

2012 Susan G. Komen
Southern Nevada
Race for the Cure®

Sponsorship Opportunities **Guide**

17th Annual
Komen Southern Nevada
Race for the Cure®

Saturday, May 5, 2012
Fremont Street Experience



Presented by 

NATIONAL SERIES SPONSORS



OUR STORY

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. That promise became Susan G. Komen for the Cure® in 1982, launching the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists in over 120 cities and 200 countries. We have played a critical role in every major advance in the fight against breast cancer over the past 30 years, transforming the way the world talks about and treats this devastating disease and helping to turn millions of breast cancer patients into breast cancer Survivors.

OUR PROMISE

At Susan G. Komen for the Cure, we know that ending breast cancer is about more than curing a medical condition - it's about overcoming the cultural, social and financial conditions that prevent women from receiving life-saving breast health care and treatment. Our promise is our mission: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

OUR PASSION

Because 10 million women around the world could die from breast cancer in the next 25 years without a cure, Susan G. Komen for the Cure is fighting every minute of every day to save every life. Because every woman is at risk for breast cancer - a disease that strikes at random and for which the causes and cures are still unknown - we know that every moment counts.

OUR IMPACT

Up to 75 percent of the net proceeds generated by Komen Southern Nevada stay in the community, while the remaining 25 percent goes to the Susan G. Komen for the Cure Award and Research Grant Program supporting breast cancer research, awards and educational and scientific programs around the world. Since our inception in 1996, the Southern Nevada Affiliate has invested over \$5.1 million into community breast health programs.

OUR AFFILIATE

The Southern Nevada Affiliate of Susan G. Komen for the Cure - along with those who generously support us with their talent, time and resources - is working to better the lives of those facing breast cancer in our community. We are a grant-making organization that funds non-duplicative, community-based grants that translate the findings from research into breast health education and seek to enhance the availability of breast cancer screening and treatment for the uninsured and medically underserved in Clark, Nye, Lincoln, Esmeralda, White Pine and Mineral counties.

OUR RACE

The Komen Southern Nevada Race for the Cure has experienced tremendous growth since its inception in 1996. What started in a mall parking lot with 1,359 participants has grown into the largest, non-profit footrace in the state of Nevada. With over 15,000 people traveling through the streets of downtown Las Vegas year after year, we have established this one-day event as the best of its kind, raising millions of dollars to find a cure for breast cancer and provide life-saving services to our community.

WHY SPONSOR?

When your organization becomes a sponsor of the Komen Southern Nevada Race for the Cure®, you will be recognized as a caring partner in the fight against breast cancer. Now more than ever, our cause is communal. Just as breast cancer knows no boundaries, the Southern Nevada community sees no boundaries in battling it...but we depend on our community leaders - the businesses, organizations and influencers who have the resources, integrity and heart to make a difference - to take us across that finish line and into a world without breast cancer.

BENEFITS OF INVOLVEMENT

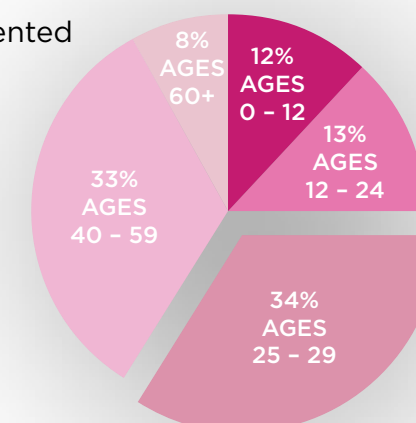
Based on your level of sponsorship, your company will enjoy the following benefits:

- Align yourself with one of the most recognized and well respected charities in the world
- Company listing on our web site, receiving 123,956 visitors during the 3 months prior to the Race
- Reach an audience of more than 20,000 people in one day
- Highlight in emails to our database of over 36,000 constituents
- Test-market and showcase products
- Build employee morale, company pride and teamwork
- Retain and increase customer loyalty
- Show your community that you support breast health
- Be a part of the world's largest and most successful education and fundraising event for breast cancer

PARTICIPANT DEMOGRAPHICS

14,536 people registered for the 2011 Komen Southern Nevada Race for the Cure:

- 751 Survivors
- 10,453 Female Participants
- 4,083 Male Participants
- 251 Babies for the Cure
- 1,159 Kids for the Cure
- 556 Sleep-In for the Cure
- 45 US States Represented
- 957 Timed Runners
- 708 Race Teams
- 400 Volunteers
- 90 Sponsors



SUPPORTING OUR MISSION: USE OF FUNDS

Each year, thousands of uninsured and undeserved Southern Nevada women and men cannot afford breast healthcare. With the money raised through the Komen Southern Nevada Race for the Cure, we are able to fund screening, education and treatment services they would otherwise not have access to.

