

WAYS TO SPONSOR

CORPORATE SPONSORSHIP PACKAGES

BROAD REACH (See below for details.)

Corporate Sponsorship Packages allow you full participation in all aspects of the Race. As excitement and public awareness build, depending upon your level of sponsorship, your name or logo may be on T-shirts, the Komen Minnesota website and Race entry brochures. On Race Day, you will reach an audience of more than 600 people with your message, via on-site presence with signage and product sampling.

TARGETED MARKETING PACKAGES

SELECT AUDIENCES (See right for details.)

Targeted Marketing Packages allow you to market your message toward a more specific audience — volunteers, teams, fundraisers and exercise enthusiasts — within the Race. Your company may choose to sponsor a portion of the Race festivities, thereby gaining direct access to a select group of Race participants.



CORPORATE SPONSORSHIP BENEFITS

COMPANY VISIBILITY	Local Presenting: \$10,000	Platinum: \$7,500	Gold: \$5,000	Silver: \$3,000	Bronze: \$1,500	Pink Ribbon: \$500
600 Race participant bibs	Logo					
Speaker spotlight in Race Day program	•					
Tailored breast health presentation for employees	•	•				
Susan G. Komen Race for the Cure® logo may be used on sponsor's web site, print or media ads with pre-approval of Race Committee	•	•				
Display company banners along Race course, as provided by sponsor	5 banners	3 banners	2 banners	1 banner	1 banner	1 banner
Name in broadcast Race ads as sponsor	•	•	•	•		
4,000 Race entry brochures (deadline 2/7/20)	Logo	Logo	Logo	Logo	Name	
Race posters distributed throughout the Brainerd Lakes area	Logo	Logo	Logo	Logo	Name	
Recognition along Race course	•	•	•	•	•	
Booth Space at Race with sponsor name signage (staffed by sponsor)	20 X 40	20 X 30	20 X 20	10 X 10	10 X 10	
600 Race T-shirts (deadline 4/10/20)	Logo	Logo	Logo	Logo	Name	Name
Recognition on Brainerd Lakes Race for the Cure® web site	Logo	Logo	Logo	Logo	Name	Name
Recognition on Race Day program	Logo	Logo	Logo	Logo	Name	Name
Social media mention	•	•	•	•	•	•
Survivor goody bag insert opportunity	•	•	•	•	•	•

Logo size and placement is commensurate with sponsorship level.

TARGETED MARKETING

First right of refusal from previous year's sponsor on all packages

SURVIVOR RECOGNITION SPONSOR: \$1,500

REACH: OVER 600 PARTICIPANTS, 100 OF WHOM ARE SURVIVORS

Help make Race Day special for our breast cancer Survivors.

- All of the benefits of a Bronze sponsorship
- Recognition on 20 X 30 Survivor Tent
- Logo on Survivor page of the Brainerd Lakes Race for the Cure® web site

RACE DAY EXPO SPONSORSHIP: \$1,000

REACH: OVER 600 PARTICIPANTS

Show your support on Race Day and receive recognition as sponsor of tents at the Expo on Race Day.

- All of the benefits of a Pink Ribbon sponsorship
- Recognition throughout the Race Day Expo as primary sponsor of tents

PINK HONOR ROLL SPONSORSHIP: \$1,000

REACH: TOP FUNDRAISERS AND DONORS

Recognize the tremendous generosity of those that truly make an IMPACT in the community-our top fundraisers and donors.

- All of the benefits of a Pink Ribbon sponsorship
- 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
- Recognition on Pink Honor Roll T-shirts

RUNNER RECOGNITION SPONSORSHIP: \$750

REACH: ALL RACE PARTICIPANTS WITH FOCUS ON OVER 100 RUNNERS

- All of the benefits of a Pink Ribbon sponsorship
- Recognition on the back of 5K Race medals
- Signage recognition during top runner award ceremony and at the Awards Tent



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 150+ KIDS

- All 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

The Race for the Cure® would not be possible without the endless hard work of our amazing volunteers. Show your gratitude and applaud their efforts by sponsoring the volunteers.

