

Susan G. Komen® Greater Kansas City

2939

no-cost screening mammograms, clinical breast exams and referrals for medically underserved in the Greater KC service area.

20%

women in Greater KC service area are not getting mammograms as recommended (Beginning every year at age 40).

25

breast cancers diagnosed through the local Susan G. Komen grantee network in the past year

88000

local area residents provided with breast health education over the past 12 months

21485

hours of volunteer service provided

4

women will be diagnosed with breast cancer in our local (KC) service area each day this year



1 in 8

American women will still be diagnosed with breast cancer in their lifetime

1098

people provided with breast cancer diagnostic services

2016 SPONSORSHIP OPPORTUNITIES

Engaging a Global Force

Susan G. Komen® is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded **more than \$889 million in research** and provided **\$1.95 billion in funding to screening, education, treatment and psychosocial support programs** serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life.

Focused on Local Impact

Through events like the **Pink Promise Brunch**, **Race for the Cure®**, & **Rock the Ribbon** the Kansas City Affiliate has invested **more than \$19 million in local community breast health programs** in our 17-county service area and in research throughout the US with the national grants program. Up to 75% of net proceeds generated by the Affiliate stay in the Kansas City region. The remaining income (25%) goes to the Susan G. Komen National Grants Program to fund research.



Your support this past year has allowed **Susan G. Komen** to invest **more than \$1 million** in local breast health services (through our grantee network); scientific research grants; and affiliate-based educational and outreach initiatives throughout our local service area.

ATTACKING BREAST CANCER ON ALL FRONTS:
Research • Treatment • Screening • Education





2016 Sponsorship Opportunities

register: <http://bit.ly/race2016> | KomenKansasCity.org
facebook.com/KomenKansasCity
twitter.com/KomenKansasCity
instagram.com/KomenKC
#KomenKC | #R4TCKC

RACE FOR THE CURE | 08.14.16 | UNION STATION

The Susan G. Komen Race for the Cure® Series, the largest series of 5K runs/fitness walks in the world, raises significant funds and awareness for the fight against breast cancer. The Race celebrates breast cancer survivorship and honors those who have lost their battle with the disease. Since its inception in 1983, the Komen Race for the Cure series has grown from one local Race with 800 participants to a global series exceeding 140 Races with more than 1 million people participating this year.

The Greater Kansas City Race for the Cure continues to be the largest nonprofit 5K/1 Mile event in the city **with nearly 15,000 supporters**, volunteers, vendors and breast cancer survivors each year. In 2015, the Kansas City Race generated **more than \$1 million** to help save lives and find a cure for breast cancer! Your involvement is key to our success!



OUR REACH / YOUR EXPOSURE

SPONSORSHIPS

Dozens of local organizations come together each year to support the breast cancer community at the Race for the Cure. Previous sponsors have included: • **Cancer Treatment Centers of America** • **Midwest Ford Dealers** • **Diagnostic Imaging Centers, P.A.** • **North Kansas City Hospital** • **Tortoise Capital Advisors** • **DST Systems** • **Capital Federal** • **Black & Veatch BKD, LLP** • **Ultra Max Sports** • **CareSpot Urgent Care** • **Coke-Cola** • **Blue Cross Blue Shield of Kansas City** • **KUMC Breast Cancer Prevention Center** • **Sprint** • **Hallmark Cards** • **Saint Luke's Cancer Institute** • **Smithfield Farmland** • **Sunbelt Bakery** • **University of Kansas Cancer Center** • **VSR Financial** - Sponsors help us promote our programs/services for those impacted by breast cancer.

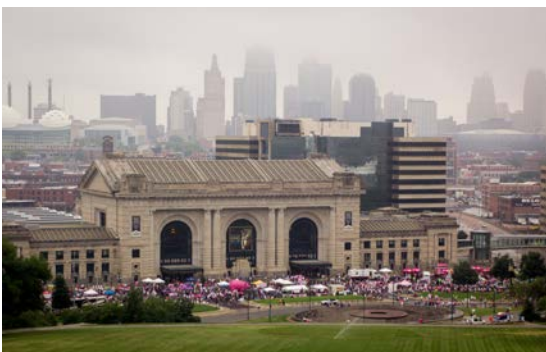


ATTENDANCE/DEMOGRAPHICS

More than 15,000 guests (expected) will participate in the 23rd Annual Race at Union Station. Race supporters are **2/3 women and 1/3 men** with average ages between **25 to 45 years old**. The majority are split between **Jackson County, MO and Johnson County, KS**. Participants came from **30 states and two countries in 2015**.

PRINT, BROADCAST, RADIO & DIGITAL PROMOTION

More than **25,000 personal invitations** mailed; **35,000 Save the Date cards** distributed to retailers throughout Greater Kansas City (Sponsors who have committed by June 1 are listed on cards); 50+ emails are sent to our **53,000-person audience** (Pre- and post Race); Print advertising in **The Kansas City Star** • **ThisisKC.com** • **435 Magazine**; PSA's and interviews airing on **41 Action News** • **Mix 93.3** • **KC 102.1** • **Q104.1 KFKF**; Billboards; Website, Blog and Social Media promotion on **Facebook (7,500+ fans)** • **Twitter (3,800+ followers)** • **Instagram (640+ followers)**. In addition, based on your investment level, your name and/or logo will appear on **15,000 participant t-shirts and Race bibs**. Your company signage can be displayed at your Expo booth as well as near the finish line too!





