Susan G. Komen
race FOR THE cure®
TEXARKANA

2017 SPONSOR OPPORTUNITIES

BOBBY FERGUSON PARK at the FOUR STATES FAIRGROUNDS

OCTOBER 21, 2017

Presented by:
Bank of America

NATIONAL SPONSORS

American Airlines · Ford · new balance

I AM MORE THAN PINK

When you invest in Susan G. Komen® Race for the Cure, you're investing in our community.

One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime...that's a lot of family members, neighbors and friends affected by this disease.

You and companies like yours have made the Susan G. Komen Texarkana Race for the Cure® one of the largest and most influential not-for-profit fundraising events in the community. Last year, more than 6,000 participants, many organizations, and the determination of the Texarkana community continued to make this event the best of its kind, raising millions of dollars in its quest to cure breast cancer by funding research and local breast health and breast cancer programs. We encourage you to join the many Texarkana individuals and companies in the fight to end breast cancer.

BENEFITS OF INVOLVEMENT

Based on your level of sponsorship, your company may:
- Receive high visibility before the event and on Race Day, as well as Sponsor Celebration.
- Reach an audience of more than 10,000 participants and spectators
- Test-market and showcase products
- Build employee morale and company pride
- Retain and increase customer loyalty
- Align yourself with one of the area's top fund-raising events

By sponsoring the 2017 Susan G. Komen Race for the Cure®, you help keep the promise to raise awareness, fund research, and work with breast cancer patients and their families to improve quality of life.

Our Komen Texarkana Race for the Cure® is an amazing display of unity from our community.

Support comes in all shapes and sizes.

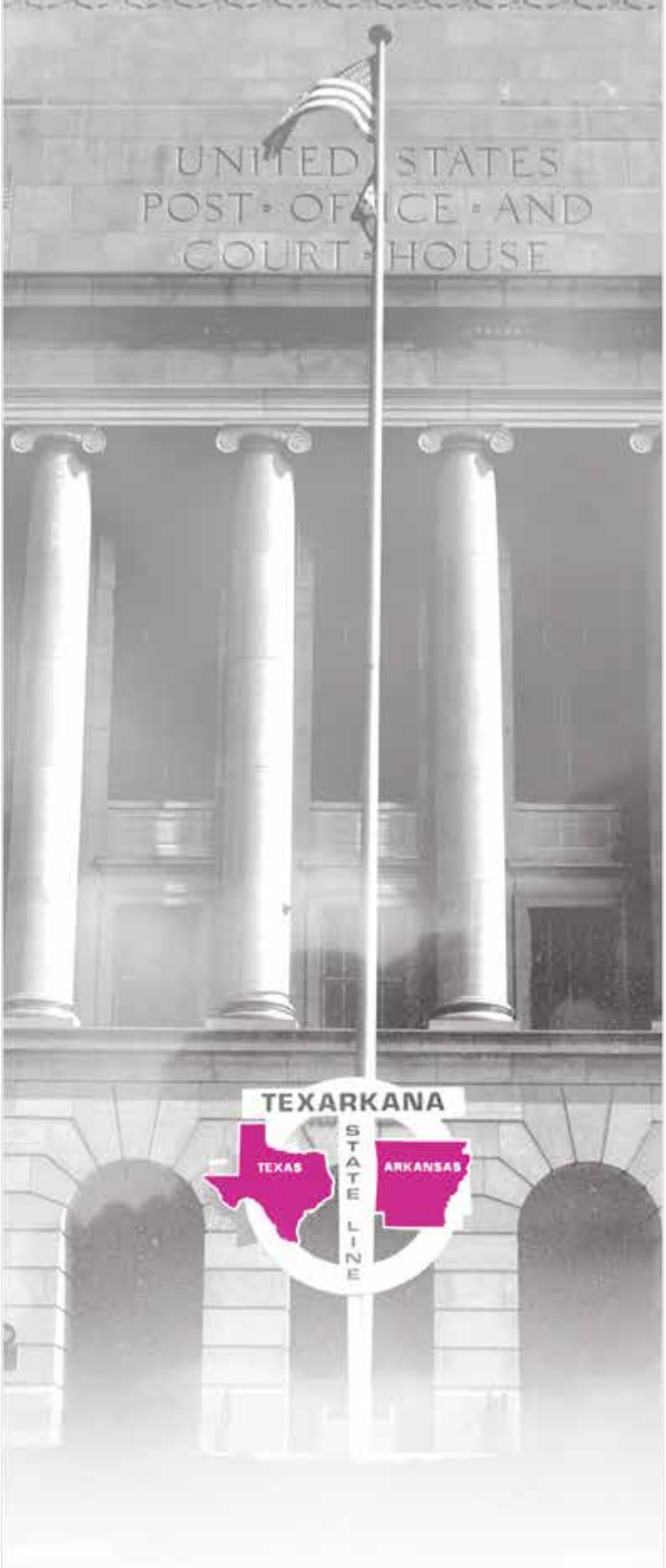
Please use this brochure as a guide or contact us to discuss new ideas.

