★	★	★
Logo and/or link on Affiliate Website	logo/link	logo/link	logo only	name only	name only
Recognition in 2011 Sponsor Brochure	★	★	★	★	★
<b>RACE DAY RECOGNITION</b>					
Recognition on 10,000 Race bibs	logo				
Company official starts the Race	★				
Opportunity to Ride in the Pace Car at the beginning of the Race	★				
Company representative to speak on stage	★	★			
Company recognition through PA announcement	★	★			
Opportunity to distribute your company's promotional materials on Race Day at your designated space	★	★	★	★	
Race Expo Space	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	
Company recognition on Stage Banner (provided by Affiliate)	logo	logo	logo	name only	
VIP Parking Pass	4	3	2	1	
Passes to VIP tent on Race Day	10	6	4	3	2
Company Banners displayed along finish line (provided by company)	6	2	1	1	1
<b>COMPANY PARTICIPATION &amp; EVENTS</b>					
Invitation to 2010 Grants Luncheon	★				
Complimentary Race Registrations	15	10	6	4	2
Invitations to Sponsor Reception	10	8	6	4	2
Complimentary Breast Health Workshop	★	★	★	★	★
Breast cancer Educational Materials for employees	★	★	★	★	★

\*PLEASE NOTE: Local Presenting Sponsor must donate a minimum of \$25,000 cash. All in-kind donations must be approved by the Race Chair or Komen Lowcountry Affiliate staff.