

TOGETHER,
WE CAN MAKE AN



Your Return on Investment:

- Receiving high visibility in the community before the event, on Race day, and after the event.
- Marketing to an audience of over 6,500 participants and spectators.
- Your organization's name or logo on 1,000 posters, 15,000 registration forms, 6,500 t-shirts and your banner displayed at the Race (depending on sponsor level).
- Building employee morale, awareness and teamwork.



JOIN THE RACE


TO SAVE LIVES AND
END BREAST CANCER
FOREVER

SPONSORSHIP OPPORTUNITIES

Our Promise

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



Presented by 

NATIONAL SERIES SPONSORS





About Susan G. Komen for the Cure, and the Komen Tri-Cities Affiliate

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 the Susan G. Komen for the Cure® and launched the global breast cancer movement.

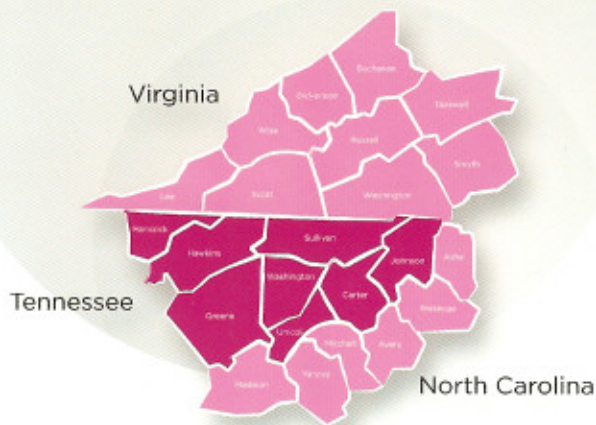
The Tri-Cities Affiliate of Susan G. Komen for the Cure® is working to better the lives of those facing breast cancer in the local community. They join more than a million breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer.

Through events like the Komen Tri-Cities Race for the Cure, the Affiliate has invested \$1.75 million in community breast health programs in 23 counties. Up to 75 percent of net proceeds generated by the Affiliate stays in the 23-county region served by the Tri-Cities Affiliate. The remaining 25% of net income goes to the national Susan G. Komen for the Cure Grants Program to fund research.

For more information, call (423) 765-9313
or visit www.komentricities.org.

Your sponsorship can make a difference in
23 COUNTIES throughout
Tennessee, Virginia and North Carolina.

The Tri-Cities Affiliate of Susan G. Komen for the Cure® was formed in 2005 to serve the following counties in Northeast Tennessee, Southwest Virginia and Western North Carolina:



Did you Know...

...that one in eight women will be diagnosed with breast cancer in her lifetime? But help is made available to these women through donors like you. Today, the five-year survival rate for breast cancer is 98 percent thanks to the continuing research and treatment breakthroughs that have been funded by organizations like Komen.

Sponsorships by Level

Company Visibility	Patron Sponsor \$1,500	Friend Sponsor \$2,500	Belief Sponsor \$5,000	Spirit Sponsor \$10,000	Courage Sponsor \$25,000	Local Presenting \$50,000
Company logo on start & finish line banner						
Exclusive use of Susan G. Komen Race logo (Presenting Sponsor only)						
6,500 Race t-shirts (logo size based on level)	Name	Logo	Logo	Logo	Logo	Logo
15,000 Race applications/entry forms	Name	Logo	Logo	Logo	Logo	Logo
Pre-Race advertising (PSAs, print ads, etc.)		Name	Name	Logo	Logo	Logo
Identification on Race Website	Name	Name	Logo	Logo	Logo	Logo
1,000 Race Posters	Name	Logo	Logo	Logo	Logo	Logo

Race Day Recognition

Company Official to speak Race Day on stage						
6,500 Race day bibs						Logo on Front
Stage Signage (logo size based on level)		Name	Logo	Logo	Logo	Logo
Corporate banners displayed at Race		1	3	5	7	10
Sponsor Booth						
Company product sampling (pre-approved by Race)						

