TARGETED MARKETING

<table>
<thead>
<tr>
<th>Audience</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race Day</td>
<td>• Direct access to a select group of Race participants. • Recognition on Race Day program. • Opportunity to provide refreshments for volunteers on Race Day. • Recognition in letters and emails sent to Race volunteers. • Opportunity to provide a banner for the Volunteer check in area. • Race week and Race Day.</td>
</tr>
<tr>
<td>Survivors</td>
<td>• Opportunity to host the annual Pink Honor Roll celebration. • Recognition on the Pink Honor Roll page of the Brainerd Lakes Race for the Cure® web site. • Opportunity to distribute premium products to Pink Honor Roll members. • Recognition on Pink Honor Roll event invitation. • Recognition on Pink Honor Roll signage at Pink Honor Roll event and on Race weekend. • Opportunity to host the annual Pink Honor Roll celebration and on Race weekend.</td>
</tr>
</tbody>
</table>

RUNNER RECOGNITION SPONSORSHIP: $750

REACH: OVER 100 PARTICIPANTS

- All of the benefits of a Pink Ribbon sponsorship
- Recognition on the Pink Honor Roll page of the Brainerd Lakes Race for the Cure® web site
- Opportunity to provide signage and decorate a water stop along the Race course (Limited to 1 company.)
- Opportunity to provide a banner for the Volunteer check in area. • Race week and Race Day.
- Recognition in letters and emails sent to Race volunteers.
- Opportunity to provide refreshments for volunteers on Race Day.
- Opportunity to provide signage and decorate a water stop along the Race course (Limited to 1 company.)
- Opportunity for company employees to serve as cheering squad at the Hug a Mom corner (Limited to 1 company.)
- Opportunity for company employees to serve as cheering squad and serve water to Race participants.

Please contact Emily at emilylanin@gmail.com for more information about any of these packages.

KIDS ACTIVITIES SPONSOR: $500

REACH: ALL RACE PARTICIPANTS WITH A FOCUS ON KIDS

- All of the benefits of a Pink Ribbon Sponsor
- Signage recognition in the Kids Activity Tent
- Signage recognition on Kids Race Course

VOLUNTEER SPONSOR: $200

REACH: 100 PRE-RACE AND RACE DAY VOLUNTEERS

- Opportunity for company employees to serve as cheering squad at the Hug a Mom corner (Limited to 1 company.)
- Opportunity for company employees to serve as cheering squad and serve water to Race participants.
- Opportunity to provide signage and decorate a water stop along the Race course (Limited to 1 company.)

RACE COURSE SPONSOR: WATER STOP: $150

REACH: 100 PRE-RACE AND RACE DAY VOLUNTEERS

- Opportunity for company employees to serve as cheering squad at the Hug a Mom corner (Limited to 1 company.)
- Opportunity for company employees to serve as cheering squad and serve water to Race participants.
- Opportunity to provide signage and decorate a water stop along the Race course (Limited to 1 company.)

RACE COURSE SPONSOR: KEY MARKER/CORNERS PLACEMENT: $150

REACH: HUNDREDS OF RACE DAY PARTICIPANTS

- Opportunity for company employees to serve as cheering squad at the Hug a Mom corner (Limited to 1 company.)
- Opportunity for company employees to serve as cheering squad and serve water to Race participants.
- Opportunity to provide signage and decorate a water stop along the Race course (Limited to 1 company.)

RACE WEEK SPONSOR: $500

REACH: OVER 1000 PARTICIPANTS

- Opportunity for company employees to serve as cheering squad at the Hug a Mom corner (Limited to 1 company.)
- Opportunity for company employees to serve as cheering squad and serve water to Race participants.
- Opportunity to provide signage and decorate a water stop along the Race course (Limited to 1 company.)
INVEST IN FINDING THE CURES, IN YOUR COMMUNITY

WHY SPONSOR
• Support local breast health programs
• Reach effective, visible, and high-impact targeted messages to women and girls
• Drive new customers to your business
• Display your organization to thousands of people who support breast cancer awareness
• Align yourself with a major fund-raising event
• Align yourself with one of the top fundraising events in Minnesota
• Save lives and help end breast cancer by supporting the Race and our mission

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 say to buy a new brand if their purchase supported a cause they believed 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.
93% report they will be more loyal to the company and continue buying products or services.
86% of consumers report a positive impression of a company or brand that supports the breast cancer cause.

