

Susan G. Komen for the Cure recommends that you:

1. Know your risk
2. Get screened
3. Know what is normal for you
4. Make healthy lifestyle choices



Susan G. Komen for the Cure® is fighting every minute of every day to finally, once and for all, finish what we started and achieve our vision of a world without breast cancer.



SUNDAY, OCTOBER 23, 2011
HUNT VALLEY, MARYLAND

Fulfilling the Promise

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. The Komen Maryland Affiliate is working to better the lives of those facing breast cancer in the local community. We join more than a million breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Maryland Race for the Cure, the Affiliate has invested over \$25 million in community breast health programs in 24 counties. Up to 75 percent of net proceeds generated by the Affiliate stays in the Maryland area. The remaining income goes to the national Susan G. Komen for the Cure Grants Program to fund research, often taking place at Maryland institutions.

Your sponsorship will enable us to fulfill the promise to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

Why should you be a sponsor?

As a sponsor of the Komen Maryland Race for the Cure, your company will make a difference in the lives of women and men in Maryland and across the nation. Your company will also benefit from sponsorship because, according to the 2008 Cone Cause Evolution Study:

- consumer expectations and support are at an all-time high;
- in both 1993 and 2008, a full 85 percent of Americans say that they have a more positive image of a product or company when it supports a cause they care about;
- 85% say it is acceptable for companies to involve a cause in their marketing compared to 66% in 1993;
- 79% would be likely to switch from one brand to another brand, about the same in price and quality, if the other brand is associated with a good cause, compared to 66% in 1993;
- 38% have bought a product associated with a cause in the last 12 months as compared to 29% in 1993.

For more information please contact:

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2011 SPONSORSHIP OPPORTUNITIES

What are the Sponsorship Benefits?

- Associate with the largest and most successful education and fundraising event for breast cancer in Maryland
- Align with the most renowned movement to fight breast cancer
- Generate community goodwill
- Access a targeted audience of consumers
- Increase brand awareness for your corporation or organization
- Test-market and showcase products
- Build employee morale and company pride

2011 Sponsorship Opportunities

If you have participated in the Komen Maryland Race for the Cure in the past, we would like to thank you for your support and invite you to join us again for the 2011 Race!

Sponsorship opportunities exist at various levels with increasing benefits at each level. We also offer unique opportunities for sponsors to support Race venue areas such as the survivor activities, Kids for the Cure®, and shuttle buses.

Please contact us if you would like more information about these opportunities. We welcome your questions and ask you to join us in Komen's promise to save lives and end breast cancer forever.

An early commitment ensures inclusion in all appropriate advertising and collateral materials.

Benefits Chart

Sponsor Benefits

Sponsor Benefits		Category exclusivity	Logo on runner bibs	Logo on website scroll	Opportunity to be an official entry form pick-up location	Logo in select Race print media	Use of Komen Race logo	Announcements on Race day	Recognition in Affiliate email blasts	Opportunity to display corporate banner(s) on Race day	Logo on Race t-shirts	Opportunity to participate in incentive program	Logo/Name on posters	Free Race entries with t-shirts	Race day VIP parking passes	Invitations to Annual Appreciation Event	Recognition on stage banner	Exhibit space in Race day sponsor village
Presenting	\$50,000	•	•	•	•	•	•	•	•	•	•	•	logo	12	12	12	•	10x10 tent
Diamond	\$30,000					•	•	•	•	•	•	•	logo	10	10	10	•	10x10 tent
Gold	\$20,000						•	•	•	•	•	•	logo	8	8	8	•	1 table in sponsor row
Media	\$20,000						•	•	•	•	•	•	logo	8	8	8	•	1 table in sponsor row
Kids for the Cure®	\$15,000								•	•	•	•	logo	6	6	6	•	1 table in sponsor row or in KFTC tent
Silver	\$10,000								•	•	•	•	name	4	4	4	•	1 table in sponsor row
Pink Loves Green	\$7,500												name	2	2	2	•	1 table in sponsor row
Crystal	\$5,000													2	2	2	•	1 table in sponsor row
Friend	\$2,500															2	•	1 table in sponsor row

In-Kind Contributions

In-kind contributions are greatly appreciated and help to ensure that more money can go into the fight against breast cancer. In 2010, more than \$2 million worth of race essential goods and services were donated to the Race, helping us to offset costs.

Items and services essential to Race production will be valued at 100% of fair market value; other items and services that enhance the Race are valued at 50% of fair market value. For purposes of determining sponsorship benefits, in-kind contributions must be approved by the Race Committee.

In-kind sponsors will receive the same benefits as our cash sponsors according to the levels outlined in the Sponsorship Benefits matrix above.

Please Note

- Sponsor benefits can not be reassigned, shared or transferred.
- No merchandise sales are allowed at the Race unless 100% of the proceeds are donated to Komen Maryland.
- Due to exclusivity agreements, all promotional giveaways must be approved by Komen Maryland.
- Giveaways can only be distributed in the tent/table area, no roaming distribution in the Race Village unless approved by Komen Maryland.
- No sponsor or team tents may be erected in the Race Village other than what is provided, unless pre-approved by Komen Maryland.
- Sponsorship benefits subject to change.