SUSAN G. KOMEN LOS ANGELES COUNTY

BE MORE THAN PINK

susan g. komen®
LOS ANGELES COUNTY

21

THE 21ST ANNUAL
SUSAN G. KOMEN LOS ANGELES COUNTY
RACE FOR THE CURE
SATURDAY, MARCH 10, 2018
DODGER STADIUM

2018 SPONSORSHIP OPPORTUNITIES

PHOTO: MORGAN SCHREIBER

Presented by: Bank of America

NATIONAL SPONSORS

American Airlines · Ford · new balance · AutoNation · Ralphs Food 4 Less · CBS 2 KCAL 9 · Chevron · Anthem Blue Cross · Sit'n Sleep · Los Franciscos · Citadel Outlets

ABOUT SUSAN G. KOMEN

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 $800 million in research and provided $1.7 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.

KOMEN RESEARCH

Komen's research focus has evolved over the years. In the beginning we focused on understanding the basic biology of breast cancer. As we learn more about the factors that make cancer cells grow and spread, we have been able to invest more in the translation of this knowledge into treatment, early detection and prevention, with the goal of supporting work that has significant potential to lead to reductions in incidence and mortality within the decade. As the global leader in the fight against breast cancer, we strive to identify the best science around the world. We are proud to fund research in the United States and across the globe.

75%
SUPPORTS OUTREACH AND COMMUNITY PROGRAMS IN LOS ANGELES COUNTY

25%
SUPPORTS GLOBAL BREAST CANCER RESEARCH

YOUR CONTRIBUTION

Seventy-five percent of the Affiliate's net income funds grants to **local hospitals and community health organizations** that provide crucial breast health services, including breast cancer diagnostic and treatment programs for medically underserved women.

The remaining net income (a minimum of **25 percent**) supports the **national research program,** which funds groundbreaking breast cancer research, meritorious awards and educational and scientific programs around the world.

80¢
OF EVERY DOLLAR GOES TO MISSION

BREAST CANCER IN L.A.

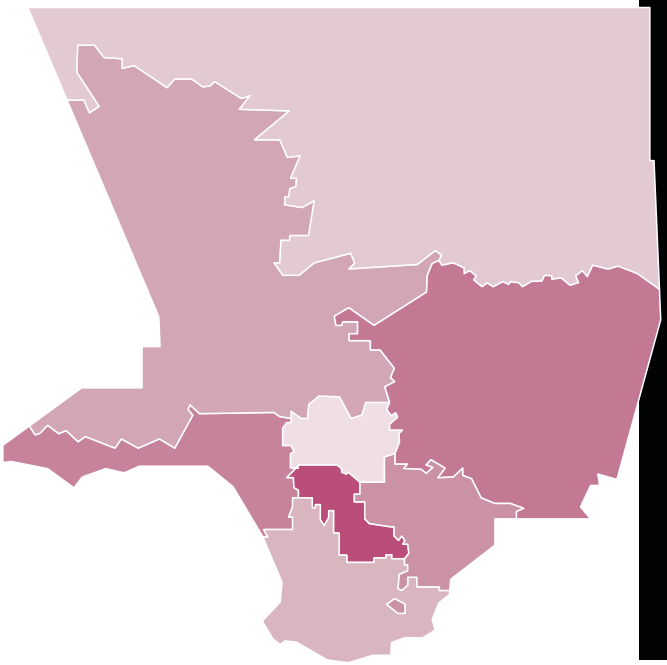
An estimated 5,775 new cases of breast cancer will be diagnosed in Los Angeles this year.

More than 1,223 women in Los Angeles alone will die of breast cancer this year.

In Los Angeles County, an African American woman diagnosed with breast cancer is almost 56.4% more likely to die from the disease than her Caucasian peer.

