



17th Annual Susan G. Komen Inland Empire Race for the Cure®

SPONSORSHIP OPPORTUNITIES

SUNDAY, OCTOBER 18, 2015



Presented by:

Bank of America



NATIONAL SPONSORS

American Airlines



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Susan G. Komen® Inland Empire • 43397 Business Park Dr., D-9 • Temecula, CA 92590 • 951-676-7223 (RACE)
Graphic Services Donated by Community Little Book

WHO WE ARE

Over 33 years ago, Nancy Brinker promised her dying sister that she would do everything possible to end breast cancer forever. **In 1982, that promise became Susan G. Komen® and launched the global breast cancer movement.**

Today, Komen is the world's largest grassroots network of breast cancer survivors and advocates, as well as the largest source of nonprofit funds dedicated to curing breast cancer. Through events like the Susan G. Komen Race for the Cure®, we have invested more than \$2.5 billion to fulfill that promise and virtually **every major advancement** in breast cancer research has been touched by a Komen grant.

Since our incorporation in 1998, **Susan G. Komen® Inland Empire** has fought to save lives and help countless breast cancer survivors by:

- Investing over \$2.3 million into the Susan G. Komen® Research and Training Grants Program. (25% of the funds raised)
- Investing in community grants and mission programs to meet the Komen Inland Empire needs for uninsured/underinsured residents of San Bernardino and Riverside Counties, including the Coachella Valley. (75% of the net funds raised)

Seventy-five percent of the net proceeds from the Susan G. Komen Inland Empire Race for the Cure®, and other donations, remain in our service area for mission programs to provide breast health/breast cancer education, screening, patient navigation, diagnostic services and treatment support programs for uninsured/underinsured women and families in Riverside and San Bernardino Counties, while twenty-five percent supports the Susan G. Komen® Research and Training Grants Program.

Our most important recognition however, is the ever-increasing participation from our sponsors and community at large, who by their support ensure that these vital programs and services will continue for years to come.

2014 Race Day Statistics

Number of Participants	8579
Breast Cancer Survivors.....	583
Race Volunteers	600
Participant Entry/Fundraising	\$485,276.00
Sponsor Cash Donations.....	\$187,277.00
Sponsor In-Kind Donations.....	\$761,983.00
Total Cash Raised	\$672,553.00



Wall of Hope

DID YOU KNOW?

- **Worldwide**, breast cancer is the most frequently diagnosed cancer in women.
- One woman is diagnosed with breast cancer **every two minutes**, and one woman will die of breast cancer **every 13 minutes** in the United States. Each year more than 200,000 **new cases of breast cancer** will occur, and more than **40,000 individuals are expected to die** of breast cancer.
- In **California**, it is estimated that more **than 25,000 new cases of invasive breast cancer** will be diagnosed among women in 2015, and more than **4,000 women will die of the disease**.
- In the **Inland Empire**, it is estimated that more than **2,000 new cases of breast cancer** will occur in 2015.

MAKING AN **IMPACT** IN YOUR COMMUNITY

- Since our first Race in 1999, Komen® Inland Empire has awarded **nearly \$6.2 million in Community Grants throughout San Bernardino and Riverside Counties**.
- In **2013-2014**, Komen® Inland Empire invested **\$240,000.00** in local organizations for breast health education and outreach that link women to mobile mammography screenings, diagnostic services, patient navigation, financial assistance and treatment support programs.
- **Direct education and outreach** to more than **3,652** Inland Empire residents
- **1,356 free and low cost screening services**, such as mammograms and clinical breast exams
- **727 diagnostic services**, such as diagnostic mammograms, ultrasounds, biopsies, MRLs, and more
- **28 individuals were diagnosed with breast cancer** that may have otherwise gone undetected
- **393 patient navigation services** and resource referrals along the continuum of care , from screening through survivorship
- More than **378 families received financial assistance** during treatment to help cover costs of food, rent, mortgages, car payments, utility bills, groceries and gas.
- More than **50 women received breast cancer support supplies** such as lymphedema garments, wigs, prosthesis, etc.

Your Dollars Make a Difference

YOUR CALL TO ACTION

Year after year, support from our local and national sponsors enable the Affiliate to allocate funds to breast cancer research, as well as breast health/breast cancer education, screening, patient navigation, diagnostic services and treatment support programs for uninsured/underinsured women and families in Riverside and San Bernardino Counties. These partnerships over the last 17 years have put us many steps closer to finding the cures and helping to save lives in our local communities.

The Susan G. Komen Inland Empire Race for the Cure® is the largest 5K Race dedicated to breast cancer in Riverside County, with almost 9,000 participants including 583 survivors and thousands of volunteers, supporters and onlookers. Through the Race, the Affiliate hopes to raise over \$1 million this year, to support mission programs and local non-profit organizations, hospitals & clinics who continue to provide critical breast cancer/breast health support and service programs to our uninsured/underinsured families, friends and neighbors.