The Komen Texarkana Race for the Cure is truly a grassroots movement adopted and championed by the twin cities of Texarkana, Arkansas and Texarkana, Texas and their many surrounding communities.

Texarkana breast cancer survivors Kathi Couch and Becky Blake, along with Judy Morgan and a group of friends were part of a lobbying effort to have Texarkana approved by Komen as a Race host city. When approval was announced in October 1998, Texarkana was the smallest city approved as a Race site. Arkansas' First Lady Janet Huckabee served as the first Honorary Chairman of the Komen Texarkana Race for the Cure.

During the inaugural event, an impressive 3,300 people walked through the historic streets of Texarkana, Texas and raised $237,000 for breast cancer programs and research. Additionally, $172,000 in grants were awarded to area health care providers to help provide low-cost mammography screening.

In 2010, the Komen Texarkana Race for the Cure moved to a larger race site at the Four States Fairgrounds in Texarkana, Arkansas and had over 8,600 participants raising in excess of $450,000.



MORE THAN GREEN, ORANGE AND PINK.

E-Z MART supports the Komen Texarkana Race for the Cure and proudly serves as the Grand Presenting Sponsor for the 18th year. Our company and employees are passionate about saving lives and ending breast cancer forever.

TO DATE, SUSAN G. KOMEN® RACE FOR THE CURE TEXARKANA HAS AWARDED MORE THAN

4.9 MILLION DOLLARS

IN COMMUNITY GRANTS IN 18 YEARS OF FUNDRAISING.

BE MORE THAN PINK

CORPORATE SPONSORSHIP PACKAGES

	Exclusive Presenting Sponsor $35,000	Crystal Sponsor $25,000	Diamond Sponsor $15,000
RACE DAY BENEFITS	EZ MART		
Presentation of Plaque to CEO during awards ceremony, opportunity to speak.		•	•
Company official invited on stage to assist in the start	•		
Company banner at start and finish line	•	•	
Company official to speak at Race Day ceremonies	•	•	
P.A. announcements throughout Race Day	•	•	•
Stage signage with company logo	•	•	•
VIP Parking Race Day	•	•	•
Company banner (8'x3') at Race Site (provided by sponsor)	10	8	6
Sponsor booth on Race Day	20'x20'	20'x20'	10'x20'
Opportunity to distribute company promotional materials to Race Participants on Race Day	•	•	•
Sponsor recognition award	•	•	•
Team Tailgating Location	Prominent	Prominent	Prominent
Complimentary Race Entries	25	20	15
Complimentary tickets to Party in Pink	15	10	10
Invitation to VIP Breakfast on Race Day	15	10	10
VISIBILITY			
Display of pink medal ribbon at company location *as city ordinance allows	•	•	•
Recognition on bib numbers	LOGO	LOGO	LOGO
Recognition on Race T-Shirts	LOGO	LOGO	LOGO
Recognition on Race Posters	LOGO	LOGO	LOGO
Official pick-up site for entry forms	•	•	•
Recognition on Race application entry forms	LOGO	LOGO	LOGO

CONTACT AMBER LAWRENCE, SOUTHWEST REGION DIRECTOR, SUSAN G. KOMEN FOR THE CURE TEXARKANA OFFICE AT 903.791.9585.

