



MPACT. MAKE ONE.



WORLD'S LARGEST 5K RUN/WALK SERIES PRESENTED BY



NATIONAL SERIES SPONSORS



2010 Komen South Dakota Race for the Cure®  
Sponsorship Opportunities  
Sunday, September 26, 2010 • Vermillion, S.D.



The Running Ribbon is a registered trademark of Susan G. Komen for the Cure®.

# 2010 Race for the Cure Sponsorship Opportunities

## South Dakota Affiliate of Susan G. Komen for the Cure®



*Susan G. Komen, left,  
and sister, Nancy.*

### 28 Years Ago It Started With A Promise

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 and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested more than \$1.3 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.

### A Promise to a Generation of Survivors

Over the past 25 years, Susan G. Komen for the Cure has played a critical role in every major advance in the fight against breast cancer — transforming how the world talks about and treats this disease, and helping turn millions of breast cancer patients into breast cancer survivors. Among the victories since we began:

**MORE EARLY DETECTION** — nearly 75% of women over age 40 now receive regular mammograms, the single most effective tool for detecting breast cancer early (in 1982, less than 30% received a clinical exam).

**MORE HOPE** — five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98% (compared to 74% in 1982).

**MORE RESEARCH** — the federal government now devotes more than \$900 million each year to breast cancer research, treatment and prevention (compared to \$30 million in 1982).

**MORE SURVIVORS** — America's 2.3 million breast cancers survivors, now the largest group of cancer survivors in the U.S., are a living testament to the power of people and science to save lives.

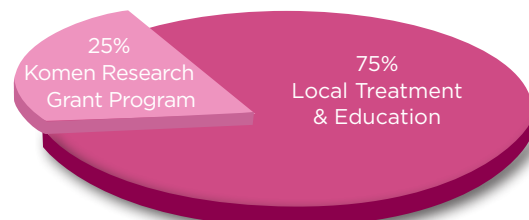
### A Promise to End Breast Cancer Forever

Each year the Komen South Dakota Affiliate, keeps 75% of funds raised to use in South Dakota to identify and meet unmet breast health needs in our state.

Joining with other Affiliates around the world, the Affiliate dedicates 25% of the money we raise to support ground breaking research. The strength of communities working together is why Susan G. Komen for the Cure is the nation's largest private funder of research dedicated solely to breast cancer.

### Our Promise:

*To save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.*





## SPONSORSHIP OF RACE FOR THE CURE ENABLES US TO DELIVER ON OUR PROMISE — TO YOU, AND TO THOSE WE SERVE

The Komen South Dakota Affiliate was created in 2005 to join the fight to end breast cancer forever. Since its inception, the Affiliate has granted more than \$500,000 to programs across the state to support breast health screening, education and breast cancer treatment programs.

### The South Dakota agencies receiving 2009 grants are:

- All Women Count/Women's Cancer Network, Pierre, SD to provide mammograms for under-insured women.
- The Lewis & Clark Behavioral Health Services, Inc, Yankton, SD for breast screening services to clients.
- Avera Cancer Institute, Sioux Falls, SD to fund a 12 week survivorship program focused on holistic rehabilitation.
- Aberdeen Area Tribal Chairman's Health Board, Aberdeen, SD to provide breast health education, screenings and pink shawls for breast cancer survivors in six tribal communities in South Dakota.
- Avera Sacred Heart Hospital Cancer Center, Yankton, SD to educate survivors and primary care providers about long-term impacts of the disease and recurrence.
- Avera St. Benedict Health Center, Parkston, SD for breast health awareness, education and screenings for rural women.
- Faulkton Area Medical Center, Faulkton, SD to provide education and screening services to Hutterite communities.
- John Vucurevich Regional Cancer Care Institute, Rapid City, SD to increase access to women needing breast cancer treatment in remote locations outside of Pennington County.
- Girl Scouts—Dakota Horizons, Sioux Falls, SD to empower Girl Scout members and their families to make healthy lifestyle choices concerning breast health.
- Sanford Breast Health Institute, Sioux Falls, SD to create a comprehensive support program for breast cancer patients and their families.
- Therapeutic Healing Institute, Sioux Falls, SD to provide complementary therapy for breast cancer patients.

