



## 2020 SPONSORSHIP LEVELS AND BENEFITS

Your chance to be at *the beginning of the end* of breast cancer.

### LOCAL PRESENTING SPONSOR: \$100,000

#### Profile level: highest

- Logo: T-shirt (top tier)
- Logo: all Walk-related emails
- Logo: Early-bird postcard
- Logo: Website (top tier)
- Logo: Print ads (half-page or larger)
- Logo: Stage banner
- Logo: Community Walk canopy (start and finish of the Walk course)
- Logo: MORE THAN PINK Walk™ weekend pickup events at Philadelphia 201 Hotel
- Tent on-site, prime location
- Banners along the walk route: two
- Name in day-of supporter roll call
- Social media announcement
- Mention in press release
- Survivor and Sponsor breakfast: six tickets
- Additional custom benefits upon discussion

### MISSION PILLAR:

#### Contribution determined on a by-sponsor basis

#### Profile level: highest

- Exclusivity: One sponsorship available for each of our four pillars (Research, Community, Care, Action)
- Logo: T-shirt (first tier)
- Logo: Website (first tier)
- Logo: MORE THAN PINK Walk weekend pickup events at Philadelphia 201 Hotel
- Primary mission tent on-site (Signage only—Komen Philadelphia will supply the content and activities with an option for your volunteers to participate if appropriate.)
- Secondary corporate tent on-site (optional)
- Banners along the walk route: two
- Social media announcement
- Survivor and Sponsor breakfast: six tickets

**STANDARD SPONSORSHIP, PLATINUM: \$75,000****Profile level: medium**

- Logo: T-shirt (second tier)
- Logo: Website (second tier)
- Logo: MORE THAN PINK Walk weekend pickup events at Philadelphia 201 Hotel
- Tent on-site
- Banners along the walk route: two
- Social media announcement
- Survivor and Sponsor breakfast: four tickets

**STANDARD SPONSORSHIP, GOLD: \$50,000****Profile level: medium**

- Logo: T-shirt (second tier)
- Logo: Website (second tier)
- Logo: MORE THAN PINK Walk weekend pickup events at Philadelphia 201 Hotel
- Tent on-site
- Banners along the walk route: one
- Social media announcement
- Survivor and Sponsor breakfast: two tickets

**STANDARD SPONSORSHIP, SILVER: \$25,000****Profile level: medium**

- Logo: T-shirt (second tier)
- Logo: Website (second tier)
- Logo: MORE THAN PINK Walk weekend pickup events at Philadelphia 201 Hotel
- Banners along the walk route: one
- Social media announcement
- Survivor and Sponsor breakfast: two tickets

**STANDARD SPONSORSHIP, DIAMOND: \$15,000****Profile level: low**

- Logo: T-shirt (third tier)
- Logo: Website (third tier)
- Social media announcement
- Survivor and Sponsor breakfast: two tickets

**STANDARD SPONSORSHIP, CRYSTAL: \$10,000****Profile level: low**

- Logo: T-shirt (third tier)
- Logo: Website
- Social media announcement
- Survivor and Sponsor breakfast: two tickets

**CUSTOM SPONSORSHIP: \$25,000–\$60,000****Profile level: medium/high**

*May include, but not be limited to, Park 'n' Ride Shuttle, finish line, first-aid tents, on-site registration tent, MORE THAN PINK Walk weekend pickup events*

- Logo: T-shirt (second tier)
- Logo: Website (second tier)
- Tent onsite (\$50,000 and above)
- Banners along the walk route: two
- Social media announcement
- Survivor and Sponsor breakfast: four tickets
- Additional benefits commensurate with financial commitment and appropriate for feature being sponsored

**IN-KIND CONTRIBUTIONS AND SAMPLING**

*Available upon request and at the discretion of Komen Philadelphia. Contact Elaine at 215-238-8900.*

In-kind donations deemed essential for the event are categorized at 100 percent of their retail value; all others are categorized at 50 percent. Product sampling must include a financial sponsorship and meet certain criteria.