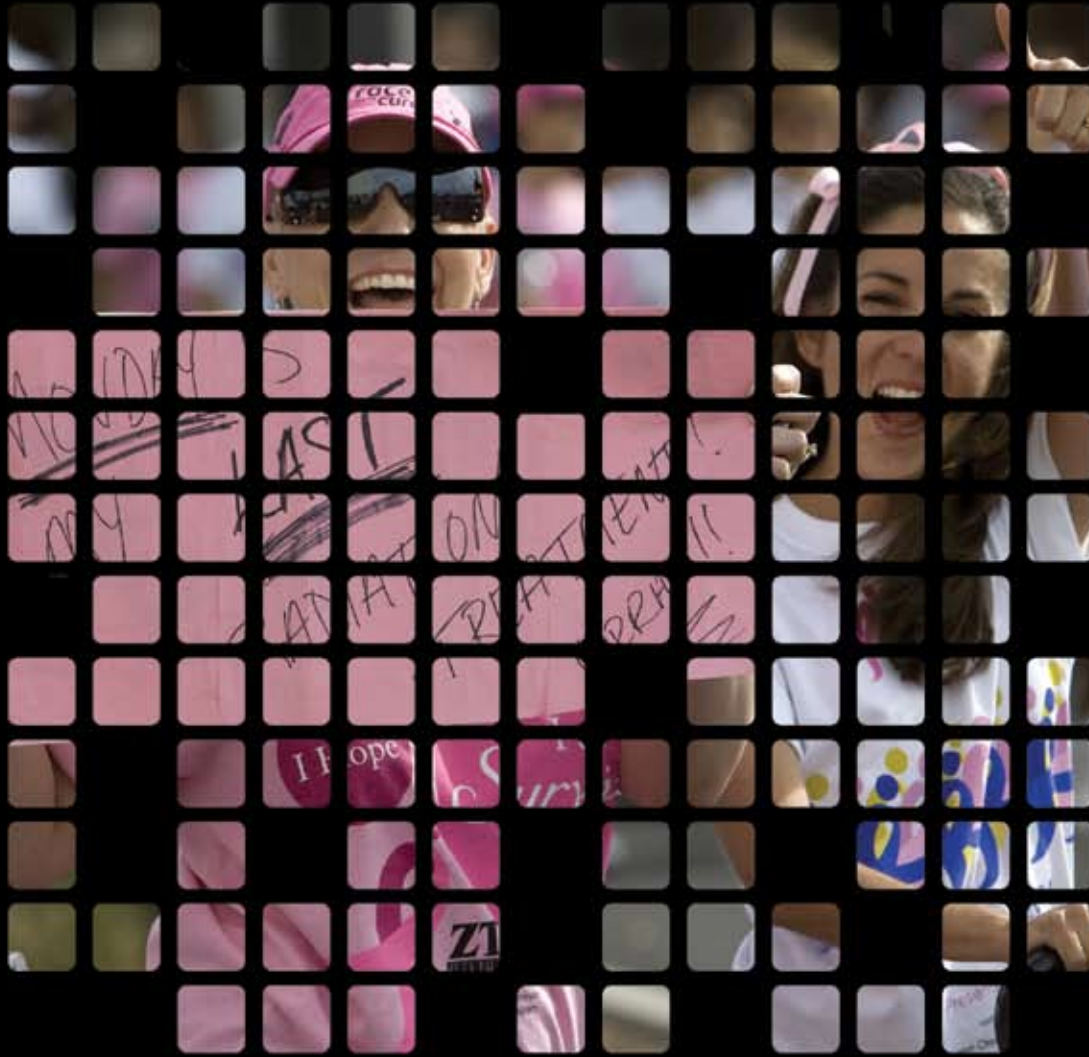


# 2010 Susan G. Komen Race for the Cure® Sponsorship Opportunities Guide



Presented by 

NATIONAL SERIES SPONSORS



15th Annual Komen Southern Nevada Race for the Cure®

Saturday, May 1, 2010  
Fremont Street Experience

[www.komensouthernnevada.org](http://www.komensouthernnevada.org)

An event of the Southern Nevada Affiliate of Susan G. Komen for the Cure®

## Imagine A World Without Breast Cancer



### OUR PROMISE...

Born in a promise between two sisters- Nancy Brinker to her sister, Susan G. Komen, who died from breast cancer, forever has become the promise of millions. In 1982, that promise launched the global breast cancer movement and the creation of Susan G. Komen for the Cure®.

Today, we have a renewed sense of urgency and commitment to finally, once and for all, finish what we started..ending breast cancer forever.

On May 1, 2010, there will be a gathering of our community in downtown Las Vegas to win the battle against breast cancer. Runners, walkers, family, friends, volunteers, sponsors and, most importantly, breast cancer survivors will come together for the 15th Annual Susan G. Komen Southern Nevada Race for the Cure®. Not only is this the largest footrace in the state of Nevada, it is also an exceptional celebration of survivorship and remembrance.

### SPONSORING A CURE...

As a Susan G. Komen Southern Nevada Race for the Cure Sponsor, your company or organization can make a difference in the lives of mothers, daughters, sisters, grandmothers, and other family and friends - not only in Southern Nevada, but globally.

