



 **IMPACT. MAKE ONE.**

SOUTH FLORIDA AFFILIATE
OF

SUSAN G. KOMEN FOR THE CURE[®]

2010 SUSAN G. KOMEN RACE FOR THE CURE[®]

SPONSORSHIP OPPORTUNITIES



Presented by 

SERIES SPONSORS



Bank of America

Coldwater Creek



FUZE



RE/MAX



This is our 19th annual Race and each year the Race gets bigger. From 2008 to 2009 the Race grew by over 1500 registrants to over 22,000 people! This year we have even higher expectations. Our impact cannot be measured in footsteps, but instead must be measured in dollars raised toward finding the cures. You are an integral part of this process.

We have a wide variety of sponsorship opportunities for you to choose from; we can also tailor a special profile that meets your company's needs. Whether you join us as a major sponsor or choose to support us through the Pinktacular Patron program or as a Doctor, Lawyer or Business for the Cure, you can be part of the global fight to end breast cancer forever.

Patricia Abramson
2010 Race Chair
Breast Cancer Survivor

If you've never been to the Race, we promise you a truly memorable day. This is unique opportunity to make an impact in the communities you serve; your customers and clients will associate you with a cause that has lasting impact. For our mothers, sisters, wives and friends, for those 100,000 who survive and for those who have not, we ask that you come and celebrate the hope for a cure. This is truly your chance to make a difference.

Up to 75% of the money raised from sponsorship stays in our local service area of Palm Beach, Martin & St. Lucie Counties to fund local breast cancer outreach, education, diagnostic and treatment programs. The remaining 25% directly supports Komen's nationally funded cutting-edge research programs.

Kelly Anderson
President, Board of Directors
Komen South Florida Affiliate

A CALL TO ACTION FROM MAJOR SPONSORS....

“FPL employees not only work in South Florida, we live here, and give here, too. And, the hundreds of FPL volunteers participating each year in the Komen South Florida Race for the Cure are a testament to our commitment to the worldwide fight against breast cancer. FPL is honored to be the presenting sponsor of the Komen South Florida Race for the Cure and committed to supporting the Palm Beach County community.”

Rod Macon
Regional Director of External Affairs
Florida Power & Light Company
Presenting Sponsor for the 13th year

“The Palm Beach Ford Dealers are proud that the Warriors in Pink Program and our partnership with Komen continues to make huge strides in fighting the war on breast cancer. FOR WOMEN. FOR GIRLS. FOR EVERYONE. FOREVER.”

Mark Packer
President
Palm Beach Ford Dealers
Race Sponsor for 15 years

...AND OUR HOST HOSPITAL FOR 2010

“As a health care provider, we see every day the difference that the Komen South Florida Race for the Cure makes for residents of our community. As a result of this event, thousands of our family members, friends and neighbors have access to the best cancer care available, close to home. Martin Memorial Health Systems is proud to be part of an event that is making such a profound impact on the communities we serve.”

Mark E. Robitaille
President and Chief Executive Officer
Martin Memorial Health Systems
Race Sponsor for 19 years





2010 KOMEN SOUTH FLORIDA RACE FOR THE CURE SPONSORSHIP LEVELS

PRESENTING	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE	CRYSTAL	PINKTACULAR PATRONS	DOCTORS, LAWYERS, BUSINESS
\$50,000	\$35,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$1,000	\$500

