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.