You can also show your organization's support of breast cancer research and education - a heartfelt issue among the 18,000 participants and spectators expected at our next Race! Many companies successfully market their support of causes their customers care about.

Monetary donations not only cover the expense of holding the Race, but are also used to award grants to local organizations to fund breast cancer screening, diagnosis, treatment, and support services.

Opportunities exist at various sponsorship levels, with increasing benefits for your organization at each increment. In-kind donations of products or services needed to produce the Race will be assessed at full market value and evaluated for need by the Race Chairs and Race Manager.

### WHERE THE MONEY GOES...

Up to 75% of net proceeds generated by the Komen Southern Nevada Affiliate stay in Southern Nevada. The remaining income goes to the Susan G. Komen for the Cure National Grants Program for energizing science to find the cures. In order to ensure that our local fundraising efforts address the unmet breast health needs in Southern Nevada, we conduct a community needs assessment to determine where the gaps in breast cancer services exist. We select local grant recipients, collaborate on special projects, and give funds to meet community needs.



## 2010 Susan G. Komen Southern Nevada Race for the Cure®

### Sponsorship and Funds

#### WHY SPONSOR?

- Strong visibility in the premiere Southern Nevada running/walking event
- Touch an audience of more than 20,000 on Race Day
- Showcase products
- Retain and increase customer loyalty
- Build employee morale and company pride
- Align your name and brand with one of the most recognized, respected and effective charities in the world
- Save lives and end breast cancer forever by supporting the Race and our promise

#### HOW DID WE DO IN 2009?

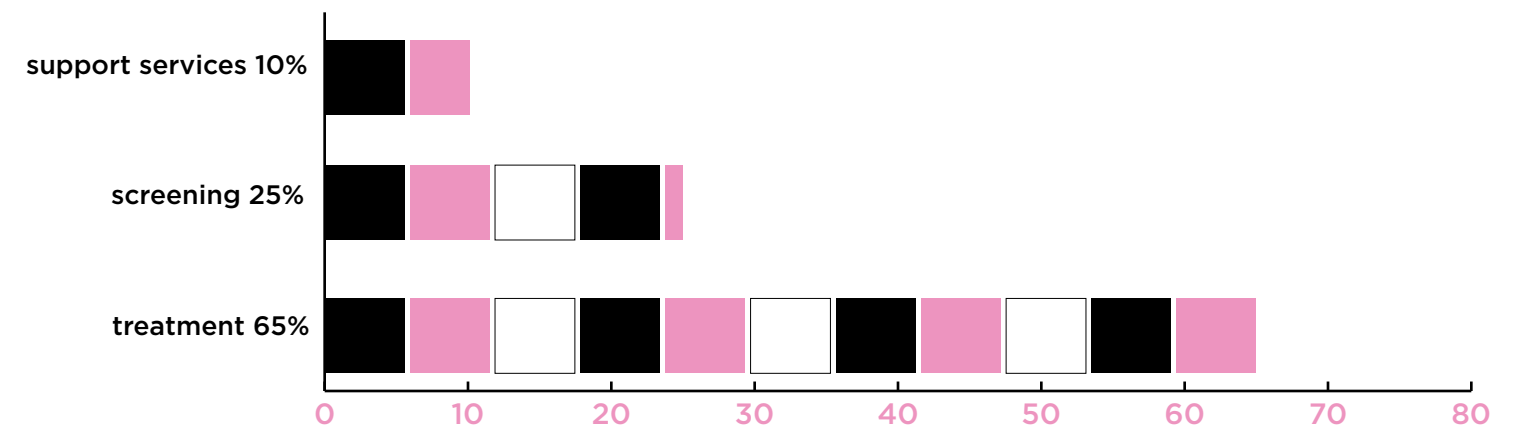
- 15,147 registered participants
- 762 Breast Cancer Survivors
- 666 teams
- 62 sponsors
- 500 volunteers
- 207 Babies for the Cure™
- 43 states represented
- Over \$950,000 raised
- \$800,000 granted out



#### WHERE DO OUR FUNDS GO?

##### 2009 Komen Southern Nevada Grant Recipients

- St. Rose Dominican Hospitals' R.E.D. (Responsible Early Detection) Rose Program
- Center for Compassionate Care
- Great Basin HealthNet
- St. Rose Dominican Hospitals' Barbara Greenspun WomensCare Center



## 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+
<b>Benefits &amp; Visibility</b>											
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	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 qualify for printing, sponsor contract must be submitted with logo (if applicable) no later than February 3, 2010.