TARGETED SPONSORSHIP OPPORTUNITIES

Platinum Sponsor $10,000	Gold Sponsor $5,000	Silver Sponsor $2,500	Bronze Sponsor $1,000	Jogger $500
•				
•	•			
•	•	•	•	
5	4	3	2	
10'x10'	10'x10'	10'x10'	10'x10'	
•	•	•	•	
•	•	•	•	
Prominent	Prominent	•	•	•
10	8	6	4	4
8	6	4	2	2
8	6	4	2	2
•	•			
NAME	NAME			
LOGO	LOGO	NAME		
LOGO	LOGO	NAME	NAME	
•	•	•	•	
LOGO	LOGO	NAME	NAME	NAME

KIDS FOR THE CURE®: $1500

- Branded event space (sponsor provides company banner)
- Presenting sponsor of Kids for the Cure® t-shirt (550 printed)
- Opportunity for company to volunteer in Kids area
- Print recognition
- Logo on race website • Social media recognition

SURVIVOR CELEBRATION SPONSOR: $3500

- Branded event space (sponsor provides up to 3 banners) for survivor pavilion
- Logo on all survivor medals
- Opportunity for your company to volunteer at the Survivor Celebration
- Logo on website
- Social Media recognition
- Co-branded letter to survivors
- Co-host of breakfast on race day for 300 survivors and their guest

MILE MARKER SPONSOR: $500

Sponsor a mile on our race course!

- 8 foot banner sign with your company logo at the start of your sponsored mile
- Opportunity for your organization/company to cheer on the participants at your sponsored mile (each person must be registered to participate)
- Social Media recognition

SMALL BUSINESS FOR A CURE: $550

- 10 x 10 booth space w/a table and 2 chairs provided
- Opportunity to reach over 5,000 participants
- May provide 1 company banner for display at booth
- May hand out company, Komen approved swag
- All volunteers at booth must be registered for race day

WATER STATION SPONSOR: $2,500 2 available

- Banner (provided by) sponsor at water station on route
- Opportunity to provide volunteers at water station wearing your organization's t-shirt
- Opportunity to brand water stop with branded table cloth, signage, tent, etc.

IN-KIND OPPORTUNITIES

To help underwrite Race expenses, we offer in-kind sponsorship opportunities at all sponsorship levels,* so that more money can go to the fight against breast cancer. In-kind opportunities include:

Advertising and Billboards • Balloons • Helium
Golf Carts • Office Supplies • Printing
Walkie-talkies • Fundraising prizes • Flower arrangements
Large Tents • Bottled water • Generator
Food and beverage for specific event areas
Heavy Equipment Rentals • Yearly storage rental

NON-PROFIT OPPORTUNITIES

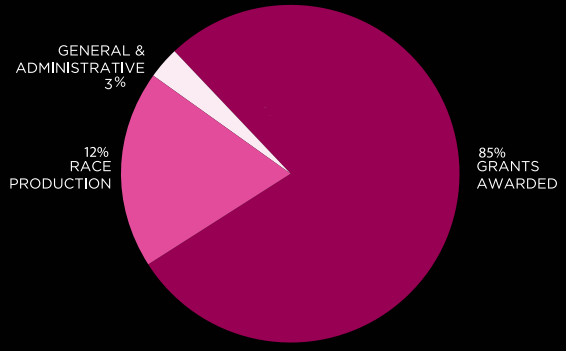
Nonprofits with a budget of $500,000 or less will have an Expo booth opportunity at a discounted cost. This opportunity is limited and will be on a first come basis. Contact Amber Lawrence directly for more information 903-791-9585 or raceforthecure@valornet.com

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 research. 83% of all funds raised, through our Race and other events, are spent on our mission. Over the past 18 years Komen Texarkana has raised $4.9 Million.