2016 Sponsorship Opportunities

register: <http://bit.ly/race2016> | KomenKansasCity.org
facebook.com/KomenKansasCity
twitter.com/KomenKansasCity
instagram.com/KomenKC
#KomenKC | #R4TCKC

PRESENTING: \$50,000*

Logo included on all TV, radio, print, digital, social & Website collateral ● Listed as Presenting sponsor logo on T-shirts, Race bibs, post cards, Team Captain Tool Kits & event day banners ● Opportunity to speak at Opening Ceremony & host pre-event Lunch & Learn/Webinar ● 20 x 20 Expo booth space. **30 complimentary Race entries.**

PLATINUM: \$25,000* (See details below)

Logo included on all print, digital, social & Website collateral ● Listed as Platinum sponsor logo on T-shirts, Race bibs, post cards, Team Captain Tool Kits & event day banners ● Opportunity to host pre-event Lunch & Learn or Webinar ● One 10 x 10 Expo booth space ● **20 complimentary Race entries.**

GOLD: \$15,000* (See details below)

Logo included on all print, digital, social & Website collateral ● Listed as Gold sponsor logo on T-shirts, Race bibs, post cards, Team Captain Tool Kits & event day banners ● One 10 x 10 Expo booth space.

10 complimentary Race entries.

SILVER: \$10,000* (See details below)

Logo included on all print, digital, social & Website collateral ● Listed as Silver sponsor logo on T-shirts, Race bibs, post cards, Team Captain Tool Kits & event day banners ● One 10 x 10 Expo booth space.

8 complimentary Race entries.

BRONZE: \$5,000*

Name included on all print, digital, social & Website collateral ● Listed as Bronze sponsor logo on T-shirts & post cards, Team Captain Tool Kits & event day banners ● One 10 x 10 Expo booth space.

5 complimentary Race entries.

REGISTRATION/PICK UP: \$5,000

Host 1 of our individual pre-Race packet pick up events ● Potential foot traffic (1k-3K guests) to your retail space ● Name included on all print, digital, social & Website collateral ● Listed as Registration Pick Up sponsor on T-shirts & post cards, Event day banners ● One 10 x 10 Expo booth space ● **5 complimentary Race entries.**

WATER STATION: \$3,000

Name included on all social media & Website. Listed as Water Station sponsor ● Opportunity to staff Water Station with employees or volunteers ● Ability to display company banner at station ● Opportunity to distribute or sample items to 15,000 Race participants ● **5 complimentary Race entries.**

SURVIVOR REGISTRATION: \$1,000+

Each \$1,000 of sponsorship covers the Race registration cost for 40 (forty) breast cancer survivors ● Your name will be listed on the Race Website, social media, and you will be recognized in the Survivor Pavilion as well as from the Main Stage on Race Day ● **5 complimentary Race entries** (Sponsorship only; does not count towards fundraising)

*\$1,000 from every sponsorship \$5,000 and up supports **complimentary Race entries** for all **breast cancer survivors!**

EXPO BOOTH ONLY: \$1,500 | Company/product promotion with a 10 x 10 booth.

ADDITIONAL ACTIVATION OPTIONS FOR SPONSORS \$10k & UP:

\$25K: Select: Survivor Pavilion ● Sleep in for the Cure ● VIP ● Pink Honor Roll
\$15K: Select: Teams for the Cure ● Kids for the Cure ● Photos for the Cure
\$10K: Select: Start Line ● Finish Line ● Warm Up ● Stage & Entertainment





2016 Sponsorship Opportunities

register: <http://bit.ly/race2016> | KomenKansasCity.org
facebook.com/KomenKansasCity
twitter.com/KomenKansasCity
instagram.com/KomenKC
#KomenKC | #R4TCKC

- I want to support **Susan G. Komen** and attend the **Race for the Cure** on 08.14.2016!
- \$50,000
 \$25,000
 \$15,000
 \$10,000
 \$5,000
 \$3,000
 \$1,500
 \$1,000
- I want to support **Susan G. Komen** but cannot attend and/or accept **Race** benefits in exchange for our sponsorship. This sponsorship is 100% tax-deductible.
- \$25,000
 \$15,000
 \$10,000
 \$5,000
 \$3,000
 \$1,000
- I cannot attend, but would like to support the **Race for the Cure** through a 100% tax deductible gift in the amount of \$ _____ to **Susan G. Komen Greater Kansas City**.

NAME: _____

SPONSORSHIP NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

My sponsorship level and activation are as follows: _____

- PLEASE INVOICE ME
- CHECK ENCLOSED
- CREDIT CARD # _____ EXP. _____ SECURITY #: _____

Billing address if different from above _____
Street City State Zip

Sponsorship Commitment Deadline: **06.01.2016** to ensure full benefits

Return forms/payment: **Susan G. Komen Greater Kansas City Race for the Cure** 8900 State Line Road, #333 Leawood KS 66206