Our objective is to provide maximum return on your investment in the community. 75 percent of net proceeds generated through our Race is spent locally on our mission with the remaining 25 percent dedicated to global research grants. Over the past 17 years, you have helped the Komen Southern Nevada Affiliate invest more than \$5.1 million into community breast health programs throughout six local counties.

YOUR DOLLARS AT WORK

In 2011, we provided over \$700,000 in local grants to assist those whose lives have been affected by breast cancer. Our current grantees include:

- St. Rose Dominican Hospital's RED Rose Program - Screening | Treatment
- The Center for Compassionate Care - Education | Support Services
- Barbara Greenspun WomensCare Center of Excellence - Education
- Access to Healthcare Network, Inc. - Education | Screening
- Nevada Health Centers, Inc. MammoVan - Screening



Susan G. Komen Southern Nevada Race for the Cure® Sponsorship Levels & Benefits

	Local Presenting \$65,000+	Media \$65,000+	Platinum \$50,000+	Diamond \$40,000+	Gold \$30,000+	Silver \$20,000+	Bronze \$15,000+	Ruby \$10,000+	Emerald \$5,000+	Sapphire \$2,500+	Opal \$1,000+
Benefits & Visibility											
Local Category Exclusivity	•	•									
Use of Race logo with Affiliate approval	•	•									
Use of Komen name with Affiliate approval	•	•	•	•	•	•	•	•	•	•	•
Company displayed on Affiliate Race website	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name		
Ad in Race Day Program	•	•	•								
Space at Race Expo	•	•	•	•	•	•	•	•	•	•	
Company Representative on main stage	•	•	•								
Company recognition during announcements & awards ceremony	•	•	•	•	•	•	•	•			
Banner displayed on Race Route	5	5	4	4	3	3	2	2	2	1	1
Complimentary entries* VIP parking passes	25	25	20	15	10	8	6	4	2	1	
Logo recognition in one email blast (minimum)	•	•									
Invitation to post-Race reception with Special recognition & commemorative Race artwork	•	•	•	•	•	•	•	•	•	•	•
Complimentary breast health workshop	•	•	•	•	•	•	•	•	•	•	•
50,000 Race entry forms	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	
18,000 Race shirts	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	
18,000 Race bibs	Logo	Logo	Logo	Logo	Logo						
18,000 Race Programs	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	Name
1,500 Race posters	Logo	Logo	Logo	Logo	Logo	Logo	Logo				

In order to meet print deadline, the sponsor contract must be signed and submitted with your logo (if applicable) no later than February 3, 2012. Additionally, due to limited space, banner should not exceed 3' x 5' in size and must be delivered to the Komen office by April 27, 2012. Please review the contract for information regarding insurance. *Complimentary Race entries are available upon request. IRS regulations require that complimentary entry fees are deducted from the sponsorship contribution for tax purposes. All questions regarding the sponsor packet and contract may be directed to the Affiliate Operations Manager at 702.822.2324 or office@komensouthernnevada.org.