EARLY DETECTION
SAVES LIVES

The Komen Texarkana Race for the Cure® is very proud of the fact that up to 75% of the net proceeds from our local donations remain in our service area to help friends, neighbors and co-workers receive breast health education and screening. Additionally, 25% of the net proceeds are directed to the national Susan G. Komen® Research and Training Grants Program to fund research.



WE WILL REDUCE THE CURRENT NUMBER OF BREAST CANCER DEATHS BY 50% IN THE U.S. BY 2026

THIS IS OUR **BOLD GOAL.**

ABOUT SUSAN G. KOMEN®

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®, 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 $2.2 billion invested to date. For more information about Susan G. Komen®, breast health or breast cancer, visit komen.org or call 1-877 GO KOMEN.

THANK YOU TO OUR
LOCAL SPONSORS
FOR BEING **MORE THAN PINK** FOR 18 YEARS.

ONE IN EIGHT
women are affected by breast cancer in the United States over their lifetime.

FIVE-YEAR SURVIVAL RATE FOR EARLY STAGE BREAST CANCER

1982
74%

2017
99%

JOIN US ALONG WITH A STELLAR LIST OF NATIONAL AND LOCAL SPONSORS FOR THE SUSAN G. KOMEN TEXARKANA RACE FOR THE CURE®.

Susan G. Komen Texarkana Race for the Cure® believes that to truly eradicate breast cancer, it must not only invest in research for cures for future generations, but also help meet the immediate health needs of women and their families facing the disease today.

Susan G. Komen® Arkansas Affiliate Tax ID: 71-0724439

2017 GRANT RECIPIENTS

CHRISTUS St. Michael Health System	$101,000
Wadley Regional Medical Center Auxilary	$73,500
Genesis PrimeCare	$10,000
Little River Memorial Hospital	$3,000
GRAND TOTAL:	**$187,500**

I AM MORE THAN PINK

$847,000,000
INVESTED IN NATIONAL BREAST CANCER RESEARCH

I AM MORE THAN PINK

THANK YOU 2016 SPONSORS

GRAND PRESENTING SPONSOR
EZ MART

DIAMOND SPONSORS
CHRISTUS ST. MICHAEL Health System

PLATINUM SPONSORS
Wadley Regional Medical Center

GOLD SPONSORS
neighbors

SILVER SPONSORS
Domino's, FARMERS, TAC, bwi, COOPERTIRE, HERITAGE, Barry, TEXAR, ENCORE, State Bank

BRONZE SPONSORS

JUDGES SPONSORS

WALKER SPONSORS

MEDIA SPONSORS
parent

IN-KIND SPONSORS
Super Foods

BOBBY FERGUSON PARK AT THE FOUR STATES FAIRGROUNDS
OCTOBER 21, 2017

TEXARKANA ADVISORY BOARD

Buddy Allen
Katie Andrus
Pam Beck
Cara Cook
Jeanie Conway
Kathi Couch
Patti Finley
Barbara Glick
Kim Keith
Kristie Keller
Laura LaCroix
Ashley Loftin
Judy Morgan
Don Morriss
Patsy Morriss
Bruce Ramsey,
Trish Reed
Julie Sanderson
Randy Sarrett, M.D.
Melinda Vammen
William Wright

Amber Lawrence,
Southwest Region Director

The Komen Promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

2801 Richmond Road PMB 164
Texarkana, Texas 75503
Race Hotline 903.791.9585
Fax 903.791.9587
raceforthecure@valornet.com

For more information, visit, KomenTexarkana.org.

Contact Susan G. Komen®
Race for the Cure Texarkana
at 903.791.9585

Stop by our office located on the Texarkana College Campus
in The Patterson Media Center, Suite 212.

***PLEASE NOTE that gifts in-kind are considered at half their retail value and must be approved by Race Committee. Donations of services by individuals are not deductible to the individual donor.**

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

Susan G. Komen Race for the Cure® TEXARKANA

Brochure Design by:
WORKHORSE MARKETING