SUPPORTING OUR PROMISE

USE OF FUNDS
Our objective is to provide maximum return to support our promise of saving lives and ending breast cancer forever.

Total administrative and fundraising expenses in 2019 were a low 22% of total revenues, which means 78% to maximize your investment in the battle against breast cancer.

A minimum of 25% of net funds support the national Susan G. Komen Research, Evaluation and Scientific Program.

GRANTING FUNDS
The Komen Brainerd Lakes Race for the Cure, along with other Komen Minnesota Affiliate events and donations, support our Grants Program. The Affiliate grants funds to Minnesota nonprofit organizations for innovative programs in the areas of breast health and breast cancer screening, treatment support, survivorship and health-care delivery/systems change, especially among those who are disproportionately affected by this disease in the state of Minnesota. In addition, 25% of our net funds support the Komen Research, Evaluation and Scientific Program, which funds groundbreaking breast cancer research, meritous awards and educational and scientific conferences around the world. Susan G. Komen has awarded 53 total research grants, for over $17 million right here in Minnesota. Since 1993, Susan G. Komen® has raised more than $46 million in the fight against breast cancer. Thousands of Minnesota women and men who could not afford breast health care have received services as a result of funds we have raised.

Please visit our website: komenbrainerdlakes.org or call 952-746-1760 for a complete history of grant recipients.

Up to 75% of the net revenues raised through the Race and other Affiliate events stay right here in Minnesota. In 2020, we distributed more than $7.4 million to help fund national research and statewide breast cancer screening, education, awareness, outreach, and treatment support programs targeting medically underserved Minnesota women and men.

22% Expenses

OUR PROMISE
Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

OUR PROMISE
Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Susan G. Komen® is the world’s leading nonprofit breast cancer organization, working to end breast cancer forever.

Susan G. Komen Minnesota committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures.

SUSAN G. KOMEN MINNESOTA STAFF:
Drew Backstrand, J.D.
Anita Kunin
Martha Alike
Sarah Oehrlein

EMERITUS BOARD MEMBERS:
Larry Berg, J.D.
Susan Pappas-Varco, R.N., M.A.
Val Hallgren, Board President
Todd Tuttle, M.D.

SUSAN G. KOMEN® RESEARCH, EVALUATION AND SCIENTIFIC PROGRAM.
A minimum of 25% of net funds support the Komen Research, Evaluation and Scientific Program, which funds groundbreaking breast cancer research, meritous awards and educational and scientific conferences around the world. Susan G. Komen has awarded 53 total research grants, for over $17 million right here in Minnesota. Since 1993, Susan G. Komen® has raised more than $46 million in the fight against breast cancer. Thousands of Minnesota women and men who could not afford breast health care have received services as a result of funds we have raised.

Please visit our website: komenbrainerdlakes.org or call 952-746-1760 for a complete history of grant recipients.

Up to 75% of the net revenues raised through the Race and other Affiliate events stay right here in Minnesota. In 2020, we distributed more than $7.4 million to help fund national research and statewide breast cancer screening, education, awareness, outreach, and treatment support programs targeting medically underserved Minnesota women and men.

22% Expenses

OUR PROMISE
Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Susan G. Komen® is the world’s leading nonprofit breast cancer organization, working to end breast cancer forever.

Susan G. Komen Minnesota committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures.

SUSAN G. KOMEN MINNESOTA BOARD OF DIRECTORS:
SUSAN G. KOMEN BRAINERD LAKES:
2020 Honorary Chair: Jared Diem
2020 Honorary Survivor Chair: Sue Beck
Operations Director: Lanny Friedman
Susan G. Komen Brainerd Lakes
10x 93% report they will be more loyal to the company and continue buying products or services.
92% of Americans believe breast cancer is a critical cause for a company to support.
94% of consumers want to see corporate dollars go towards breast cancer research, screenings, preventions and support of women and families.
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.
93% report they will be more loyal to the company and continue buying products or services.
86% of consumers report a positive impression of a company or brand that supports the breast cancer cause.

