

2012

SPONSORSHIP OPPORTUNITIES





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.

OUR VISION

A world without breast cancer.

WHO WE ARE

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure®, now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.9 billion invested to date. Central Indiana is one of 124 Komen affiliates worldwide, covering a 21-county service area with education and local grant funding.

JOIN THE FIGHT

Breast cancer is the second leading cause of cancer death and the most commonly diagnosed cancer in women across the United States. To see where Central Indiana in particular falls on its breast health incidence rates, mortality rates and needs, you can view our 2011 Community Profile & Action Plan at www.komenindy.org/impact. In this brochure, you will find out more about the different ways you can sponsor and partner with us that will meet your goals while also helping meet the specific needs in our community.

TABLE OF CONTENTS

2	Who We Are
4	Ways to Sponsor & Partner
6	Pink Tie Ball
8	Traditional Sponsorship Packages
10	Targeted Marketing Opportunities
12	Events Calendar
14	2011 Sponsor List
16	Benefits of Involvement Cause Marketing Matters Participant Demographics

75% of funds raised
stay in Central Indiana
to fund education,
screenings, treatment
assistance and
survivor support
services to 30,000+
low-income Hoosiers.



WAYS TO SPONSOR & PARTNER WITH THE KOMEN CENTRAL INDIANA AFFILIATE

From cash to in-kind goods or services, Komen offers a variety of sponsorship opportunities and levels to match your company's marketing goals and budget. If you have ideas that aren't listed in this brochure, please contact us at 317.638.2873 or info@komenindy.org about designing a package that might better fit your company needs.

PINK TIE BALL

Our annual black-tie fundraising event is an elegant and fun way to honor survivors while bringing us one step closer to the cures. This event attracts more than 500 guests. See Page 8 for details.

RACE FOR THE CURE

You and companies like yours have made our signature event - the Komen Central Indiana Race for the Cure®- the largest single-day fundraising event in Indiana and one of the largest Komen Races in the world. In 2011, nearly 38,000 Race participants, 500 volunteers and hundreds of corporations came together to raise \$2.6 million to help end breast cancer by funding research, education and early detection services. Packages range from \$500 to \$75,000. Depending on your level, your logo may be on Race t-shirts, Race posters, pre-event advertising and on Race Day you can have your own Expo booth to reach participants with your message or product. Targeted Marketing Packages start at \$2,500 and allow you to share your message with a more specific audience.

PINK RIBBON CELEBRATION

The Pink Ribbon Celebration is our annual luncheon celebration for survivors and their friends and family. This event attracts nearly 1,000 attendees, more than half of whom are breast cancer survivors. If you are interested in being the sole sponsor, please contact us at info@komenindy.org.

EDUCATION PROGRAMS

We have education initiatives year-round for which we seek collaborations and sponsors. These include webinars, symposiums, corporate wellness programs and other outreach efforts in our 21-county service area. If you are interested in finding out what opportunities are available in your area, please contact us at info@komenindy.org.

LUNCH & LEARNS

Part of our mission is to educate companies, medical providers and individuals about the importance of breast health and early detection. If you are interested in having a free Breast Cancer 101 presentation, please contact us at info@komenindy.org.

EDUCATION MATERIALS

If you are hosting a wellness event, fundraiser or Race team-building initiative at your office, we are happy to provide education materials such as breast self-awareness shower cards, brochures and pink ribbons. Please contact us at info@komenindy.org if you would like free materials.

MULTI-EVENT DISCOUNT

In an effort to recognize and thank those sponsors that support multiple Komen Central Indiana events, any group that sponsors more than one event for a minimum of \$3,000 each on a cash basis will receive a \$1,000 discount on the second event sponsorship.

KOMEN PARTNER

If your company sponsors two or more events and commits to doing one significant mission activity, it will be recognized as a year-round Komen Partner and receive unique benefits associated with this partnership. Mission activities can include sponsoring an education program, hosting a wellness event, offering paid time off for mammograms, public education campaigns for customers and more. Please contact us at 317.638.2873 if you would like to discuss this opportunity.

THE KOMEN CENTRAL INDIANA PINK TIE BALL®

The annual Pink Tie Ball is an elegant and fun evening of dining, dancing and survivor celebrations that is not to be missed! The 2012 Ball will be held Saturday, February 18th at the beautiful and historic Scottish Rite Cathedral.

