ASK NOT WHAT LIES BENEATH...
The excitement has been building for 25 years – along with the progress against breast cancer driven by this Susan G. Komen Philadelphia Race for the Cure community. In this, our milestone 25th year, there are more reasons than ever for millions to celebrate the Race, and the sponsors who make it possible.

This year will be one for the history books – filled with surprises so big we don’t dare reveal them before their time… and incredible opportunities for you to be front-and-center of it all!

Secure your sponsorship now.
Join the movement
And let’s finish this fight!
LOCAL PRESENTING SPONSOR  
Sponsorship Investment: $100,000 

**Benefits:** Name/Logo exposure  
- Your logo anywhere the Komen Philadelphia Race for the Cure and National Series Sponsor logos are displayed in our local market... endless possibilities!  
- Banner-level logo placement on 40,000 participant t-shirts  
- Logo on front cover of 200,000 printed Race brochures (plus digital version)  
- Banner-level logo placement on sponsor pages in 200,000 printed Race brochures (plus digital version)  
- Logo: 40,000 runner/walker bibs (front)  
- Logo on Race stage banner  
- 6 banners along Race finish line  
- Banner-level logo placement on website thank-you page  
- Name in press materials  
- Logo: KomenPhiladelphia.org home page  
- Social media: multiple Facebook posts and tweets throughout Race season  
- One or more photos with captions in website photo galleries & Facebook albums  
- Use of Philadelphia Race for the Cure logo for company materials (upon request)  

**Benefits:** Additional  
- 20 x 20 tent in high-traffic location on Eakins Oval  
- Additional 6 x 8 table in the brand-new Sponsors “Thanks! Tank” (optional)  
- Representative gives remarks at Race-day Opening Ceremony  
- Representative starts a Race event (optional)  
- 10 invitations to the Race-day Survivors & Sponsors Breakfast  
- Opportunity to supply a giveaway item at the finish line (must be pre-approved)  
- Name in Race P.A. announcements  
- Opportunity for your location to serve as an in-person registration site  
- Opportunity to be a location(s) for pickup of registration forms for Race participants  
- 10 Kick-Off Party invitations (February 6)  
- 10 Volunteer & V.I.P. Sponsor Thank-You Party invitations (July)  

LOCAL RUBY SPONSOR  
Sponsorship Investment: $50,000  

**Benefits:** Name/Logo exposure  
- Top-tier logo placement on 40,000 participant t-shirts  
- Top-tier logo placement inside 200,000 printed Race brochures (plus digital version)  
- Logo: 40,000 runner/walker bibs (front)  
- 3 banners along Race finish line  
- Banner-level logo placement on website thank-you page  
- Logo: KomenPhiladelphia.org home page  
- Social media: multiple Facebook posts and tweets throughout Race season  
- One or more photos with captions in website photo galleries & Facebook albums  

**Benefits:** Additional  
- 6 x 8 table in the brand-new Sponsors “Thanks! Tank”  
- 8 invitations to the Race-day Survivors & Sponsors Breakfast  
- Name in Race P.A. announcements  
- Opportunity for your location to serve as an in-person registration site  
- Opportunity to be a location(s) for pickup of registration forms for Race participants  
- 8 Kick-Off Party invitations (February 6)  
- 8 Volunteer & V.I.P. Sponsor Thank-You Party invitations (July)
Introducing a more attractive and attracting way to drive Race participants directly to your sponsor display! The “Thanks! Tank” rounds up all our sponsors in one single-access, must-visit tent. No more wandering participants who may or may not reach you - just thousands of loyal supporters stopping by to take home your branded giveaways... and thank you for supporting the cause.