GRANTING FUNDS
The Komen Brainerd Lakes Race for the Cure, along with other Komen Minnesota Affiliate events and donations, support our Grants Program. The Affiliate grants funds to Minnesota nonprofit organizations for innovative programs in the areas of breast health and breast cancer screening, treatment support, survivorship and health-care delivery/systems change, especially among those who are disproportionately affected by this disease in the state of Minnesota. In addition, 25% of our net funds support the Komen Research, Evaluation and Scientific Program, which funds groundbreaking breast cancer research, meritous awards and educational and scientific conferences around the world. Susan G. Komen has awarded 53 total research grants, for over $17 million right here in Minnesota. Since 1993, Susan G. Komen® has raised more than $46 million in the fight against breast cancer. Thousands of Minnesota women and men who could not afford breast health care have received services as a result of funds we have raised.

Please visit our website: komenbrainerdlakes.org or call 952-746-1760 for a complete history of grant recipients.

Up to 75% of the net revenues raised through the Race and other Affiliate events stay right here in Minnesota. In 2020, we distributed more than $7.4 million to help fund national research and statewide breast cancer screening, education, awareness, outreach, and treatment support programs targeting medically underserved Minnesota women and men.

22% Expenses

OUR PROMISE
Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Susan G. Komen® is the world’s leading nonprofit breast cancer organization, working to end breast cancer forever.

Susan G. Komen Minnesota committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures.

SUSAN G. KOMEN® RESEARCH, EVALUATION AND SCIENTIFIC PROGRAM.
A minimum of 25% of net funds support the Komen Research, Evaluation and Scientific Program, which funds groundbreaking breast cancer research, meritous awards and educational and scientific conferences around the world. Susan G. Komen has awarded 53 total research grants, for over $17 million right here in Minnesota. Since 1993, Susan G. Komen® has raised more than $46 million in the fight against breast cancer. Thousands of Minnesota women and men who could not afford breast health care have received services as a result of funds we have raised.

Please visit our website: komenbrainerdlakes.org or call 952-746-1760 for a complete history of grant recipients.

Up to 75% of the net revenues raised through the Race and other Affiliate events stay right here in Minnesota. In 2020, we distributed more than $7.4 million to help fund national research and statewide breast cancer screening, education, awareness, outreach, and treatment support programs targeting medically underserved Minnesota women and men.

22% Expenses

OUR PROMISE
Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Susan G. Komen® is the world’s leading nonprofit breast cancer organization, working to end breast cancer forever.

Susan G. Komen Minnesota committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures.

SUSAN G. KOMEN® RESEARCH, EVALUATION AND SCIENTIFIC PROGRAM.
A minimum of 25% of net funds support the Komen Research, Evaluation and Scientific Program, which funds groundbreaking breast cancer research, meritous awards and educational and scientific conferences around the world. Susan G. Komen has awarded 53 total research grants, for over $17 million right here in Minnesota. Since 1993, Susan G. Komen® has raised more than $46 million in the fight against breast cancer. Thousands of Minnesota women and men who could not afford breast health care have received services as a result of funds we have raised.

Please visit our website: komenbrainerdlakes.org or call 952-746-1760 for a complete history of grant recipients.

Up to 75% of the net revenues raised through the Race and other Affiliate events stay right here in Minnesota. In 2020, we distributed more than $7.4 million to help fund national research and statewide breast cancer screening, education, awareness, outreach, and treatment support programs targeting medically underserved Minnesota women and men.

22% Expenses

OUR PROMISE
Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Susan G. Komen® is the world’s leading nonprofit breast cancer organization, working to end breast cancer forever.

Susan G. Komen Minnesota committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures.

SUSAN G. KOMEN® RESEARCH, EVALUATION AND SCIENTIFIC PROGRAM.
A minimum of 25% of net funds support the Komen Research, Evaluation and Scientific Program, which funds groundbreaking breast cancer research, meritous awards and educational and scientific conferences around the world. Susan G. Komen has awarded 53 total research grants, for over $17 million right here in Minnesota. Since 1993, Susan G. Komen® has raised more than $46 million in the fight against breast cancer. Thousands of Minnesota women and men who could not afford breast health care have received services as a result of funds we have raised.

Please visit our website: komenbrainerdlakes.org or call 952-746-1760 for a complete history of grant recipients.

Up to 75% of the net revenues raised through the Race and other Affiliate events stay right here in Minnesota. In 2020, we distributed more than $7.4 million to help fund national research and statewide breast cancer screening, education, awareness, outreach, and treatment support programs targeting medically underserved Minnesota women and men.

22% Expenses

OUR PROMISE
Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Susan G. Komen® is the world’s leading nonprofit breast cancer organization, working to end breast cancer forever.

Susan G. Komen Minnesota committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures.