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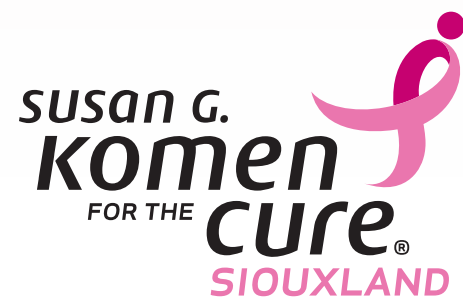


PINK FRIEND SPONSORS

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McDonald's • Sunbelt Snacks and Cereals

**ABOUT SUSAN G. KOMEN
FOR THE CURE®**

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, now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with nearly \$1.9 billion invested to date. For more information about Susan G. Komen for the Cure®, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.



P.O. Box 1116
Sioux City, IA 51102
www.komensioxland.org
712-277-1553

For questions regarding sponsorship opportunities,
contact: race@komensioxland.org



2012 Komen Siouxland Race for the Cure®
RACE SPONSORSHIP OPPORTUNITIES
SUNDAY, MAY 13, 2012 • MOTHER'S DAY • SIOUX CITY, IOWA



Presented by

NATIONAL SERIES SPONSORS



STEP BY STEP... WE ALL MAKE A DIFFERENCE!

BENEFITS OF INVOLVEMENT

- Build employee morale and company profile
- Tap into the number one health concern of women
- Receive high visibility before and during the event on Race Day
- Extend and reinforce current marketing programs through public relations opportunities
- Target specific audience-reach women who are decision makers, voters, and consumers
- Promotional opportunity for product distribution and sampling



What is the Komen Siouxland Race For The Cure®?

The Komen Race for the Cure® Series is the largest 5K run/walk in the world. Since originating in Dallas in 1983, the series has grown from one local race with 800 participants to an international series of over 140 races with more than 1.7 million participants world wide in 2010. This will be Siouxland's fourth Race and over 3,800 participants are expected.

Where the money goes...

Up to 75% of the funds raised remain in the Siouxland service area which includes Woodbury, Plymouth, Lyon, and Sioux counties in Iowa, Thurston and Dakota counties in Nebraska and Union county in South Dakota. Grants are awarded each year to fund community outreach and educational programs on breast cancer and breast health. The remaining 25% is contributed to the Susan G. Komen For The Cure® Grants Program.

The Komen Siouxland Affiliate has awarded over \$845,000 in grants for local treatment, screenings, education and national research since 2005.

A few beneficiaries of Komen Siouxland Affiliate Grants are:

June E. Nysten Cancer Center - Serving Our Sisters

This program promotes annual screening mammograms for under-served uninsured women.

Hospice of Siouxland Palliative Care Program for Breast Cancer Patients

This is a pilot project to educate and identify breast cancer patients at the Cancer Center and Community Health in the greatest need of community based Palliative Care services. Funds are also used to provide palliative care programming to those identified.

June E. Nysten Cancer Center - Patient Navigator

The Navigator focuses on the psycho-social impact of cancer, linkage and coordination of comprehensive services, and cost effective use of resources.

June E. Nysten Cancer Center - Lymphedema Clinic

By partnering with St. Luke's Medical Center and Mercy Medical Center this clinic is designed to serve women who are at risk of developing lymphedema and treatment focuses on relieving symptoms and preventing complications.

June E. Nysten Cancer Center - Patient Assistant Fund

The program provides valuable support for patients in receiving assistance with prescription medicine and medical supplies, lodging and gasoline, on-going bills such as mortgage payments and utility bills, insurance co-pays and other basic life necessities.

Siouxland District Health - Care for Yourself-Reaching Hispanics

This program assists Spanish speaking females in receiving breast health care. It provides support for individuals to educate them about recommended health practices and in accessing services including education, clinical breast exams and mammograms.

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.

	Presenting \$25,000+	Pink Diamond \$15,000+	Pink Pearl \$10,000+	Pink Rose \$5,000	Pink Ribbon \$2,500	Pink Friend \$1,000	Survivors \$10,000 (1 only)	Kids For The Cure® \$5,000 (1 only)
Logo on all Race advertising*	Logo							
Repeated recognition as Presenting Sponsor	✓							
Company Link on Race Page Web Site	Logo	Logo	Logo	Logo			Logo	Logo
Recognition on Race Day Sponsor Board	Logo	Logo	Logo	Logo	Name	Name	Logo	Logo
Recognition in 6500 Entry Forms	Logo	Logo	Logo	Logo	Name	Name	Logo	Logo
Recognition on 500 Race Posters	Logo Dominant placement	Logo	Logo	Logo	Logo	Name	Logo	Logo
Recognition on 4000 Race T-shirts	Logo Dominant placement	Logo	Logo	Logo	Logo	Name	Logo	Logo
Name on 4000 Race Bibs	Name							
On Screen Expo Advertising	Ad Rotation & Individual	Ad Rotation & Individual	Ad Rotation & Individual	Ad	Ad	Ad	Ad Rotation & Individual	Ad Rotation
Name/Logo on Banner At Race	Logo dominant placement	Logo	Logo	Logo	Name	Name	Logo	Logo
Company mention throughout the day	✓	✓	✓	✓			✓	✓
Name in Next Years Sponsor Brochure	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in "Thank You" ads	Logo	Logo	Logo	Logo	Name	Name	Logo	Logo
Participation at Expo Event & product sampling (staffed by sponsor) with affiliate pre-approval	✓	✓	Table	Table	Table	Table	Table	Table
Tickets to Sponsor Party on May 7 th	6	4	4	4	2	2	4	4
Use of Susan G. Komen National Race Logo in advertising/publicity with affiliate pre-approval	✓	✓						

* Includes paid print & media advertising. PSA content is at the discretion of the media sponsors though identification of the Presenting Sponsor is requested.

Targeted Sponsorship Opportunities

We've developed some targeted sponsorship opportunities. Targeted sponsorship benefits are described below.

Kids For The Cure® • (1 Available) • \$5,000

Kids For The Cure® is an opportunity for children to participate in the Race and receive a child's size t-shirt. A special Race just for kids will be held and a fun activity area will be created. The Kids for the Cure® sponsor will have their company logo displayed prominently in the Kids area and may also provide kid friendly items with company logo for additional promotion. Sponsor will enjoy benefits of the Pink Rose level.

Survivor Celebration • (1 Available) • \$10,000

The purpose of this sponsorship is to help underwrite the registration fees for survivors, allowing them to participate in the Race for free. A special Cafe area is provided on Race Day for survivors and their guests to enjoy a continental breakfast. The Café and survivor participation are very visible and an integral part of Race Day. The Survivor sponsor will enjoy exclusivity as being the only Survivor Celebration sponsor and all benefits associated with the Pink Pearl sponsorship level. Sponsor may also provide a gift for survivors with company logo.

In-Kind Sponsorship

Our goal is to underwrite Race expenses through both cash and in-kind contributions. In some cases, a combination of cash and in-kind contributions that impact the Race's bottom line and/or budget will be valued at full retail value. Otherwise, they will be considered at one-half (1/2) of their monetary value. All in-kind contributions must be pre-approved by the Race Co-Chairs.

Corporate Teams • Company Participation

Businesses form corporate teams, made up of employees, families and friends, pre-register together through a team captain, and present a united front against breast cancer on Race Day. Outstanding teams will be recognized at the awards program.