## 2009 Susan G. Komen Southern Nevada Race for the Cure® Sponsorship Packages & Benefits - Targeted Marketing 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 website
- All benefits associated with the Silver Sponsor Level

### KIDS FOR THE CURE® (1 AVAILABLE) - \$5,000

#### Target Market - Kids & Parents

- Opportunity to have company logo displayed prominently on Kids t-shirt
- 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® (1 AVAILABLE) - \$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 giveaway materials such as “do not disturb” doorhangers on Race Day
- All benefits associated with the Emerald Sponsor Level

### BABIES FOR THE CURE™ (1 AVAILABLE)- \$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 (2 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

## 2010 Susan G. Komen Southern Nevada Race for the Cure® Corporate Ideas

Rallying your employees around a universal cause will foster a sense of community within your organization. Outreach initiatives offer co-workers a chance to connect on a positive and inspirational level. By building a team for the Race for the Cure, your employees will not only be fighting a disease that affects millions of women and men, they will be building stronger relationships with each other~ increasing productivity within the office. Plus, supplementing your Race sponsorship with a corporate team engages your employees in Corporate responsibility as they run or walk toward a cure. And because breast cancer is an equal opportunity disease affecting millions, your employees will know that you care about the issues that touch their lives.

### GET YOUR CORPORATION INVOLVED BY...

- Requesting a Komen representative come and speak to your employees about the Race
  - Holding a corporate Race t-shirt contest
  - Organizing fundraisers and rewarding top fundraising employees
    - Encouraging family and friends to join the corporate team
    - Walking as a team on Race Day
  - Honoring a breast cancer survivor from your corporation (if applicable)

### THE POWER OF 15!!!

Do you know 15 people right off the top of your head who would give you \$15.00 if you asked them for it?  
15 people...I bet you could name 30!

It is our 15th Anniversary Race...start a team with 15 people, ask 15 friends to pledge at least \$15.00...  
it's all about

### The Power of 15!!!

### THANK YOU TO OUR 2009 RACE FOR THE CURE SPONSORS!!!!

Ahern Rentals  
Alan Waxler Group  
Albertsons/Savon Pharmacy  
Aristocrat Technologies, Inc.  
Arrow Stage Lines  
Bank of Nevada  
BLVDS Magazine  
Brady Industries, Inc.  
Camden Oasis Apartments  
City of Las Vegas  
Claim Jumper Restaurants  
Clear Channel Radio  
Clear Channel Outdoor  
Colonial Life  
Comprehensive Cancer  
Centers of Nevada  
Desert Radiologists  
Einstein Bros. Bagels  
Food 4 Less  
Freeman Co.  
Fremont St. East Souvenirs  
Fremont Street Experience

Frito Lay  
GLB Insurance Group of Nevada  
Golden Nugget Hotel & Casino  
IGT  
Jason's Deli  
Kimco Realty  
KLAS - TV 8  
Konami Gaming, Inc.  
Las Vegas Athletic Clubs  
Las Vegas Convention & Visitors  
Auth..  
Las Vegas Toilet Rentals, Inc.  
Las Vegas Party Rentals  
Maggiano's Little Italy  
Massage Envy  
Molasky Corporate Center  
McIntosh Communications, Inc.  
National Las Vegas  
Neonopolis  
Nevada Construction Services  
Passion Parties, Inc.  
Perfect Wedding Guide

Pueblo Medical Imaging  
Roche Constructors, Inc.  
Royal Printing Co.  
Self Storage City  
Smith's Food & Drug Stores  
South Point Hotel Casino & Spa  
Southwest Medical Associates  
Sparkletts  
St. Rose Dominican Hospitals  
The Coffee Bean & Tea Leaf  
The Great Frame-Up Las Vegas  
The PENTA Building Group  
Trader Joes's  
Traffic Control Service, Inc.  
Tropical Smoothie Cafe  
Two Men And A Truck  
U.S. Bank  
Vegasparent.com  
Women's Specialty Care, LLLP  
Young Electric Sign Company



Please note that in-kind donations are valued at 50% unless the donation is deemed necessary to put on the Race. All in-kind contributions must be approved by the Race Manager and Race Chairs. Complimentary Race entries are available upon request. IRS regulations require that complimentary entry fees are deducted from the sponsorship contribution for tax purposes. **In order to qualify for printing, the sponsor contract must be signed and submitted with your logo (if applicable) no later than February 3, 2010.** Additionally, due to limited space, banner should not exceed 3' x 5' in size and must be delivered to the Komen office by April 26, 2010. Please review the contract for information regarding insurance. All questions regarding the sponsor packet and contract may be directed to the Race Manager at 702.822.2324 or [events@komensouthernnevada.org](mailto:events@komensouthernnevada.org).

**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.**

**2010 Susan G. Komen Southern Nevada Race for the Cure®**

**Saturday, May 1, 2010**

**Fremont Street Experience**

**2010 Race Co-Chairs**

**Mara Weber  
702.526.7927**

**&**

**Renee Nemchek  
702.281.7889**

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Bank of Nevada

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Kaempfer, Crowell, Renshaw,  
Gronauer, and Fiorentino

For more information regarding the Komen Southern Nevada Race for the Cure, contact:

**Michelle Webster, Race Manager**  
events@komensouthernnevada.org  
**702.822.2324**

**Local Affiliate**

Susan G. Komen for the Cure  
4850 W. Flamingo Road, Suite 25  
Las Vegas, Nevada 89103  
www.komensouthernnevada.org  
phone: 702.822.2324  
fax: 702.822.2455  
Race Hotline: 702.252.RACE (7223)

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