PRE-RACE BENEFITS									
Use of 2010 Komen Race for the Cure Logo in your sponsor advertising valid through March 31, 2010	✓	✓							
Use of "Proud Sponsor of the Komen South Florida Race for the Cure®" in your sponsor ads valid through March 31, 2010	✓	✓	✓	✓	✓	✓	✓	✓	✓
Invitations to Sponsors' Reception	20	14	12	8	6	6	4	2	2
Admission to VIP Pink Ribbon Café	40	30	20	16	12	10	6	4	2
Complimentary Race entries and t-shirts*	40	30	16	12	8	6	4	4	2
RACE DAY RECOGNITION									
Opportunity for CEO to speak on stage	✓								
Recognition and Introduction on stage of your company representative	✓	✓	✓	✓	✓				
Logo at Start/Finish line	✓	✓	✓						
Logo on Race Course	✓	✓	✓						
Company logo on stage banner at the Race	✓	✓	✓	✓	✓				
Complimentary, High Visibility Booth Space**	✓	✓	✓	✓	✓				
Company Official starts a Race event	✓	✓							
Special PSA for your company mentioned from the stage on Race Day	8	5	4	3	2	1			
VIP Parking Passes	20	14	10	8	6	4	2	1	1
Listed on Event Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓
COMPANY VISIBILITY									
Company name on Race Stationery	✓	✓	✓						
Company logo/name placement in TV PSA's and media print, at media's discretion	✓	✓	✓	✓					
Listed as a sponsor in all Press Release submissions, printed at media's discretion	✓	✓	✓	✓	✓				
Company logo listed on Affiliate's Web site	✓	✓	✓						
A link to your Company Website from the Affiliate's 2010 Race Web site	✓	✓	✓	✓	✓				
Company logo listed on Affiliate's 2010 Race Web site	✓	✓	✓	✓	✓				
Company name listed on Affiliate's 2010 Race Web site						✓	✓	✓	✓
Logo on over 21,000 Race Bibs Deadline 10/23/2009	✓	✓	✓						
Logo on over 21,000 Race t-shirts Deadline 10/23/2009	✓	✓	✓	✓	✓	✓	✓		
Logo on 3,500 posters Deadline 09/10/2009	✓	✓	✓	✓	✓	✓	✓		
Logo on 90,000 Race Entry Forms Deadline 09/10/2009	✓	✓	✓	✓	✓	✓	✓		
Company name listed in Affiliate's 2010 Calendar and Resource Guide Deadline 09/10/2009	✓	✓	✓	✓	✓	✓	✓	✓	✓

*For Federal Income Tax purposes, the tax deductible amount of your donation is limited to the amount of money contributed over the Fair Market Value of goods and services received by donor.

**Please note that any "give away" items will need the prior approval of the Race committee.



Sponsorship Opportunities

Impact: Race Day

Get maximum visibility on Race Day by sponsoring major areas of the Race site. Or enjoy exclusive sponsorship of special areas and events targeted at specific segments of Race participants.

Whatever your needs, we can tailor-make a unique sponsorship package guaranteed to bring maximum impact.

Start Line \$20,000

- Your company name and logo prominently displayed on the Start Line banner.
- Your company name and logo on placards lining the first yards of the Women's & Men's 5K and Co-ed 5K Walk.

Finish Line \$20,000

- Your company name and logo prominently displayed on the Finish Line banner.
- Your company name and logo on placards lining the chute leading to the Finish Line for the Women's & Men's 5K and Co-ed 5K Walk.

VIP Pink Ribbon Café \$20,000

- Your company name and logo prominently displayed on this tent in the middle of the action, site of the sunrise breakfast for VIP guests, sponsors and survivors.

Race Registration \$10,000

- Your company name and logo at the Race Registration Tent on Race Day.
- Your company name and logo at 5 different mall registration sites around Palm Beach and Martin Counties the week before the Race.

Kid's Expo Area \$10,000

- Your company name and logo at this special area for both children and their parents.

Event Packet Mailing \$10,000

- Your company name logo on mailing envelopes containing t-shirts, bibs and Race materials sent to all online registrants.
- Your company name and logo on Race informational insert.

Pink Goes Green \$7,500

- Your company name and logo on all recycling areas throughout the site on Race Day.
- Your company name and logo on special informational e-mails promoting online registration, carpooling and other "green" aspects of the Race.

Kids for the Cure®

Or

Tots for the Cure \$7,500 each

- Your company name and logo on t-shirt specific to each Race.
- Your company name and logo on t-shirt design contest flyers distributed at schools throughout Palm Beach, Martin and St. Lucie counties.

Family Fun Walk \$5,000

- Your company name and logo on the banner at the start line of this special 1-mile course separate from the regular Race course.

But that's not all. The following opportunities are also available to you:

Transportation for the Cure \$15,000

Technology for the Cure \$7,500

Return to Wellness \$7,500

Sleep In for the Cure® \$7,500

Warriors in Pink/Tribute Wall \$7,500

Pinktaclar Patrons \$1,000

Doctors for the Cure® \$500

Lawyers for the Cure \$500

Business for the Cure \$500

In-Kind donations for items and services essential to the Race are available and must be agreed upon in advance.

For a full description of sponsorship opportunities, visit www.komensouthflorida.org/sponsors or call Adrienne Weissman, Sponsorship Chair at 561.373.0877.



How Money Raised Makes An **Impact**

April 1, 2008 – March 31, 2009

Outreach & Education

- Culturally Diverse Programs
- Patient Navigation
- Genetic Education, Screening & Testing
- Weekly TV Segments – Focus for the Cure
- Race for the Cure
- Health Fairs & Speaker’s Bureau

Reached over 1.3 million people
Komen Funded: over \$490,000

Provided FREE for the Medically Underserved

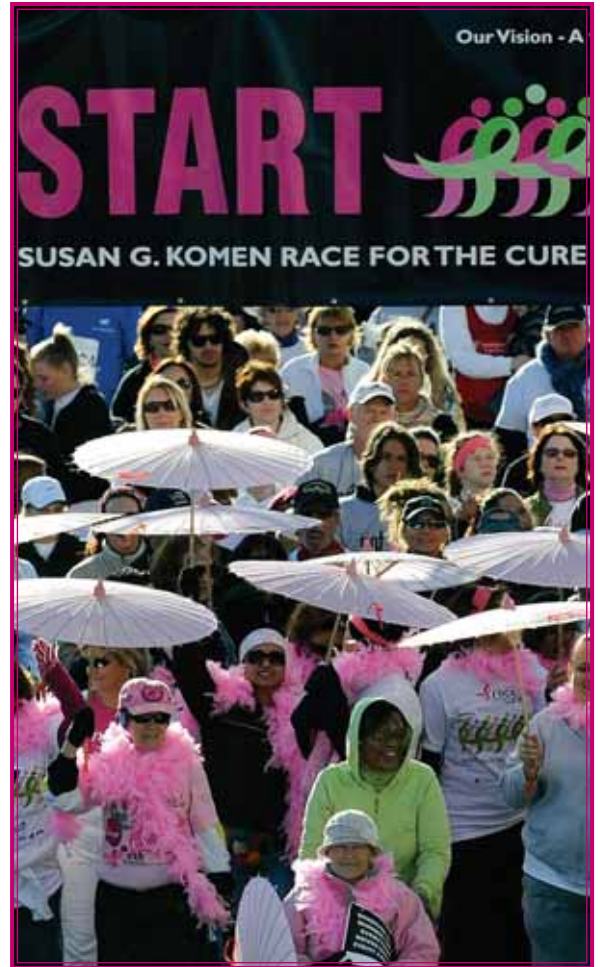
- Mammograms
- Breast MRI
- Ultrasounds
- Biopsies
- Cancer Treatments

Over 4,400 FREE Procedures
Komen Funded: \$780,000

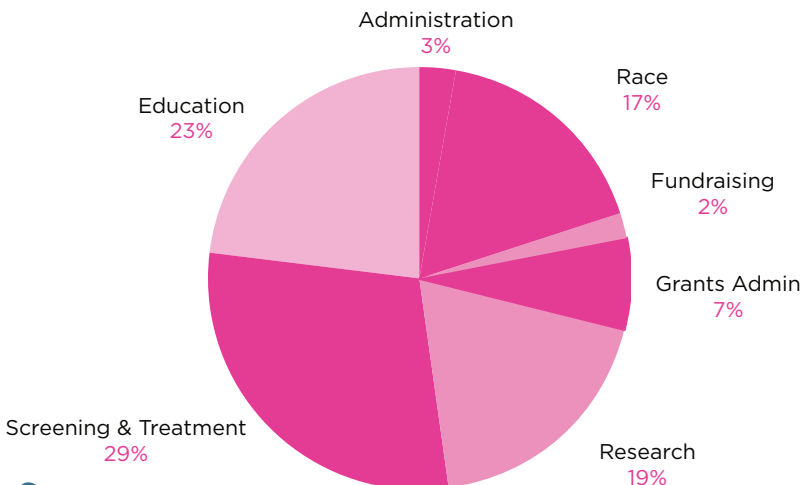
Provided Research Grants

- Diagnostic Tools
- Surgical Innovations
- Treatment
- Biomedical Breast Cancer Research
- New Frontiers in Medicine

Komen South Florida Funded: over \$560,000
Komen National Funded: \$100 million



Where Your Money Goes





Your Chance To Make An

The Susan G. Komen Race for the Cure[®] Series is the world's largest educational and fundraising event for breast cancer.

As a sponsor, you'll have unparalleled visibility in our community. Here's what you'll get for your investment:

Visibility through our media partnerships

- Inclusion in a 12-week media promotion reaching over **1.3 Million** people throughout Palm Beach County and the Treasure Coast.
- The 2009 Media Exposure was valued at over **\$350,000**.
- WPTV News Channel 5 - #1 Top-rated TV Station in our area with a viewing audience of over **717,000** homes.
- The Palm Beach Post - over **750,000** readers in print and online each week.
- Clear Channel Radio - 7 stations in Palm Beach and the Treasure Coast Markets with more than **1.3 million** listeners each week.

Visibility the day of the Race

- An entire morning of non-stop activities with many opportunities to display your corporate logo, company name, products & services.
- Broad audience reach to over 25,000 people.
- High visibility in 1 day through extensive media coverage reaching more than 100,000 people through print, radio and television combined.

Visibility by partnering with an internationally recognized nonprofit

- Strong visibility by partnering with the Komen South Florida Race for the Cure, the largest and most successful 5K of its kind in the Southeast United States.
- Enhance and advance your "brand" recognition through your partnership.
- Build business connections through shared solidarity in a mutual mission.
- Build employee team spirit, morale and company pride.
- Enhance your image as a caring employer.
- Receive community recognition for supporting the breast cancer movement.
- Target a strong audience of women over 30 and their families.

2009 Race Demographics

Age	Female	Male	Total Attendance	22,008
19 & Under	1979	984	Registered Females	16,684
20 - 29	1864	570	Registered Males	5,324
30 - 39	2618	839	Breast Cancer Survivors	1,552
40 - 49	2979	881	Cities Represented	484
50 - 59	3119	846	States Represented	39
60 & Over	3494	1015	Total Team Members	11,950
No age given	631	189	Total Raised	\$1,681,360

Story and Promise

Our Story

Born in a promise between two sisters -- Nancy Brinker to her sister, Susan G. Komen, who died from breast cancer at the age of 36 - our vow to end breast cancer forever has become the promise of millions.

Since launching the breast cancer movement 28 years ago, we've transformed the culture - how the world talks about and treats this devastating disease and helped to turn millions of breast cancer patients into breast cancer survivors.

Today, Susan G. Komen for the Cure is the world's largest and most progressive grassroots network of breast cancer survivors and activists - the only grassroots organization fighting to cure breast cancer at every stage, from the causes to the cures and the pain and anxiety of every moment in between.

Our Promise

The Susan G. Komen for the Cure promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

Komen South Florida Affiliate History

The Komen South Florida Affiliate was established in 1991 and hosted its first Komen Race for the Cure in 1992. Since that time, our South Florida Affiliate has awarded grants totaling over \$10 million for community education, breast cancer screening, biopsies and cancer treatment as well as cutting-edge research. Today the Affiliate has over 350 volunteers and raises nearly \$2.5 Million annually in the fight against breast cancer. The January 2009 Race had an attendance of over 22,000 participants raising almost \$1.7 million to help fund local breast cancer programs and advanced research. During fiscal year 2008/09 our Affiliate continued its commitment by awarding Research Grants (through Komen National), breast cancer screening, treatment and educational outreach grants totaling \$1,760,510.



At Good Samaritan Medical Center
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www.komensouthflorida.org