WE ARE SERVING THE BREAST HEALTH NEEDS OF LOS ANGELENOS THROUGH:

- Comprehensive breast cancer patient navigation, to ensure women find a medical home
- Breast cancer patient, survivor, and co-survivor support programs
- Public awareness and education about breast cancer Issues
- Research to discover and deliver the cures



2017 - 2018 KOMEN LOS ANGELES COUNTY COMMUNITY GRANT RECIPIENTS

PATIENT NAVIGATION SERVICES:

St. Johns Well Child Family Center

Orange County Asian and Pacific Islander Community Alliance

SUPPORT SERVICES:

PALS for Health

City of Hope

Women of Color

Cancer Support Community, Los Angeles

Black Women for Wellness

Project Angel Food

Olive View UCLA Medical Center

Herald Cancer Association

The Susan G. Komen Race for the Cure® Series is the world's largest and most successful education and fund-raising event for breast cancer ever created. The series of 5K runs and fitness walks raises significant funds and awareness for the breast cancer movement, celebrates breast cancer survivors, thrivers, and their loved ones, and honors all who have been touched by breast cancer, past and present. The Komen Race reinforces a single shared goal: to improve the lives of the courageous women and men diagnosed with the disease, from early detection to advanced metastatic, while sponsoring critical research that will bring an end to breast cancer forever. The Komen Race Series welcomes people of all ages and fitness levels, from walkers to elite runners. This Race is unique in the fact that 100% of the net proceeds are allocated to our mission. 75 percent of the net income stays in our community to help fund local programs offering breast health education and breast cancer screening and treatment. The remaining 25 percent of the net income supports the Susan G. Komen® Grants Program. Sponsoring the Race is just one of the ways you can get involved and be a part of the Komen family.

COMBATING BREAST CANCER AT EVERY FRONT

Susan G. Komen Los Angeles County is the only organization in LA County that is exclusively dedicated to combating breast cancer on every front. We study the unique needs of Los Angeles County every three years to formulate our community profile, which allows us to target our grant funding to address the most significant breast cancer issues facing our local communities.

MAKING AN IMPACT

Tens of thousands of Los Angeles County women have recieved diagnostic and treatment services, patient navigation, and psychosocial support as a result of funds raised through the Komen Los Angeles County Race for the Cure®.

Up to 75% of net proceeds are reinvested in our community, enabling our community grants program.

LOCAL PROGRAMS

Susan G. Komen LA County is taking a leadership role in reducing breast health disparities in at-risk communities, while also serving the unique needs of women who are living with metastatic breast cancer.

CIRCLE OF PROMISE

Across the U.S. the breast cancer survival rate for African American women is 41% lower than other women. **In Los Angeles County, it's an astounding 56.4% lower.** We created the Susan G. Komen® Circle of Promise California Initiative to help rewrite this story.

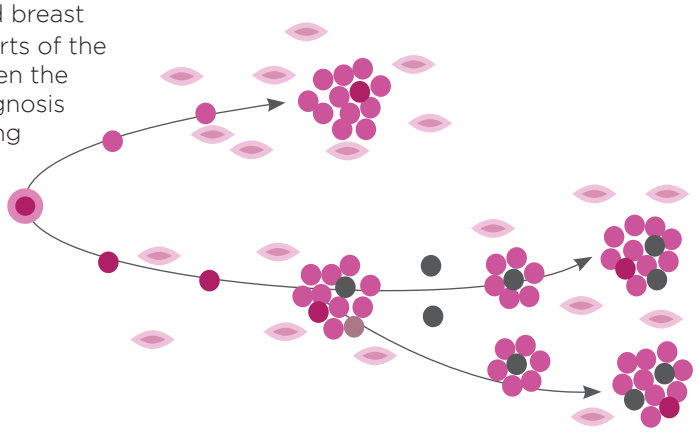
The six California affiliates of Susan G. Komen are working together to empower all African American women to be properly informed, create awareness in their community and gain access to services that could save their lives. For more information about the Circle of Promise, visit **californiacircleofpromise.org.**

Anthem BlueCross Anthem Blue Cross Foundation

Support for the Susan G. Komen® Circle of Promise® California Initiative is made possible in part by a grant from the Anthem Blue Cross Foundation, L.L.C