SPONSORSHIP OPPORTUNITIES

TWO-YEAR INCENTIVE

Companies that commit to sponsoring the Ball for more than one year will automatically be recognized at one level higher than the contracted level. For example, a company that contracts to be a Sapphire sponsor of the event in 2012 and 2013 will be treated as a Ruby sponsor both years. Incentive not available for Diamond upgrade from Ruby.

MULTI-EVENT DISCOUNT

Companies that also sponsor the Race for the Cure at \$3,000 or more are offered the opportunity to discount a Sapphire, Ruby or Diamond cash basis sponsorship by \$1,000.

RACE DAY EXPO

Ruby and Diamond sponsors are both eligible for a half tent at the Race Day Expo.

2012 PINK TIE BALL SPONSORSHIP OPPORTUNITIES

	DIAMOND \$10,000	RUBY \$6,000	SAPPHIRE \$3,000	EMERALD \$1,500	PEARL \$750
OUTSIDE OF THE EVENT					
Logo on Pink Tie Ball Invitation	•				
Exclusive Link on komenindy.org	•				
Spotlight article on komenindy.org	•				
Logo on Komen Pink Tie Ball page	•	•			
Booth display in the Komen Race for the Cure Expo	•	•			
Complimentary entries to Komen Race for the Cure	8	6	4	2	2
Name listed on Race Day jumbotron	•	•	•	•	•
Invitations to the Circle of Hope	8	6	4	2	2
Name listed in 2013 sponsorship brochure	•	•	•	•	•
NIGHT OF THE EVENT					
Speaking opportunity during program	•				
Letter from CEO in printed program	•				
Seating at the event	2 tables of 10	1 table of 10	1 table of 10	4 seats	2 seats
Logo on all table number placards	•				
Recognition by emcee	•	•			
Give away item opportunity	•	•			
Program sponsor acknowledgement	Full page	Half page	Half page	Qtr page	Qtr page

TARGETED MARKETING OPPORTUNITIES

SURVIVOR PROGRAM SPONSOR

Of course survivors are at the heart of everything that happens at the Komen Central Indiana Affiliate. In an effort to bring these heroes front and center at the Pink Tie Ball, we'd like to offer 20 survivors the opportunity to attend the event for free! Your sponsorship will be promoted to survivors as an opportunity to help those individuals who would otherwise be unable to attend based on financial constraints. Additional sponsorship benefits include:

- Highlighted in invitations sent to more than 2,000 survivors
- Quarter-page program ad
- Company participation in the survivor recognition portion of the evening
- 4 complimentary tickets to the event
- 4 complimentary Race entries
- Booth/display at the Pink Ribbon Celebration with nearly 1,000 attendees.

Investment: \$5,000; 2 packages available

AUCTION SPONSOR

Not only is the Silent Auction a huge part of the evening's fundraising, it is one of the highlights of the Pink Tie Ball. The evening begins with a cocktail party that revolves around the silent auction featuring 100+ items and bidding is done on electronic devices that work like an iPad. As the Auction Sponsor, your company will have the ability to display your logo on these devices. Additional sponsorship benefits include:

- 4 complimentary tickets to the event
- Recognition during the program
- Opportunity to place gift item in guest swag bags
- Logo on the Komen Pink Tie Ball event webpage
- Logo on the auction item list (web and print)
- 4 complimentary Race entries
- Company name listed on the 2012 Race Day jumbotron

Investment: \$4,000; 1 package available

TAX INFORMATION

IRS regulations require that registration fees and ticket prices are deducted from sponsorship totals for tax purposes. To comply with new IRS requirements, we wish to advise you that the tax-deductible amount of your contribution for Federal Income tax purposes is limited to the excess of the amount of money plus the value of any non-cash property contributed by you over the value of the goods and services provided by the Central Indiana Affiliate of Susan G. Komen for the Cure.

For in-kind donations, the contributor of the in-kind goods/services determines the value of the in-kind items. Race management and sponsors will determine and agree to the appropriate level of sponsorship for in-kind contributions.