We encourage you to celebrate with us and hope that you continue to partner with us in support of the Susan G. Komen® Promise and another successful Race! Our community and the people we serve depend on our success and we look forward to your continued participation as a sponsor of the 2015 Komen Inland Empire Race for the Cure.®

2014-15 Grant Recipients

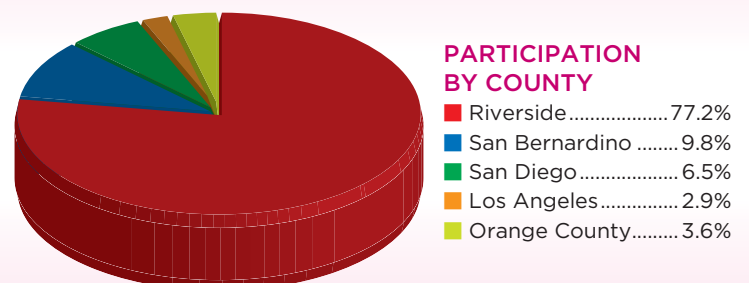
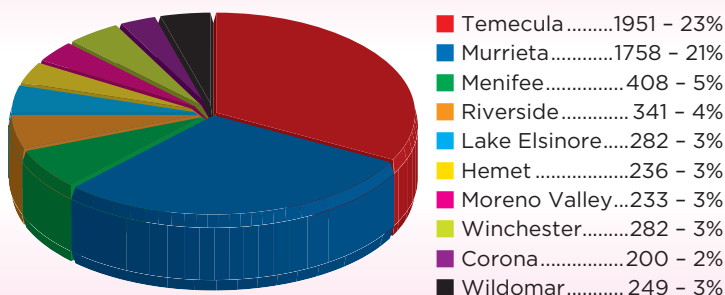
Breast Cancer Solutions
 Desert Cancer Foundation
 Michelle's Place
 Quinn Community Outreach Corporation
 Redlands Community Hospital
 San Antonio Community Hospital

Our Total Community Investment in 2014-2015 was \$260,000.00

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

WHO WILL YOU PROMISE?

2014 RACE FOR THE CURE DEMOGRAPHICS



2015 TARGETED MARKETING OPPORTUNITIES

Susan G. Komen® Inland Empire offers targeted marketing opportunities. Organizations have the ability to enjoy sponsorships for pre- Race and Race day events targeted at specific segments of Race participants. Target Sponsorships are limited to one category per sponsor. Race Day participants include over 10,000 runners, survivors, and volunteers. Any in-kind portion of a sponsorship must be necessary for the Race and approved by the Affiliate.

MAIN STAGE SPONSORSHIP

\$10,000, minimum \$5,000 in cash, Ruby Level Benefits

FINISH LINE SPONSORSHIP

\$10,000, minimum \$5,000 in Cash, Ruby Level Benefits

MILITARY SPONSORSHIP

\$10,000, minimum \$5,000 in Cash, Ruby Level Benefits

TEAMS SPONSORSHIP

\$10,000, minimum \$5,000 in Cash, Ruby Level Benefits

TEAM TAILGATE SPONSORSHIP

\$10,000, minimum \$5,000 in Cash, Ruby Level Benefits

SURVIVOR TENT SPONSORSHIP

\$5,000 cash, Silver Level Benefits

SURVIVOR BREAKFAST SPONSORSHIP

\$5,000 cash, Silver Level Benefits

SURVIVOR CEREMONY SPONSORSHIP

\$5,000 cash, Silver Level Benefits

SUSAN'S GARDEN SPONSORSHIP

\$5,000 cash, Silver Level Benefits

SLEEP IN FOR THE CURE® SPONSORSHIP

\$5,000, minimum \$2,500 in cash, Silver Level Benefits

KIDS 4 KOMEN FUN ZONE SPONSORSHIP

\$5,000, minimum \$2,500 in cash, Silver Level Benefits

PRINT/BANNER/SIGNS SPONSORSHIPS

(4) AT \$2,500 each to underwrite production expenses, Crystal Level Benefits

For additional Targeted Sponsorship benefit information contact Bruce Cripe, bcripe@komenie.org.

SURVIVOR GIFT BAGS (700)

Susan G. Komen® Inland Empire welcomes items for our survivor gift bags, however this donation will not be considered a Race "sponsorship", but an In-kind donation form will be provided for your records.