METASTATIC BREAST CANCER INITIATIVE

Metastatic breast cancer (MBC, also called stage IV or advanced breast cancer) is cancer that has spread beyond the breast to other parts of the body. Most women with metastatic breast cancer develop it when the cancer returns at some point after their initial breast cancer diagnosis and treatment. With an estimated 154,000 women currently living with metastatic breast cancer in the United States, Komen LA County is dedicated to understanding and addressing the unique needs of this growing group. Through its **Living with Metastatic Breast Cancer** event series, Komen LA County is building a local community to help these women connect with one another, share information and health resources, and gain access to key opinion leaders and researchers in the field.

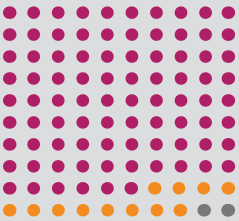


UNIDAS EN ROSA

Unidas en Rosa is a collaboration between Latinas in the community and the Susan G. Komen Affiliate in Los Angeles to educate, support, and empower Latinas about breast cancer. Unidas en Rosa was created to help address the disparity in breast cancer outcomes for Latinas - Latinas are more likely to be diagnosed with late stage breast cancer and are less likely to survive this disease than Caucasian women. Our goal is to raise breast health awareness through education by training diligent and committed Promotoras in the communities of Los Angeles County. The program is aimed to help provide resources and services to the Spanish speaking community by tearing down barriers such as: language, transportation, and accessibility.

2017 RACE FOR THE CURE®

REGISTRATION



ONLINE: 86%
IN PERSON: 12%
BY MAIL: 2%

FEMALE: 55%
MALE: 45%

65%
on over 210 teams

35%
participate as individuals

60+ local companies and organizations formed teams

6000 attendees
3600 5K run/walk participants
350 survivors
$722,000 raised

UNMATCHED EXPOSURE FOR SPONSORS, INCLUDING:

MEDIA CAMPAIGN

The Race is promoted throughout Southern California with numerous television spots, news stories, and Race day coverage. Each year, our local presenting media partner, CBS2/KCAL9, shares our Race information with 6.5 million viewers. Race media coverage and sponsorship recognition extends to TV, radio, print, and digital, reaching over 10 million people across the Southland annually.

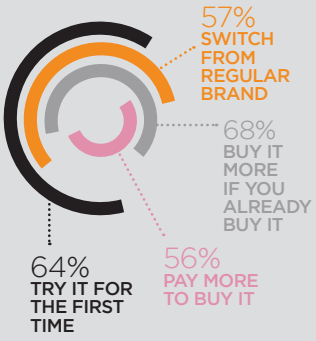
11.1 million
total media impressions for the ***2017*** Race

60,000
email subscribers receiving Race information

GET NOTICED

BRAND STRENGTH

If you saw a product that gave part of its funds to Susan G. Komen, how likely would you be to do the following?



HIGH PROPENSITY TO PURCHASE

88% of consumers noted that they would buy a product or service associated with a charitable cause if given the chance.

CAUSE-RELATED MARKETING MAKES SENSE

86% of consumers report a positive impression of a company or brand that supports the breast cancer cause.

75% of surveyed consumers would try a new brand if their purchase supported a cause they believe in.

92% would buy a product with a social and/or environmental benefit if given the opportunity and more than two-thirds (67%) have done so in the past 12 months.

10x cause-related ads increase perception of shared values by a factor of 10 and increased intent to buy by 2x.

91% of global consumers expect companies to do more than make a profit, but also operate responsibly to address social and environmental issues.

90% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality.

"CONSUMERS WANT TO FEEL THE IMPACT OF CORPORATE EFFORTS CLOSE TO HOME IN THEIR LOCAL COMMUNITIES."

Cause Marketing Forum, "American Enthusiasm to Shop with a Conscience at Record-High, But Doubts About Corporate Impact Persist." October 2, 2013.