KOMEN CENTRAL INDIANA RACE FOR THE CURE® TRADITIONAL SPONSORSHIP PACKAGES

	PREMIER* \$75,000	PLATINUM \$50,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$10,000	MARATHONER \$7,500	MILER \$5,000	SPRINTER \$2,500	JOGGER \$1,000	WALKER \$500
Logo or name on Race t-shirts (deadline December 15)	Logo	Logo	Logo	Name	Name	Name				
Logo or name on registration promotion materials	Logo	Logo	Logo	Logo	Name	Name				
Logo or name on promo posters	Logo	Logo	Logo	Name	Name					
Logo on Race numbers	•	•								
Use of Race Logo (with Affiliate approval)	•	•								
Logo on website homepage	•									
Logo on website	•	•	•	•						
Recognition through Race electronic communications	•	•	•	•	•					
Listed in local publication thank-you ad	•	•	•	•	•	•	•	•	•	•
Name in 2013 Affiliate Sponsorship Brochure	•	•	•	•	•	•	•	•	•	•
Acknowledgement on Race Day jumbotron	Video	Full Screen	Full Screen	Half Screen	Quarter Screen	Quarter Screen	Quarter Screen	Name Listed	Name Listed	Name Listed
Corporate tent space at Race site	•	•								
Expo Tent (10' x 10')			Full	Full	Full	Half	Half			
Opening Ceremony involvement	Speaking Opportunity	Participation Opportunity	Participation Opportunity	Pre-Race Recognition	Pre-Race Recognition	Pre-Race Recognition	Pre-Race Recognition	Pre-Race Recognition		
Number of banners displayed at Race	6	5	4	3	2	1	1			
Number of complimentary Race entries	16	14	12	10	8	6	6	4	2	2
Number of VIP parking passes	6	5	4	3	2	1	1	1	1	
Pink Tie Ball complimentary tickets	4	2	2							

* Premier sponsorship level requires a minimum \$10,000 cash investment. Only two Premier packages are available. Presenting Sponsors will receive benefits beyond Premier.

DEADLINES: The deadline to be included on the Race t-shirts, team posters, registration promotions and other printed materials is **December 15th 2011**. For any other deadlines, please contact us at info@komenindy.org

KOMEN CENTRAL INDIANA RACE FOR THE CURE TARGETED MARKETING OPPORTUNITIES

Targeted Marketing packages offer unique opportunities for organizations to be involved with the Race. Starting at \$2,500, these packages allow you to market your message to a more specific audience. Targeted Marketing packages can be customized to fit your company's particular sponsorship needs – call us with your ideas and questions!

KIDS FOR THE CURE®

Kids enjoy special activities and prizes on Race Day while also learning why we Race for the Cure. As the official Kids for the Cure sponsor, your company will receive recognition at all kids' activity stations along the 1-Mile Family walk course, as well as at the Kids for the Cure prize and information tent in Military Park. Additional benefits include your company logo on the Race t-shirts, Race website, Opening Ceremony involvement, 2 complimentary Race entries, VIP parking pass, acknowledgement on the Race Day jumbotron, 2 complimentary Pink Tie Ball tickets and listing in 2013 Affiliate sponsorship brochure. Please note this sponsorship does not include a separate booth in the Race Day Expo.

Investment: \$10,000 cash; 1 package available

PINK PARADE

The Pink Parade of more than 2,500 survivors kicks off the Central Indiana Race each year to celebrate survivors and remember those who have lost their battle. The Pink Parade sponsor logo will appear on Race t-shirts, on the back of the survivor medals and be highlighted in the Survivors' Village. Additional benefits include logo on the Race website, Opening Ceremony speaking opportunity, 2 complimentary Race entries, VIP parking pass, acknowledgement on the Race Day jumbotron, 2 complimentary Pink Tie Ball tickets and name in the 2013 Affiliate sponsorship brochure. Please note this sponsorship does not include a booth in the Race Day Expo.

Investment: \$10,000 cash; 2 packages available

WATER STOP

Keep Race participants motivated and hydrated on their way to the finish line! Sponsor one of our two Race course Water Stops and gain company visibility on the course while also providing a great way for your friends and colleagues to volunteer on Race morning. Additional benefits include acknowledgement on the Race Day jumbotron, 2 complimentary Race entries and name in the 2013 Affiliate sponsorship brochure.

Investment: \$4,000 cash; 2 packages available

5K START OR FINISH LINE SPONSOR

Show participants you care from beginning to end! As a Start or Finish Line sponsor, you have the opportunity to place your company's name or logo at the beginning or end of the Race. Banners will be provided by Komen.

