

## Sponsorship Kit

As the largest event the Foundation hosts for the general public, the Prevent Cancer Foundation 5K™ exemplifies the Foundation's mission by encouraging participants to exercise every day, eat healthfully and receive regular medical screenings.

Individuals, families, youngsters, seniors, die-hard marathoners, and first time walkers from the Washington Metro area participate in the event. Last year's 5K attracted 400 participants and we hope to surpass that number this year but we need your help.

We offer six (6) levels to those interested in supporting the 5K:

- Gold
- Silver
- Bronze
- Supporter
- Friend
- In-Kind

Funds raised through the 5K will fund vital cancer prevention and early detection research, and our national education and community outreach. We welcome support from everyone and look forward to forging new relationships with both individuals and local and regional vendors.

*If you have any questions or need more information about 5K sponsorships, please e-mail Linda Chastain (linda (dot) chastain (at) preventcancer.org) and place 5K SPONSORSHIP (all capitals) in the Subject line. You may also call her at 703.519.2119.*

## Sponsorship Kit

### Gold Sponsorship Benefits

#### Pre-Race

- Your corporate logo
  - identifying you as a 2010 supporter on the Foundation's 5K microsite for one year
  - on all 5K collateral materials including signage, flyers, posters and electronic invitations
- Recognition
  - as a supporter of the Foundation's Community Grants, a program providing funding for cancer prevention screening and education projects nationwide
  - in all press and online promotions including press releases and online media outreach
- The Foundation will arrange an on-site employee wellness presentation, including information about the Foundation and the corporate and personal health benefits of participating in the 5K race.
- Opportunity to include product samples, coupons, and/or flyers in 5K run/walk packets.
- Twenty-five (25) complimentary entries to race.

#### Race Day

- Company name on 5K bib numbers.
- Your corporate logo prominently displayed on
  - the back of the Foundation 5K race t-shirts
  - all sponsor signage
  - the Start/Finish line banner

#### Post-Race

- Acknowledgement
  - in select community programs signage as a program supporter
  - in the Prevent Cancer Foundation's Annual Report
  - as a Gold Sponsor in an article about the race in the Foundation's *Cancer PreventionWorks!* newsletter
- Photo opportunity for a team picture with the honorary chair.
- Four (4) complimentary tickets (a \$4,000 value) to the Foundation's March 2011 Annual Spring Gala OR May 2011 Annual Capitol Hill Poker Tournament.

## Sponsorship Kit

### Silver Sponsorship Benefits

#### Pre-Race

- Your corporate logo
  - identifying you as a 2010 supporter on the Foundation's 5K microsite for one year
  - on all 5K collateral materials including signage, flyers, posters and electronic invitations
- Recognition
  - in all press and online promotions including press releases and online media outreach.
- The Foundation will arrange an on-site employee wellness presentation, including information about the Foundation and the corporate and personal health benefits of participating in the 5K race.
- Opportunity to include product samples, coupons, and/or flyers in 5K run/walk packets.
- Fifteen (15) complimentary entries to race.

#### Race Day

- Your corporate logo displayed on
  - the back of the Foundation 5K race t-shirts
  - all sponsor signage
  - the Start/Finish line banner

#### Post-Race

- Acknowledgement
  - as a Silver Sponsor in an article about the race in the Foundation's *Cancer PreventionWorks!* newsletter
  - in the Prevent Cancer Foundation's Annual Report
- Photo opportunity for a team picture with the honorary chair.
- Two (2) complimentary tickets (a \$2,000 value) to the Foundation's March 2011 Annual Spring Gala OR May 2011 Annual Capitol Hill Poker Tournament.

## Sponsorship Kit

### Bronze Sponsorship Benefits

#### Pre-Race

- Your corporate logo
  - identifying you as a 2010 supporter on the Foundation's 5K microsite for one year
  - on all 5K collateral materials including signage, flyers, posters and electronic invitations
- Recognition in all press and online promotions including press releases and online media outreach.
- Opportunity to include product samples, coupons, and/or flyers in 5K run/walk packets.
- Ten (10) complimentary entries to race.

#### Race Day

- Your corporate logo displayed on
  - the back of the Foundation 5K race t-shirts
  - all sponsor signage

#### Post-Race

- Acknowledgement as a Bronze Sponsor in an article about the race in the Foundation's *Cancer PreventionWorks!* newsletter.
- Acknowledgement in the Prevent Cancer Foundation's Annual Report.

## Sponsorship Kit

### Supporter Sponsorship Benefits

#### Pre-Race

- Recognition
  - identifying you as a 2010 supporter on the Foundation's 5K microsite for one year
  - on all 5K collateral materials including signage, flyers, posters and electronic invitations
- Opportunity to include product samples, coupons, and/or flyers in 5K run/walk packets.
- Five (5) complimentary entries to race.

#### Race Day

- Your corporate logo displayed on the back of the Foundation 5K race t-shirts

#### Post-Race

- Acknowledgement in the Prevent Cancer Foundation's Annual Report.

### Friend Sponsorship Benefits

#### Pre-Race

- Recognition identifying you as a 2010 supporter on the Foundation's 5K microsite for one year
- Opportunity to include product samples, coupons, and/or flyers in 5K run/walk packets.
- Two (2) complimentary entries to race.

### In-Kind 5K Partner Sponsorship Benefits

#### Pre-Race

- Recognition identifying you as a 2010 supporter on the Foundation's 5K microsite for one year
- Opportunity to include product samples, coupons, and/or flyers in 5K run/walk packets.