



Sunday,
November 6
2011

**15th Annual
Susan G. Komen
San Diego
Race for the Cure!**

It's more than a Race.
It's a celebration of survivors.
It's a festival. It's hope for
uninsured San Diegans. It's
the **BELIEF** that **WE WILL**
find the cures and eradicate
this disease.

www.komensandiego.org

2011 Race Sponsorship
Opportunities
and Year-round
Targeted Marketing
Partnerships

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.

Born from a promise between two sisters — Nancy Brinker to her sister, Susan G. Komen, who died from breast cancer at the age of 36 — our vow to end breast cancer forever has become the promise of millions.

Since launching the breast cancer movement 29 years ago, Susan G. Komen for the Cure advocates have transformed the culture — how the world talks about and treats this devastating disease and helping to turn millions of breast cancer patients into breast cancer survivors.

Today, Susan G. Komen for the Cure® is the world's largest grassroots network of breast cancer survivors and activists — the only grassroots organization fighting to cure breast cancer at every stage, from the causes to the cures, and the pain of every moment in between.

IT ENDS WITH A CURE.



A LIFE CHANGING DAY — A CELEBRATION OF LIFE

WHY DO WE RUN?

Breast cancer is the most frequently diagnosed cancer among women.

In the United States a woman has a **1 in 8 (12 percent)** risk of developing breast cancer in her lifetime. **One** woman is diagnosed with breast cancer every **three minutes** and one woman will die of breast cancer every **13 minutes** in the U.S. Men can also get breast cancer. We run because we cannot run away. We run because we don't want to lose our mothers, sisters, friends, wives, and grandmothers to this disease. We need your help to find a cure and end breast cancer forever.

The Komen San Diego Race for the Cure® Sponsorship Opportunities and Marketing Partnerships

WHEN IS THE RACE AND HOW MANY PEOPLE PARTICIPATE?

The San Diego Affiliate of Susan G. Komen for the Cure **15th Annual Race** for the Cure takes place **Sunday, November 6, 2011** in beautiful Balboa Park. The 5k (3.1 mile) run/fitness walk harnesses the energy of over **15,000** passionate San Diegans who unite to support those fighting the disease and honor those who we have lost. These Race runners and walkers include all age groups, co-survivors, company teams, large and small corporations and everyone in between. The event is supported by more than **700** volunteers.

WHAT IS THE RACE EXPO EXPERIENCE?

The Susan G. Komen San Diego Race for the Cure® is more than just a 5K Race. It's a morning that changes lives. The **15,000** attendees not only walk to save lives, they attend an outstanding Race Expo Experience that includes vendor booths with food and beverage product sampling, company information and services, live entertainment and more. The day is about awareness, education and, most importantly, about celebrating life.

HOW ARE THE RACE PROCEEDS DISTRIBUTED AND HOW DOES THE RACE HELP PEOPLE IN SAN DIEGO?

Up to **75%** of the Race net proceeds fund education, screening and treatment programs in San Diego County. The remaining **25%** of the Race net proceeds support the Susan G. Komen for the Cure® Grants Program. Since 1995, The Komen San Diego Affiliate has funded more than **\$8.5 million** in local grants in its fifteen year history largely due to the success of the Race for the Cure® and the support of companies like yours. Together, we help the woman choosing between paying her rent and paying for chemotherapy. Together, we close the gaps in health access for the uninsured and underinsured of San Diego County. Together, we fund the research to find the cure.

SUSAN G. KOMEN SAN DIEGO RACE FOR THE CURE® RESULTS:

Breast cancers detected in their earliest and most survivable stages.

Nearly a thousand diagnostic treatments delivered.

County residents helped with rent, mortgages, medical payments and meal delivery.

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"The overall cost of treating a typical breast cancer will top between \$50,000 to \$100,000 depending on the stage of the disease at diagnosis."

— Dr. Stephen Edge, medical director for the Breast Center at Roswell Park Cancer Institute, Buffalo, New York.

— ABC News Article by Katharine Stoel Gammon

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**15% OF SAN DIEGO
WOMEN HAVE
NO HEALTH
INSURANCE.**

— Harder & Co. Research
Company, San Diego

2011 Komen San Diego Race for the Cure® Great Exposure for Your Company

Sponsorship of the Race provides your company recognition as a business that gives back to the community and defines itself by being socially responsible. Consumers today look to companies who not only provide superior products and services, but also act as part of the solution for problems that we face as a society. Our past sponsors have shared with us the following benefits of their positive experiences with us:

- 83% of consumers have a more positive image of a company associated with a good cause
- Association with one of the most renowned movements to fight breast cancer
- Generate community good will
- Build awareness and equity for brand names or corporate identities
- Access to a targeted and captive audience of consumers
- Drive sales at retail outlets due to product knowledge from Race marketing and event expo
- Cross-promotion and networking with other sponsors
- Year-long partnership with the Komen San Diego Affiliate staff to nurture new marketing opportunities
- Media coverage
- Komen San Diego website exposure, which averages 15,000 hits per month