2018 SPONSOR BENEFITS

DISTRIBUTE FOR YOUR HIGHEST IMPACT

RACE FOR THE CURE - CIRCLE OF PROMISE - METASTATIC - UNIDAS EN ROSA

	LOCAL PRESENTING $100,000	PLATINUM PLUS $75,000	PLATINUM $50,000	DIAMOND $25,000	GOLD $15,000	SILVER $10,000	BRONZE $5,000
PROGRAM(S) SUPPORTED:	4	3	3	3	2	2	1
MEDIA AND PRINT EXPOSURE [1]							
Logo in print & digital media secured by Komen	●	●	●				
Inclusion in press release and media alerts	●	●	●	●			
Ability to use logo in advertising/promo [2]	●	●	●	●	●		
Name/Logo on printed posters	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Name/Logo on printed buckslips	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Name/Logo on printed registration form	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Name/Logo on T-shirt (Race Only)	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Name/Logo on Race bib (Race Only)	LOGO	LOGO	LOGO				
DIGITAL AND WEB EXPOSURE							
Logo on Komen homepage banner	●						
Opportunity for home page spotlight (blog post) [3]	●	●					
Name/Logo inclusion in database emails [4]	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Name/Logo on Race participant pages [5]	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Yearlong recognition on sponsor page	●	●	●	●	●	●	●
Social media shout-out: Facebook [6]	4	3	2	1	1		
Social media shout-out: Twitter [6]	4	3	2	1	1		
Social media shout-out: Instagram [6]	2	1	1				

[1] Deadline for inclusion on ALL printed materials is 12/31/2017

[2] Any usage of the Race logo or Komen marks must first be approved by Komen staff

[3] Story content/theme to be provided by sponsor. Deadline for copy is 2/1/18

[4] Average audience of 60,000 per email

[5] 86% of participants register online and activate their participant page

[6] From the time of contract signing, maximum of 2 posts and 3 tweets per month

[7] Larger booth space is negotiable. Booth space contingent on receiving Certificate of Insurance. In order to have a booth at the Race, the fee is $1500 with a minimum $750 cash donation. All in-kind donations considered non-essential for the event will be valued at 50%. The only exception is media/promo/adversiting which will be valued at 100%.

[8] Approximately 350 survivors. Item must be approved by Komen.

[9] All banners to be provided by the sponsor.

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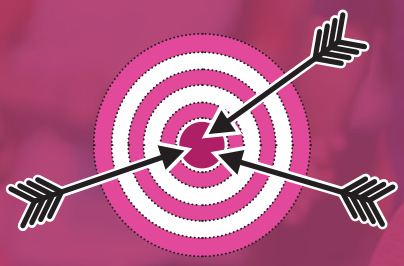
RACE FOR THE CURE - CIRCLE OF PROMISE - METASTATIC - UNIDAS EN ROSA

	LOCAL PRESENTING $100,000	PLATINUM PLUS $75,000	PLATINUM $50,000	DIAMOND $25,000	GOLD $15,000	SILVER $10,000	BRONZE $5,000
PROGRAM(S) SUPPORTED:	4	3	3	3	2	2	1
VISIBILITY AND PERKS							
Company official starts a Race event (Race Only)	●						
Logo on Start/Finish banners and scaffold (Race Only)	●						
Logo on Pace Car (Race Only)	●						
Opportunity to speak at opening ceremony	●	●					
Logo (repeat up to 10x) on Dodger Stadium Jumbotron (Race Only)	●	●	●	●	●		
Logo presence on main stage signage	●	●	●	●	●		
Complimentary 10'x10' booth at expo (Race Only) [7]	●	●	●	●	●	●	
Opportunity to include item in survivor gift bags [8]	●	●	●	●	●	●	
Live PA announcement highlighting sponsor	5	4	3	2	1	1	1
Corporate banners displayed on Race course (Race Only) [9]	10	7	5	3	2	1	
Complimentary Race entries (Race Only)	20	15	10	5	5	5	2
Invitation to Sponsor Luncheon (early 2018)	10	10	10	6	4	4	2

All sponsorship contracts and logos must be received by December 31, 2017 to ensure full promotional benefits.

