

IMPACT. MAKE ONE.™



2012 Komen Northern Indiana Race for the Cure®
SPONSORSHIP OPPORTUNITIES
SATURDAY, APRIL 28, 2012 COVELESKI STADIUM, SOUTH BEND



Presented by 

NATIONAL SERIES SPONSORS



ABOUT SUSAN G. KOMEN FOR THE CURE® AND THE NORTHERN INDIANA AFFILIATE

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. The Northern Indiana Affiliate of Komen for the Cure is working to better the lives of those facing breast cancer in the local community. They join more than a million breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. **Through events like the Komen Northern Indiana Race for the Cure®, the Northern Indiana Affiliate has invested almost \$600,000.00 in community breast health programs in 27 counties.** Up to 75 percent of net proceeds generated by the Affiliate stays in Northern Indiana to fund mission programs. The remaining income goes to the Susan G. Komen for the Cure® Grants Program to fund research. **We need your help. Join us by becoming a sponsor today!**



IN-KIND SPONSORSHIP

Our goal is to underwrite Race expenses through both cash and in-kind contributions. This ensures that more money can go into the fight against breast cancer.

For more information, call 574.289.9828 or visit kome northernindiana.org



OPPORTUNITIES FOR IN-KIND SPONSORSHIP

- billboards
- advertising
- printing, production and copying
- prizes for pledges and teams
- awards
- decorations
- signage
- survivor gifts
- water for runners and walkers

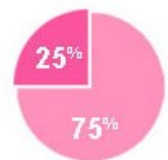
BENEFITS OF INVOLVEMENT

Based on your level of sponsorship, your company may:

- Receive high visibility before the event and on Race day
- Reach an audience of more than 2500 people in one day
- Showcase products
- Build employee morale and company pride
- Retain and increase customer loyalty
- Align yourself with a nationally recognized event

SUPPORTING OUR MISSION: USE OF FUNDS

Our objective is to provide maximum return to support our mission of saving lives and ending breast cancer through education, screening and treatment. As with any donation made to Komen Northern Indiana, up to 75% of net proceeds generated by the Affiliate stays in Northern Indiana. The remaining income goes to the Susan G. Komen for the Cure® Grants Program to fund research.



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.

	Platinum \$15,000	Gold \$10,000	Silver \$5000	Bronze \$2500	Pink Ribbon \$1000	Komen Friends \$250- \$500
Sponsorship Benefits						
Logo/Name displayed on all Race Shirts	√	√	√	√	√	
Presence at Friday Night Event hosted by Michiana Hematology Oncology	√	√				
Logo/Name on Race Entry Forms	√	√	√	√	√	
Logo/Name and link on Komen Northern Indiana website	√	√	√	√	√	√
Logo on Race Poster	√					
Right to use Race logo with Affiliate approval	√	√	√	√	√	√
Company provided banners displayed	√	√	√	√		
Sponsor Booth (all materials need to be approved by Race Committee)	√	√				
Banners hung at venue (provided by sponsor)	√	√	√			
Recognition in local Press Release	√	√	√			
Company Name displayed on video screen	√	√	√	√	√	√
Complimentary Race entries (race entries are not tax deductible)	6	4	4	2	2	

Name _____

Company _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Email _____

Sponsorship Level Platinum Gold Silver Bronze Pink Ribbon

I am not able to participate at the Sponsorship Levels, but would like to make a donation to put an end to breast cancer. I will make a donation of \$ _____.

Type of Payment Check Credit Card Invoice

Credit Card Type Visa MasterCard American Express Discover

Name _____

CC# _____

Exp. Date _____ 3 digit code _____

Please remit to: Komen Northern Indiana PO Box 4157 South Bend, IN 46634 574.289.9828p 574.287.7371f

2012 Presenting Sponsor

Michiana Hematology Oncology, PC
Advanced Center for Cancer Care®

www.TheHeartofCancerCare.com

A Special Thank You to our 2011 local sponsors

LOCAL PRESENTING SPONSOR



PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR



BRONZE SPONSOR



PINK RIBBON SPONSOR



KOMEN FRIENDS

Reith Riley, City of South Bend, Sandy's Hair Design, Metro Run & Walk, Kruggel, Lawton & Company, Poppies by Polly McCarthy Corporate Graphic Solutions, DTSB, Monarch Rental Supplies, Inc., Whispering Springs-Coffee Time/Keck's Water, South Bend Silver Hawks



PO Box 4157 South Bend, IN 46634 (p) 574.289.9828 (f) 574.287.7371
race@komentnorthernindiana.org komentnorthernindiana.org

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