**LOCAL PLATINUM SPONSOR**  
**Sponsorship Investment:** $25,000

**Benefits:** Name/Logo exposure
- Second-tier logo placement on 40,000 participant t-shirts
- Second-tier logo placement inside 200,000 printed Race brochures (plus digital version)
- 3 banners along Race finish line
- Logo placement on website thank-you page

**Benefits:** Additional
- 6 x 8 table in the brand-new Sponsors “Thanks! Tank”
- 6 invitations to the Race-day Survivors & Sponsors Breakfast
- Name in Race P.A. announcements
- Opportunity to be a location(s) for pickup of registration forms for Race participants
- 6 Kick-Off Party Invitations (February 6)
- 6 Volunteer & V.I.P. Sponsor Thank-You Party invitations (July)

**LOCAL GOLD SPONSOR**  
**Sponsorship Investment:** $15,000

**Benefits:** Name/Logo exposure
- Center-section logo placement on 40,000 participant t-shirts
- Center-section logo placement inside 200,000 printed Race brochures (plus digital version)
- 2 banners along Race finish line
- Logo placement on website thank-you page

**Benefits:** Additional
- 6 x 8 table in the brand-new Sponsors “Thanks! Tank”
- 6 invitations to the Race-day Survivors & Sponsors Breakfast
- Name in Race P.A. announcements
- 6 Kick-Off Party invitations (February 6)
- 6 Volunteer & V.I.P. Sponsor Thank-You Party invitations (July)
2015 FRIENDS SPONSORSHIP LEVELS

Don’t miss out – mark your calendar! November 17, 2014: logo and a minimum of 50% sponsorship payment due to secure placement on Race brochure and t-shirt. March 2, 2015: sponsorship payment due in full.

**LOCAL SILVER PLUS SPONSOR**
Sponsorship Investment: **$10,000**

**Benefits:** Name/Logo exposure
- Center-section logo placement on 40,000 participant t-shirts
- Center-section logo placement inside 200,000 printed Race brochures (plus digital version)
- 2 banners along Race finish line
- Logo placement on website thank-you page

**Benefits:** Additional
- 6 x 8 table in the brand-new Sponsors “Thanks! Tank”
- 4 invitations to the Race-day Survivors & Sponsors Breakfast
- Name in Race P.A. announcements
- 4 Kick-Off Party invitations (February 6)
- 4 Volunteer & V.I.P. Sponsor Thank-You Party invitations (July)

**LOCAL SILVER BASIC SPONSOR**
Sponsorship Investment: **$7,500**

**Benefits:** Name/Logo exposure
- Logo placement on 40,000 participant t-shirts
- Logo placement inside 200,000 printed Race brochures (plus digital version)
- 1 banner along Race finish line
- Logo placement on website thank-you page

**Benefits:** Additional
- 6 x 8 table in the brand-new Sponsors “Thanks! Tank”
- 2 invitations to the Race-day Survivors & Sponsors Breakfast
- Name in Race P.A. announcements
- 4 Kick-Off Party invitations (February 6)
- 2 Volunteer & V.I.P. Sponsor Thank-You Party invitations (July)

**LOCAL HEALTHCARE SPONSOR**
Sponsorship Investment: **$7,500**

**Benefits:** Name/Logo exposure
- Healthcare-sponsor logo placement (directly below national and $100,000 local sponsors) on 40,000 participant t-shirts
- Logo on healthcare-sponsor page inside 200,000 printed Race brochures (plus digital version)
- 1 banner along Race finish line
- Logo placement on website thank-you page

**Benefits:** Additional
- Position in the 2nd annual “Companions in Survival” honor guard heralding the Survivors Parade of Pink; recognition during the Opening Ceremonies
- 6 x 8 table in the brand-new Sponsors “Thanks! Tank”
- 2 invitations to the Race-day Survivors & Sponsors Breakfast
- Name in Race P.A. announcements
- 4 Kick-Off Party invitations (February 6)

**LOCAL BRONZE SPONSOR**
Sponsorship Investment: **$5,000**

**Benefits:**
- 1 banner along Race finish line
- Logo placement on website thank-you page
- 2 invitations to the Race-day Survivors & Sponsors Breakfast
- Name in Race P.A. announcements
- 2 Kick-Off Party invitations (February 6)