TARGETED SPONSORSHIP PACKAGES & UNDERWRITING OPPORTUNITIES



EARLY DETECTION SURVIVOR EXPERIENCE

EARLY DETECTION SURVIVOR EXPERIENCE $10,000
EARLY DETECTION SURVIVOR MEDALS: $2500
WELLNESS AREA: $2500
TENT/CANOPY: $5000

- Company banners and corporate presence at Early Detection Survivor Pavilion
- Product sampling to Early Detection Survivors and guests
- Co-branded email campaign to Early Detection Survivors
- Social media co-branded Race messages during Race season

METASTATIC THRIVER EXPERIENCE

METASTATIC THRIVER EXPERIENCE $10,000
METASTATIC THRIVER MEDALS: $2500
WELLNESS AREA: $2500
TENT/CANOPY: $5000

- Company banners and corporate presence at Metastatic Thriver Pavilion
- Product sampling to Metastatic Thriver and guests
- Co-branded email campaign to Metastatic Thriver
- Social media co-branded Race messages during Race season

RACE VOLUNTEERS SPONSORS

$5,000

- Company logo on online volunteer application, volunteer email blasts, and Race volunteer website
- Race Day volunteer tent banner (provided by sponsor)
- Company signage along Race Route

WATER STATION SPONSOR

$2,000 for one station
$5,000 for exclusivity on all 4 stations

RACE T-SHIRT SLEEVE

$10,000

WHOLE HEALTH PAVILION

$5,000

BACK OF RACE BIB

$5,000

ADDITIONAL WAYS TO SUPPORT

EXPO PARTICIPANT

Starting at $1,500

Are you looking to directly interact with Race participants and highlight your brand? Let them experience your product, service or message through expo participation and align your company with the premier breast cancer charity in the world. Our Expo sponsorship allows your company to reach all key audiences volunteers, teams, survivors, and local businesses. As an added bonus $1000 of the $1500 cost will be credited as a tax-deductible donation to Susan G. Komen® LA County. Promote your business to our audience while supporting our local mission.

- Expo space includes a 10x10 booth, (and a tent for an additional $150 if needed, or you can bring your own), a table and chairs
- Opportunity to distribute products, coupons and premiums to attendees on Race Day.
- Mention in Race Day program, awards and announcements.

CUSTOMIZE YOUR SPONSORSHIP

Did you think of something that we didn't? Have a product or service that is essential to the success of the Race? We would love to hear your idea for enhancing the Race and getting your message out to your customers! Some ideas include:

- Paid Advertising
- Awards and plaques
- Entertainment
- Equipment rentals
- Fundraising awards
- Printing and signage
- Tents
- Office supplies
- Pledge and Team Prizes
- Walkie-talkies
- Security
- Porta-potties

IN-KIND SPONSORSHIP

By helping us underwrite Race production costs, your in-kind contribution ensures that we can maximize funding to serving Los Angeles County women, men, and families in need.

- Photography
- Prizes for Race Teams & Race Fundraisers
- Survivor Gifts
- Wellness Expo Decorations
- Food and Beverage
- Graphic Design

REGISTER TODAY
KOMENLACOUNTY.ORG/RACE

BE MORE THAN PINK

susan g. komen race FOR THE cure®
LOS ANGELES COUNTY

SATURDAY, MARCH 10, 2018 DODGER STADIUM

Support for the race comes in all shapes and sizes.

Join other top Los Angeles County businesses in the fight to end breast cancer forever.

For more information about how your sponsorship will make a difference, please contact Eddie Hernandez at:
ehernandez@komenlacounty.org
(310) 575-3011
or Mila Petrenko at:
mpetrenko@komenlacounty.org
(310) 575-3011

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THANK YOU 2018 SPONSORS!

The Running Ribbon logo is a registered trademark of Susan G. Komen®