TARGET MARKET SPONSORSHIP OPPORTUNITIES

PRETTY IN PINK CAFÉ (1 AVAILABLE) - \$20,000

Target Market - Breast Cancer Survivors

- Up to 3 company banners at Survivor Café tent
- Company to host breakfast for up to 1,200 Survivors & guests
- Opportunity to sample to 1,200 Survivors & guests
- Option for employees to staff Café
- Company may provide gift with logo
- Logo on Race Application & in Race Program in Survivor section
- Company logo displayed year-round on Affiliate web site
- All benefits associated with the Silver Sponsor Level

KIDS FOR THE CURE® - \$5,000

Target Market - Kids & Parents

- Opportunity to have company logo displayed prominently on Kids t-shirt
- Company to display banner at Kids for the Cure Race and Entertainment area
- Company may choose to also provide additional kid-friendly items at Race Expo
- All benefits associated with the Emerald Sponsor Level

SLEEP IN FOR THE CURE® - \$5,000

Target Market - Sleep In Participants

- Opportunity to have company logo displayed prominently on Sleep In t-shirt
- Company may choose to provide additional give away materials associated with Sleep In theme
- Company may choose to host Sleep In event prior to or after the Race
- All benefits associated with the Emerald Sponsor Level

BABIES FOR THE CURE - \$5,000

Target Market - Babies & Parents

- Opportunity to have company logo displayed prominently on specialized baby "item (TBD)"
- Company may choose to provide additional baby-friendly items as giveaways at Race Expo
- All benefits associated with the Emerald Sponsor Level

WATER STATIONS (3 AVAILABLE) - \$5,000

Target Market- All Participants

- Opportunity to provide company branded cups
- Up to 2 company banners at water station
- Opportunity to wear company shirts for exposure
- All benefits associated with Emerald Sponsor Level

IN-KIND CONTRIBUTIONS

Our goal is to underwrite Race expenses through both cash and in-kind contributions. This ensures that of the funds raised, more goes toward the fight against breast cancer and not to event costs. Last year, more than \$700,000 worth of products and services were donated to the Southern Nevada Race, helping to offset expenses.

In-Kind Sponsorship Opportunities include:

- Advertising & Media
- Entertainment
- Heavy Equipment
- Balloons
- Banners
- Barricades
- Buses
- Electric Carts
- Flowers
- Food & Beverage
- Generators
- Ice
- Meeting/Banquet Room Space
- Printing Services
- 2 Way Radios
- Signage
- Tables & Chairs
- Decorations & Table Linens
- Trash & Recycle Bins
- Hotel Rooms
- Portable Restrooms
- Survivor Gifts
- Awards

Please note that in-kind donations will be valued at 50% unless the donation is deemed necessary to the Race. All in-kind contributions must be approved by the Executive Director and Race Chair.

CORPORATE TEAMS

Your support doesn't have to end with sponsorship. What better way to create a team oriented environment within your company than to organize a Race for the Cure team for your employees. Rallying your staff around a universal cause will promote a sense of community within your organization while fostering stronger relationships and increasing productivity. By engaging your employees in your organization's corporate responsibility initiatives, you will not only show them that you care about fighting a disease that affects millions of women and men, but that you care about the issues that touch their lives.

- Schedule a team kick-off rally with a Komen Representative
- Hold a corporate Race t-shirt contest
- Organize fundraisers and reward top fundraisers
- Encourage family and friends to join the corporate team
- Walk or run as a company team on Race Day
- Honor a breast cancer survivor from your corporation (if applicable)

THANK YOU TO OUR 2011 RACE FOR THE CURE® SPONSORS!

LOCAL HOST SPONSOR



LOCAL PRESENTING SPONSORS



FREEMAN

LOCAL PRESENTING MEDIA SPONSORS



PLATINUM SPONSORS



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Circus, Circus
Adventure Dome
Heat & Frost Insulators Local #135

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IGT

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SAPPHIRE SPONSORS
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Pueblo Medical Imaging
Trader Joe's
St. Rose Dominican Hospitals
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YESCO
Penta Building Group
Nevada Color Litho
Source One Events
The Balloon Lady
Brady Industries
Helix Electric
Nevada Cancer Centers
Nothing Bundt Cakes
Signature Institute of Aesthetic Sculpting

Our promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

2012 Susan G. Komen Southern Nevada Race for the Cure®

Saturday, May 5, 2012

Fremont Street Experience

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Renee Nemchek

702.281.7889

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For more information regarding the Komen Southern Nevada Race for the Cure®, contact:
Katie Lemos • office@komensouthernnevada.org • 702.822.2324



Southern Nevada Affiliate

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Susan G. Komen for the Cure®. We started the breast cancer movement. We'll finish it.