Additional benefits include acknowledgement on the Race Day jumbotron, 2 complimentary Race entries and name in the 2013 Affiliate sponsorship brochure.

Investment: \$3,500 cash; 1 package each available

LAMAR BILLBOARDS

Show Central Indiana that your company supports the Race and is committed to finding a cure! By becoming a billboard sponsor, your logo will appear on a billboard located on a high-traffic area promoting the Race for 30 to 60 days. Your logo and Lamar Advertising will be the only local sponsors on this billboard. Additional benefits include acknowledgement on the Race Day jumbotron, 2 complimentary Race entries and name in the 2013 Affiliate sponsorship brochure.

Investment: \$2,500 cash

RACE COURSE SIGNAGE

Place your company logo or name along the 5K Race course. Package includes the opportunity to display two stand alone banners on the sides of the Race course for all participants to see. Please note that banners are provided by the sponsor and must comply with Race specifications for Race course banners. This add-on package is only available to sponsors that have committed to a 2012 Race sponsorship at \$2,500 or more.

Investment: \$2,500 cash

FUNDRAISING PRIZES

Help motivate Race participants to raise funds from their family and friends by donating incentive prizes. Receive in-kind credit for items donated and enjoy brand exposure to our Race participants. If you have ideas for this, please contact us to discuss them.

Investment: To be determined by value of in-kind donation

CORPORATE FUNDRAISING CHALLENGE

Double your investment by participating in our Corporate Fundraising Challenge. Your company is featured in a Race email announcing your commitment to match funds raised by participants. Gain exposure to over 38,000 participants while encouraging them to help find the cures to end breast cancer.

Investment: To be determined

TAX INFORMATION

IRS regulations require that registration fees and ticket prices are deducted from sponsorship totals for tax purposes. To comply with new IRS requirements, we wish to advise you that the tax-deductible amount of your contribution for Federal Income tax purposes is limited to the excess of the amount of money plus the value of any non-cash property contributed by you over the value of the goods and services provided by the Central Indiana Affiliate of Susan G. Komen for the Cure.

For in-kind donations, the contributor of the in-kind goods/services determines the value of the in-kind items. Race management and sponsors will determine and agree to the appropriate level of sponsorship for in-kind contributions.

KOMEN CENTRAL INDIANA EVENTS CALENDAR

TUES AUG 30 2011	PINK HONOR ROLL Recognition dinner for the top 100 individual fundraisers for the Central Indiana Race for the Cure.
SUN SEPT 25 2011	PINK RIBBON CELEBRATION Celebration luncheon for survivors and their friends and families at the Ritz Charles in Carmel.
OCT 2011 TBD	TEAM CELEBRATION & KICKOFF Race registration kickoff event recognizing team captains and top teams.
OCT 1-31 2011	BREAST CANCER AWARENESS MONTH 31 days of increased national and local awareness of breast health and the fight against breast cancer.
TUES DEC 6 2011	CIRCLE OF HOPE Recognition and awards dinner for volunteers and fundraising partners.
SAT FEB 18 2012	PINK TIE BALL Annual black- or pink-tie fundraising gala at the Scottish Rite Cathedral.
FEB 2012 TBD	THE AMELIA PROJECT Annual retreat for scientists and clinicians who are working on basic research in breast cancer at institutions across Indiana. In partnership with the Catherine Peachey Fund and IU Simon Cancer Center.
SAT APR 21 2012	RACE FOR THE CURE 5K Walk/Run, 1-Mile Family Walk and Survivor Program that raises 80% of Komen Central Indiana's annual revenue.

For more information on these events, go to komenindy.org/events.

25% of funds raised are invested in international research seeking the cures for breast cancer.



2011 RACE FOR THE CURE® SPONSORS

Thank you to our 2011 sponsors for helping fund local outreach efforts, 17 breast health programs and national research programs! These sponsorships were cash contributions, in-kind contributions or a combination. If you are interested in providing a donated service or materials (meals, equipment, publicity, or prizes), please contact us about how to set up a partnership to build a sponsorship with our Affiliate.