# The Power of a Promise®



## 2010 Sponsorship Opportunities

If you were involved with the previous Susan G. Komen South Dakota Race for the Cure, we would like to thank you for your support and invite you to join us in 2010. If you are considering a sponsorship for the 2010 Race, we welcome your questions and ask you to join us and continue the fight against breast cancer. We will not stop fighting until a cure is found.

As a Komen South Dakota Race for the Cure sponsor, you and your company or organization can make a difference in the lives of wives, mothers, daughters, aunts, sisters, grandmothers and friends—both in South Dakota and across the nation. In conjunction with national Race sponsors, your donations help offset Race expenses and, when combined with entry fees and personal donations, go directly to research, education, screening and treatment. We offer two types of sponsorship for your organization to be involved: Cash and In-Kind.

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.

**83% of consumers  
have a more  
positive image of  
a company  
associated with a  
good cause.**



Susan G. Komen for the Cure® has been named the top-rated charity by Charity Navigator, America's largest independent evaluator of charities.

Charity Navigator's award of four out of a possible four stars indicates that we excel, as compared to other charities in America, in successfully managing

our organizational finances in an efficient and effective manner.

This is an exceptional feat, especially given the economic challenges many charities have had to face in the last year.

# CORPORATE SPONSORSHIP OPPORTUNITIES

## 2010 Benefits

*Below is an outline of the 2010 sponsorship levels and their corresponding benefits*

PROMISE  
\$50,000

HOPE  
\$30,000

COURAGE  
\$20,000

PASSION  
\$15,000

TRUST  
\$10,000

FRIEND  
\$5,000

### COMPANY VISIBILITY

Logo on all Race advertising*	Logo*					
Name mentioned in press releases	*	*				
Company Link on Race Page of Komen South Dakota Web site (www.komensouthdakota.org)	*	*	*	*		
Logo Identification on Komen South Dakota Web site	Logo	Logo	Name	Name		
Recognition in Entry Forms on Sponsor Page	Logo	Logo	Logo	Logo	Name	Name
Listed on Race Posters (5/1/10 logo deadline)	Logo	Logo	Logo	Logo	Name	
Name on Race Bib	Logo					
Name in Next Year's Sponsor Brochure	*	*	*	*	*	*
Recognition in "Thank You" Ad in Local Papers	Logo	Logo	Logo	Logo	Name	Name
Logo on Race Entry Forms (5/1/10 logo deadline)	*	*	*	*	*	*

### RACE DAY RECOGNITION

Participation in Race Start Activities and Finish Ceremony	*					
Jumbotron Advertisement	30 sec.	15 sec.				
Recognition on Race Day Sponsor Board	Logo	Logo	Logo	Logo		
Listed on Race T-shirts	Logo	Logo	Logo	Logo	Name	
Name/Logo on Banner at Race	Logo	Logo	Logo	Logo	Name	Name
Company Mention at Awards Ceremony	*	*	*	*		
Race Course Banners	8	6	4	3	2	1
Opportunity to include gift (not ad) in survivor bag	*	*	*	*		
Participation at Expo Event**	3 tables	2 tables	1 table	1 table	1 table	1 table

### COMPANY PARTICIPATION

Breakfast — Race Day	30	20	10	5		
Parking Pass — Race Day	10	5	3			
Breast Health Education for Employees	*	*	*	*	*	*

*Deadline for inclusion in printed materials is May 1, 2010.*

*\* Includes paid print and media advertising. PSA content is at the discretion of the media sponsors, though identification of Promise Sponsors is requested.*

*\*\* Race Day product sampling/participation giveaways must be approved by the Race Committee prior to Race Day.*

**Logo Deadline: May 1, 2010 • Sponsorship Deadline: September 15, 2010**

**Please call 605-660-3055 or 605-665-1696 for more information.**



## Get Involved

Join the fight against cancer by sponsoring the 2010 Susan G. Komen South Dakota Race for the Cure — Sunday, Sept. 26, 2010. Your support and contribution will help win the race to save lives and end breast cancer forever. There are many ways to get involved. Join more than 3,000 race participants, over 400 volunteers and many companies to make our 2010 Race the best ever!