**LOCAL SAPPHIRE SPONSOR**
Sponsorship Investment: **$2,000**

**Benefits:**
- 1 banner along Race finish line
- Name in Race P.A. announcements
- 2 Kick-Off Party invitations (February 6)

**LOCAL PEARL SPONSOR**
Sponsorship Investment: **$1,000**

**Benefits:**
- Name in Race P.A. announcements
- 2 Kick-Off Party invitations (February 6)

**LOCAL CRYSTAL SPONSOR**
Sponsorship Investment: **$500**

**Benefits:**
- Name in Race P.A. announcements
25 YEARS OF PROGRESS

Since the first Susan G. Komen Philadelphia Race for the Cure®, our organization and the people who empower our ability to serve have made an undeniable impact in the fight against breast cancer with:

• **$52.5 million** distributed to local organizations through our Community Grants Program
• Approximately **150,000 free mammograms** for women in need
• Nearly **$22 million** contributed to research
• An enormous reach, embracing **7.4 million** people in 15 counties

We’re not stopping until the day when every person diagnosed with breast cancer is assured without a doubt to **survive** breast cancer!

**The more you get involved as a sponsor, the faster that day will come!**
Consider also: forming a team, encouraging staff, family and friends to register, holding fundraisers and more! Learn more & register at KomenPhiladelphia.org/Race.
NEW THIS YEAR:

• 25th Celebration Entertainment Sponsor: $60,000
• Celebration Station Sponsor: You choose the attraction/commemorative gift to help fundraise for the cause and donate in-kind.
• Call Elaine for additional information/ideas: 215-238-8900

KIDS FOR THE CURE® CHAMPION
Sponsorship Investment: $60,000
Designation: Exclusive Presenting Sponsor of the Kids for the Cure® Dash to Make a Difference and Children’s Funfest

Primary Benefits:
• Logo on sleeve of 1,800+ youth t-shirts & 300 Dash to Make a Difference medals
• Designated page with logo in 200,000 printed Race brochures (plus digital version)
• Designated page with logo and link on website
• Dash and Funfest branded with your name
• Logo on all signage for Dash and Funfest
• Logo/location indicator on Race site map
• Representative speaks at Race and Dash opening ceremonies
• Representative holds finish line tape for all Dash heats
• Logo on targeted e-mail blasts
• Exposure in newsletter, website and social media
• Multiple photos with captions in website photo galleries & Facebook albums
• Race sponsorship benefits at the Local Platinum level (see page 5)

FINISH LINE SPONSOR
Sponsorship Investment: $65,000
Designation: Exclusive Finish Line Sponsor

Primary Benefits:
• Company representative holds finish line tape
• Banner and display at finish area
• Opportunity to present and speak at opening and/or award ceremony
• Logo/location indicator on Race site map
• Opportunity to supply item(s) for finish prize(s)
• Exposure in newsletter, website and social media
• One or more photos with captions in website photo galleries & Facebook albums
• Logo in e-mail blast announcing Race performance winners
• Race sponsorship benefits at the Local Platinum level (see page 5)

FUNDRAISING CHAMPION
Sponsorship Investment: $40,000
Designation: Exclusive Fundraising Champion

Primary Benefits:
• Logo on all fundraising materials (printed and digital) and fundraising e-mail blasts
• Banner on fundraising collection station at the Race site
• Logo/location indicator on Race site map
• Exposure in newsletter, website and social media
• Race sponsorship benefits at the Local Platinum level (see page 5)

TEAM CHAMPION
Sponsorship Investment: $50,000
Designation: Exclusive Team Champion

Primary Benefits:
• Logo/name exposure on: Team Captain Resource Guide (logo on front cover, entire inside back cover reserved for your Race message); E-mail blasts to approximately 1,000 teams throughout Race season; individual team signs; trophies to Team Challenge winners; all signage in the Team Village and Team Big Top
• Logo/location indicator on Race site map
• Exposure at team meetings and events
• Exposure in newsletter, website and social media
• One or more photos with captions in website photo galleries & Facebook albums
• Race sponsorship benefits at the Local Platinum level (see page 5)
IN-KIND CONTRIBUTIONS AND PRODUCT SAMPLING