- 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

RACE COURSE SPONSOR: KEY MARKER/CORNER PLACEMENT: \$150

REACH: HUNDREDS OF RACE DAY PARTICIPANTS

Help our Race participants show their love and support for all Moms or Survivors! Or, sponsor a mile marker to decorate and cheer on our Race participants.

- Great Race Day visibility with opportunity to provide signage and for employees to serve as cheering squad at the Hug a Mom corner (Limited to 1 company.)
- Great Race Day visibility with opportunity to provide signage and for employees to serve as cheering squad at the Hug a Survivor corner (Limited to 1 company.)
- Great Race Day visibility with opportunity to provide signage and decoration for a mile marker (Limited to 2 companies.)

RACE COURSE SPONSOR: WATER STOP: \$150

REACH: HUNDREDS OF RACE DAY PARTICIPANTS

Show your support for our runners and walkers by sponsoring a water stop on the Race course.

- Opportunity to provide signage and decorate a water stop along the Race course
- Opportunity for company employees to serve as cheering squad and serve water to Race participants

*All signage requires Race approval prior to printing.



21ST ANNUAL

susan g. komen

race
FOR THE
cure®

Brainerd Lakes

Presented by:

BANK OF AMERICA

National Series Sponsor:

Walgreens

2020 SUSAN G. KOMEN BRAINERD LAKES RACE FOR THE CURE®

SPONSORSHIP
OPPORTUNITIES

SATURDAY, JUNE 27, 2020

PEQUOT LAKES HIGH SCHOOL
PEQUOT LAKES, MINNESOTA



INVEST IN FINDING THE CURES, IN YOUR COMMUNITY



Each year, sponsorship of the Susan G. Komen Race for the Cure provides the support necessary to fund breast cancer and community education, as well as screening and treatment initiatives throughout Minnesota to help those in need.

More than nine Minnesota women a day hear the words, “you have breast cancer” and nearly two Minnesota women die from breast cancer each day. When you invest in the Susan G. Komen Brainerd Lakes Race for the Cure sponsorship, you invest in the lives of the people closest to you, the people of your community, your family, colleagues, neighbors and friends.

This year, the Komen Brainerd Lakes Race for the Cure celebrates its 21st annual Race! Thousands of participants, local and national corporations, and the support of the Minnesota community have established this event as the best of its kind, raising money in our quest to cure breast cancer by funding life saving research and local breast health programs and services.

We invite your organization to become a sponsor of the 2020 Brainerd Lakes Race for the Cure and take action in the fight against 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.

WHY SPONSOR

- Support local breast health programs
- Receive high visibility before the event and on Race Day
- Reach an audience of approximately 1,000 participants and spectators in one day
- Display your name or logo on Race T-shirts - the best “walking billboard” that lasts for years to come
- Test-market and showcase products
- Build employee morale and company pride
- Retain and increase customer loyalty
- 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 would try 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.

92% of Americans believe breast cancer is a critical cause for a corporation to support.

94% of consumers want to see corporate dollars go towards research, screenings, preventions and support of women and families.

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

Source: Cone, Inc. 2012



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 revenue, which enables us 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

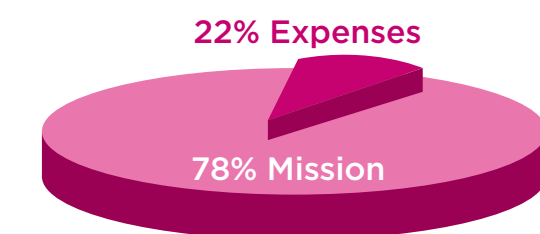
The Komen Brainerd Lakes Race for the Cure, along with other Komen Minnesota Affiliate events and donations, support our Grants Program. The Affiliate grants funds to Minnesota nonprofit organizations for innovative programs in the areas of breast health and breast cancer screening, treatment support, 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, meritorious 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 Minnesota 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:

komenminnesota.org or call 952-746-1760 for a complete history of grant recipients.

Up to 75% of the net funds raised through the Race and other Affiliate events stay right here in Minnesota. In 2019, we distributed more than \$700,000 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.



ABOUT SUSAN G. KOMEN

Susan G. Komen is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people

in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Born out of a promise between two sisters, Susan G. Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures.

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VICTORIES IN PINK

IMPACT. THEY MADE ONE!



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