In 2009, the participation of more than 3,000 women, men and children, hundreds of companies and more than 400 volunteers made the Race a huge success. More than \$200,000 was raised and breast cancer awareness was further brought to the forefront.

## Return on your Investment

- 83% of consumers are more likely to buy a product that supports a non-profit
- Build employee moral and company pride
- Associate with the world's largest and most progressive grassroots network fighting to end breast cancer forever
- Generate community goodwill
- Build awareness and equity for brand names or corporate identities
- Access to a targeted audience of consumers
- Drive sales at retail outlets
- Cross-promotion and networking with other sponsors
- Media coverage
- Personal donations to the Komen South Dakota Affiliate, as a 501(c)3 non-profit organization are tax deductible
- Exposure to more than 3000 participants

## Sponsorship Opportunities

The Race offers opportunities for everyone to champion the fight against breast cancer. From cash and in-kind sponsorships to underwriting specific elements of the event, the Race offers a variety of levels to match your company's marketing goals and budget.

### CORPORATE SPONSORSHIP

Ranging in price from \$5,000 to \$50,000, Corporate Sponsorship Packages allow your company name to be associated with the Race prior to and during the event. Depending upon your level of sponsorship, your name or logo may appear on T-shirts, Race Posters, entry forms and pre-event advertising. On Race Day your message will reach approximately 3,000 people via on-site signage and booth space.

### IN-KIND CONTRIBUTIONS

The Race Sponsorship committee accepts "in-kind" goods and services on a case-by-case basis. We also encourage you to tag your advertising with your sponsorship activity of the event. This will be counted as an in-kind contribution toward your sponsorship.

### TARGETED MARKETING

Some organizations may choose to select a targeted sponsorship opportunity available on a first come basis. These opportunities target a specific event or special feature associated with the race. These opportunities allow for great visibility in a concentrated area. Each has its own minimum requested contribution amount and benefits. For more information contact Colleen Schurrer at 605-660-3055.

# A sincere and humble THANK YOU to our sponsors of the 2nd Annual 2009 Susan G. Komen South Dakota Race for the Cure®

## What's in a number?

- 1** Sister's promise
- 2** Years Komen South Dakota has hosted Race
- 13** Volunteers serving on this year's Race committee
- 15** Local sponsors for Race
- 93** Total Teams
- 150** I AM THE CURE® leaders
- 550** lbs of cardboard, #1 plastic and compost recycled
- 730** Total Volunteers to make Race happen
- 1663** Total number of Team members
- 1756** Number of Donations
- 1791** Total number of Donors
- 2975** Total participants
- 32:31** 1st Place Survivor Ellen Grimlie Race time
- \$3730** Raised by top fundraiser Cheryl Goeman
- \$133,300** Total \$ raised by registration and donors
- \$230,000** 2009 Race Revenue



The Running Ribbon is a registered trademark of Susan G. Komen for the Cure®.

### PROMISE



### HOPE



### COURAGE



The University of South Dakota

### PASSION



### TRUST



### FRIEND

Dakota Radiology  
DAKOTACARE

Lewis Drug Stores  
Medical X-ray

First PREMIER Bank/PREMIER Bankcard

### MEDIA

KELO  
KOTA

Midcontinent

Results Radio  
KOTA Radio





## Keeping the Promise

### Sponsorship Contacts:

Colleen Schurrer, Race Sponsorship Chair

[mckahp81@hotmail.com](mailto:mckahp81@hotmail.com)

Colette Abbott, Race Chair

[colette.abbott@usd.edu](mailto:colette.abbott@usd.edu)

[www.komensouthdakota.org](http://www.komensouthdakota.org)

### Our Promise:

*To save lives and end breast cancer forever  
by empowering people, ensuring quality of care for all  
and energizing science to find the cures.*



Susan G. Komen SD Race for the Cure®

P.O. Box 90, Vermillion, SD 57069

[www.komensouthdakota.org](http://www.komensouthdakota.org)