SPONSOR BENEFITS

	Local Presenting \$100,000	Platinum \$75,000	Diamond \$50,000	Emerald \$25,000	Gold \$15,000	Ruby \$10,000	Silver \$5,000	(1) Crystal \$2,500	Bronze \$1,000	Friends \$500
RACE DAY RECOGNITION										
Logos on 10,000 Race Bibs (2)	●									
Company Banner on Start/Finish Tower.....	●	●								
Company Official Start Race Event.....	●	●	●							
Company Recognition through PA										
Announcements.....	●	●	●							
Complimentary Booth Spaces at Expo (10x10).....	4	2	1	1	1	1	1	1		
Company Banners Displayed.....	5	4	4	3	3	2	2	1	1	
COMPANY VISIBILITY										
Use of Race/Logo with pre-approval	●	●								
Name in Press Releases.....	●	●	●							
Logo/Name in Ad/Print Material (2)	Logo	Logo	Logo	Logo	Name	Name				
Logo/Name on Race Shirts (Up to 9,000) (2)	Logo	Logo	Logo	Logo	Logo	Logo	Name			
Logo/Name on Race Posters (Up to 500) (2)	Logo	Logo	Logo	Logo	Logo	Name	Name	Name		
Logo/Name on Race Entry Form (Up to 10,000) (2)	Logo	Logo	Logo	Logo	Logo	Name	Name	Name		
Logo/Name & Link on the Website & Social Media (2).	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	Name
COMPANY PARTICIPATION										
Team Tailgate Party Booth 1- 10x10 (3)	●	●	●	●	●	●	●			
Sponsor Appreciation Banquet.....	20	12	10	8	6	6	4	4	2	2
Race Entries and T-Shirts.....	20	12	10	6	4	4	2	2	2	2
Commemorative Sponsor Award/Certificate.....	Award	Award	Award	Award	Award	Award	Award	Certificate	Certificate	Certificate
Opportunity for SGK educational presentation for										
management/employees/team	●	●	●	●	●	●	●	●	●	●
(1) In order to have a booth at the Race, the fee is \$2500 (Crystal level sponsor), with a minimum of \$500 cash donation. (2) Deadline for logos/name inclusion on all printed materials and Race T shirts is 7/12/2015. (3) Any items distributed at the Race must be approved by Komen.										

PINK HONOR ROLL PROGRAM

The Pink Honor Roll is a program designed to honor those participants who raise \$1,700 or more for the Race. In 2014, 9 individuals made the Pink Honor Roll. Gift cards and other merchandise is sought to support our recognition of their fundraising efforts. A donation of 40 gift cards or other merchandise is a wonderful way to invest in the Race while encouraging individual fundraising. These dollars supports breast health/breast cancer programs and services in our communities.

2014 RACE SPONSORS

LOCAL PRESENTING PARTNER

THE PRESS-ENTERPRISE

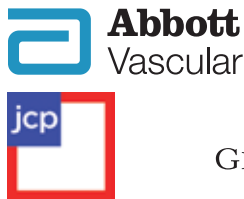
PLATINUM SPONSOR



DIAMOND SPONSORS



EMERALD SPONSORS



GOLD SPONSORS



RUBY SPONSORS



SILVER SPONSORS

CC & Company Entertainers • CR & R Environmental Services • EMD Millipore Corp. • Lake Elsinore Storm Baseball
 Lazy Dog Restaurants • Milgard Windows & Doors • Mulligan Family Fun Center • Premier Marketing, inc.
 Rightway Site Services • Starbucks Coffee Company • Temecula McDonalds

CRYSTAL SPONSORS

Aces Comedy Club • Bank of America • Breastlink at the Breast Care Center of Temecula Valley • Charley's Grilled Subs
 Creative Edge Project, LLC • Delta Hospice of Inland Valley • Eastern Municipal Water District
 JDS Video & Media Productions • LoLa Magazine • Massage Envy • Nimmo Construction • Painted Earth
 Papa Murphy's Take 'N Bake Pizza • Popeye Energy • Rancho California Water District • Red Robin
 Riverside Transit Agency • S&R Towing • San Diego Digital Imagery • Sam's Club • Smile Generation
 The Broken Yolk Cafe • The Valley Business Journal • Trinity Tents & Events • VIP Events • Your Villa Magazine

BRONZE SPONSORS

Airbus DS Communications • Aerial Pro Photography • American Medical Response • KB Home
 Monte De Oro Winery and Vineyards • Prestige Golf Cars • Pulido Cleaning & Restoration, Inc.
 Raceway Ford • Rancho Ford • South Meats West • Sparkletts • Star Way Productions • VSL Engineering

FRIENDS

Allied Traffic & Equipment Rentals, Inc. • Eagle's Mark Awards & Signs • Helen Graboski, Pampered Chef
 Securitas Security Services USA • Stryder Transportation • Temecula Valley Hospital • The Elizabeth Hospice

Race Day Photo/Video: George Ortiz, Tristan Robledo, Anna Finlay, Andy Abeles, Jann & Bernie Gentry, Tiffany & Tod Omalley,
 Milin & Trinity Ream, Heidi Bailey, Chloe Peterson, Danielle & Emma Bramante, Peter Stoll, Diane Strand