Donations of products/services are critical for minimizing expenses at our Race... and maximizing dollars generated for our mission. For the purpose of determining sponsorship benefits, in-kind contributions are categorized at 50% of their retail value and will be accepted at the discretion of Komen Philadelphia. Items considered vital for the Race, such as water, are categorized at 100% of their retail value. For a list of in-kind needs and benefits, to inquire about product sampling criteria and benefits, or to discuss your own ideas, contact us at 215.238.8900.
YOUR IMPACT

We can hype our 25th Celebration Year for all it is worth, and it IS worth all the hype! But the bottom line is still about the impact you will make on saving lives. The success of the Susan G. Komen Philadelphia Race for the Cure® is driven by sponsor generosity... and that level of success sets the pace for an entire year of empowering men, women and children in the fight against breast cancer.

Twenty-five percent of funds raised by Komen Philadelphia supports research. With Susan G. Komen’s research investments having touched virtually every advance in breast cancer science, and more breakthroughs reported almost every day – together we can continue to move the world closer to the cures!

The remainder of funds raised by the Komen Philadelphia Race for the Cure is invested locally – enriching and saving lives through the work of our Community Grantees. In addition, funds support many Komen Philadelphia initiatives designed to meet the specific needs of a diversity of groups, communities and lifestyles in our service area. These include:

- Sisters for the Cure
- Latinas United for the Cure
- Asian-American Women’s Breast Health Initiative
- Breast health advocacy & education for Latinas at Esperanza College of Eastern University
- Young Survivors & The Big Pink Footprint
- Education and connections to resources at health and community fairs
- “Dollar Defense” and Dietz & Watson Pretty In Pig school awareness & activism
- Survivor and caregiver programs
- Breast Health 101 and specialized educational programs in corporate and faith environments
25 YEARS. 15 COUNTIES. ONE FOCUS: MORE VICTORIES!

7.4 million people depend on Komen Philadelphia to empower their personal victories over breast cancer. We entrust dozens of grantees to help carry out our mission to all corners of our service area. For the 2014-2015 grant cycle, Komen Philadelphia is distributing more than $1.1 million to twelve organizations in our service area. These grantee programs are expected to accomplish the following:

- Screening mammograms: 3,682
- Diagnostic services performed: 1,736
- Clinical breast exams: 335
- Health insurance counseling sessions: 450
- Linkages to screening, treatment & survivorship support: 1,357
- Education & outreach contacts: 12,360

Grantees & Funded Programs, 2014-2015

- **Abington Memorial Hospital**: Closing the Gap
- **The Center for Asian Health, Temple University**: Breast Cancer Education and Clinical Support for Underserved Asian-American Women
- **Christiana Care Health Services**: The Pink Ribbon Breast Program
- **Crozer-Chester Foundation**: Crozer Cares: A Comprehensive Breast Health Initiative
- **Delco Memorial Foundation**: Delco Cares: A Comprehensive Breast Health Initiative
- **Drexel University College of Medicine**: Drexel University College of Medicine’s Women’s Health Project
- **Einstein Healthcare Network**: Women in Need (WIN) Program
- **Lancaster General Hospital**: Lancaster General Breast Health Program
- **MD Anderson Cancer Center at Cooper**: Camden County Screening Project
- **Philadelphia Department of Public Health**: Breast Cancer Screening and Treatment Project
- **Sidney Kimmel Cancer Center at Thomas Jefferson University**: Jefferson’s Breast Cancer Screening and Treatment Program
- **Tunnell Cancer Center at Beebe Medical Center**: Sharing Our Story, Saving Our Sisters
MOTHER’S DAY, MAY 10, 2015
Eakins Oval/Philadelphia Museum of Art

JOIN THE MOVEMENT & LET’S FINISH THIS FIGHT!
KomenPhiladelphia.org/Race

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