Your dollars TRULY MAKE A DIFFERENCE

AS A DONATION:

- \$50** can equal 50 support booklets for newly diagnosed breast cancer patients
- \$100** can equal one week's delivery of three meals a day to a breast cancer patient and family
- \$125** can equal a potentially life-saving diagnostic mammogram
- \$225** can equal a three-month supply of tamoxifen, an important post-treatment medicine

AS A FUNDRAISER:

- \$275** can equal the cost of a quality wig for a breast cancer patient who suffered hair loss as a result of her treatment
- \$485** can equal one fine needle biopsy to check for cancerous tissue
- \$1,250** can equal 10 potentially life-saving diagnostic mammograms
- \$2,300** can equal two life-saving chemotherapy infusions

2011
RACE FOR THE CURE

Breast cancer treatment costs nearly \$7 billion a year in the United States and almost \$2 billion of this \$7 billion is spent on late-stage breast cancer treatment. When the cancer is found in the early stages, treatment is much less costly.

— National Business Grouphealth.org, The Costs of Breast Cancer

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“ I never thought I'd see the day that I was in this situation,” said Natasha Pierre.

Her monthly co-pay for chemotherapy is \$500, and she is still struggling to pay the \$1,000 fee from her lumpectomy earlier this year. She says debt collectors call her home everyday. “How do I tell my kids they can't have lunch money because mommy has cancer?” she said. “It's so frustrating. My husband has to work all the time, to keep the health insurance. He can't even take time off when I have surgery.” ”

— ABC News Article by
Katharine Stoel Gammon

IN KIND SPONSORSHIP PACKAGES

Various Availability

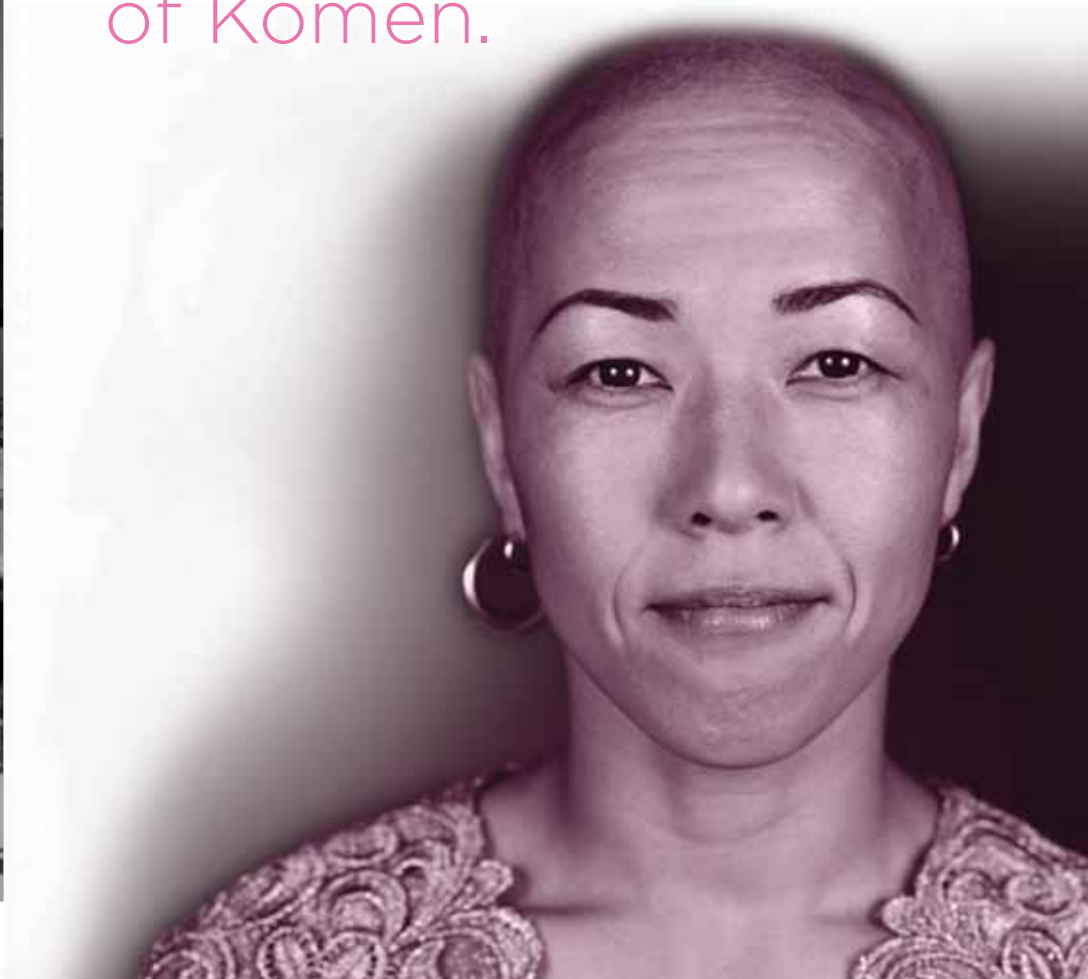
In-kind contributions are greatly appreciated and help to ensure that more money can go into the fight against breast cancer. In 2010 products and services valued at more than \$550,000 were donated to the Race, helping us to offset costs.