PREMIER

The Kroger Company

PLATINUM

Comcast
Emmis B105.7
Franciscan St. Francis Health
Indiana University-Purdue
University Indianapolis
Indianapolis Woman Magazine
Starbucks Coffee Company
WTHR-TV Channel 13

GOLD

Indiana Live! Casino
Lamar Outdoor Advertising
Project Brilliant / Mobiltopia
St. Vincent Cancer Care

SILVER

Hoosier Lottery

BRONZE

Anthem Blue Cross Blue Shield
Detail + Design
National Bank of Indianapolis
TARGET
Toshiba Business Solutions
UnitedHealthcare

MARATHONER

American Surety
Bowen Engineering
Indiana University Health
Enterprise Rent-A-Car
FastSigns
FedEx

MILER

Beads for Needs
Beckman Coulter
Charles Schwab & Co., Inc.
Dick's Sporting Goods
Duke Energy
Hologic
Indianapolis Indians
Indy's Child Magazine
Lilly USA, LLC
Macy's
MacAllister Rentals
Qdoba Mexican Grill
Team In Training - Leukemia &
Lymphoma Society

SPRINTER

A. Arnold World Class Relocation
Baldwin & Lyons
Capital Group Companies,
home of American Funds
Happy Snaps Photo Booth
NCAA
Printing Partners
Ray's Trash Service
Stage & Screen Rentals

JOGGER

All My Sons Moving & Storage
Four Corners Framing
Hunt Construction Group, Inc.
Lewis Equipment Rental
dba Pink Pots
Thorntons, Inc.

2011 PINK TIE BALL® SPONSORS

WALKER

Arlington/Roe & Co.
CoasterStone
Crown Corr
Hendricks Regional Health

KIDS FOR THE CURE

CVS Caremark / CVS Pharmacy

START & FINISH LINE SPONSOR

Indiana University Health

WATER STOP

Andy Mohr Ford

PINK PARADE

Community Health Network

SPECIAL THANKS

AquaDoc Poolcare, LLC
CIMTech Solutions, Inc.
Hylant Group
Marco's Pizza (10th & Indiana)
Panera
Sullivan's

DIAMOND LEVEL

Washington National
Thomas Caterers of Distinction

RUBY LEVEL

Bedel Financial Consulting, Inc.
Detail + Design
IU Department of Radiation
Oncology
Taft Stettinius & Hollister LLP

SAPPHIRE LEVEL

Ameriprise Financial Services
Anthem Blue Cross Blue Shield
Capital Group Companies, home of
American Funds
Indiana Breast Cancer
Awareness Trust
Indiana Surgery Center
Lumina Foundation for Education
Northwest Radiology Network

EMERALD LEVEL

A. Classic Party Rentals
Deloitte & Touche, LLP
EPI, Inc.
IU Breast Surgical Oncology
Southern Wine & Spirits

PEARL LEVEL

American Register
Happy Snaps Photo Booths
Monarch Beverage
Zink Distributing Company

SURVIVOR PROGRAM

Managed Health Services

BENEFITS OF INVOLVEMENT

Based on your level of sponsorship, you may:

- Reach an audience of nearly 38,000 people on one day
- Align your company with the global leader that has received Charity Navigator's highest rating for five years in a row, putting it in the top 5% of all charities
- Test-market and showcase products
- Build employee morale and company pride
- Retain and increase customer loyalty
- Have your company logo on Komen's website, email communications and social media network that reach thousands

CAUSE MARKETING MATTERS

A 2008 Cone/Duke University Behavioral Cause Study revealed that:

- 79% of American consumers said when price and quality are about equal, they would likely switch from one brand to another if another brand is associated with a good cause
- Participants spent nearly twice as long reviewing cause-related ads versus general corporate advertisement, resulting in a 19% sales increase

PARTICIPANT DEMOGRAPHICS

In 20 years, the Komen Central Indiana Race has grown from 2,400 participants to nearly 38,000 and is now one of the largest Komen Race for the Cures in the world.

- 86% of Race participants have a college education.
- 83% of Race participants are employed.
- Race participants' income levels are above the national average with 45% earning \$75,000 or more.
- 76% of Race participants are women, and, according to Business Week among other sources, women make 80% of the buying decisions for their families.
- 2,424 breast cancer survivors participated in the 2011 Race.
- 2,214 children participated in the 2011 Race.
- 55% of Race participants are age 20–50.



Susan G. Komen for the Cure® Central Indiana Affiliate
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