For purposes of determining sponsorship benefits, in-kind contributions are categorized at a percentage of their retail value and must be approved by the Race Committee. In-kind sponsors will receive the same benefits as our cash sponsors according to the levels outlined in the traditional sponsorship packages which include Diamond, Platinum, Gold, Silver, Bronze and Crystal levels.

Some of the various types of in-kind services of which we are seeking include: Survivor Village Breakfast, Security, Sound System, Diamond Vision Screens, Porta Potties

Please Note: An early commitment and signed Race contract will ensure exposure to all pre-Race events and inclusion in all appropriate print advertising and collateral materials. All contracts are due no later than August 1, 2011.

She is alive
today because
of Komen.



2011 Benefits by Race Sponsor Level

	Local Presenting \$100,000	Diamond \$50,000	Platinum \$30,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Crystal \$2,500
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COMPANY VISIBILITY

Logo on 15,000 Race T-Shirts	•	•	•	•	•	name	
Logo on 15,000 Race Bibs	•						
Logo on 15,000 Event Instruction Sheets	•	•	•	•	•	•	
Logo on 75,000 Race Entry Forms	•	•	•	•	•	name	
Logo on 1,000 Event Posters	•	•	•	•	•	•	
Logo on Komen Race Print Ads	•	•	•	•			
Company Logo on Website	•	•	•	•	•		
Company Link on Website	•	•	•	•			
Company Logo in Komen E Newsletter	•	•	•				
Spotlight Article on Affiliate Website	•	•					
Company Name in Race Press Releases	•	•	•				
Use of Komen Race Logo (with approval)	•	•					
Right to use "Proud sponsor of 2011 San Diego RFTC" within San Diego market (with approval throughout 2011)	•	•	•	•	•	•	•
Recognition at Pre-Race Kickoff Events	•	•	•	•	•	•	•
Photographer on Race Day	•	•					

RACE DAY RECOGNITION

Company Representative to Speak on Race Day	•						
Booth In Race Expo Area	10x30	10x20	10x20	10x20	10x10	10x10	10x10
Company Product Sampling	•	•	•	•			
Table in TEAM Meet 'n Greet Area	•	•	•				
Recognition by Announcers on Race Day	•	•	•	•	•	•	•
Public Announcements on Race Day	•	•	•	•			
Company Banner on Finish Line Towers	•						
Number of Company Banners at Event	11	9	7	5	3	2	
Banners On Race Route	10	6	4	2			
Opportunity to Include Gift in Survivor Bag	•	•	•	•	•	•	•

COMPANY PARTICIPATION

Breast Health Program for Employees	•	•	•	•	•	•	•
Komen to Speak at Your Team Rally Event	•	•	•	•	•	•	•
Complimentary Race Entries	40	30	20	10	5	2	0
VIP Parking Passes for Race Day	6	4	2	1	1	1	0
Survivor Village Breakfast Passes	10	8	6	0	0	0	0



As a sponsor of the 2011 Susan G. Komen Race for the Cure you are eligible to receive special discounted advertising rates in the San Diego Union-Tribune newspaper Sunday, October 30th, pink edition promoting the Race and breast cancer awareness. This issue will reach 323,578 households. Please see the formats and pricing below and contact Christine Stines at the Union-Tribune if you are interested in placing an ad.

Chris Stines
(619) 293-1906

Susan G. Komen Special Section

Publication date: **Sunday, Oct. 30**

Full Page

129" ad size
6 col. (10" wide) x 21.5" long
\$11,094
*Actual value \$25,800

Junior Page

90" ad size
6 col. (10" wide) x 15" long
\$7,740
*Actual value \$18,000

1/2 Page

64.5" ad size
6 col. (10" wide) x 10.75" long
\$5,547
*Actual value \$12,900


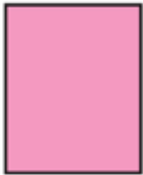


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Chris Stines
(619) 293-1906

Susan G. Komen Special Section

Publication date: **Sunday, Oct. 30**

<p>1/4 Page 32.25" ad size 3 col. (4.92" wide) x 10.75" long \$2,773.50 *Actual value \$6,450</p> 	<p>1/8 Page 16" ad size 4 columns (6.61" wide) x 4" long \$1,376 *Actual value \$3,200</p> 	<p>1/16 Page 8" ad size 2 columns (3.22" wide) x 4" long \$688 *Actual value \$1,600</p> 
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