

S p o n s o r s h i p I n f o r m a t i o n



17 STRONG

Seventeenth Annual Komen Hawai'i Race for the Cure

Sunday, October 16, 2011 • 7:00 a.m. • Kapi'olani Park • Honolulu



Partnering to Save Lives, Bring Hope



The Komen Hawai'i Affiliate invites you to partner with us in the 17th annual Race on Sunday, October 16, 2011. We're proud to be **17 STRONG** as we again join in the Race to end breast cancer forever. This is the signature event of the Hawai'i Affiliate of Susan G. Komen for the Cure. Last year, we raised over \$630,000 for the cause with the help of our dedicated sponsors and our 7,000+ race participants.

Our Promise

Our promise is to empower people in the fight against breast cancer; to ensure quality care for all and to energize science to find the cure.

Your Support

Up to 75 percent of all money raised in Hawai'i stays here to support local programs. The remaining money supports the Susan G. Komen for the Cure Grants Program, which funds groundbreaking cancer research, meritorious awards and educational and scientific programs around the world.

How We Help Women in Hawai'i

The money raised over the years from the Race has directly benefited thousands of Island women. Due to recent Affiliate fundraising events in Hawai'i:

- **The Hamakua Health Center** provided free screening mammograms and follow-up diagnostics for Big Island women with little or no insurance;
- **Kokua Kalihi Valley** has been able to expand its community-based breast health program;
- **Moloka'i General Hospital** has been able to improve the continuity of breast care on Moloka'i;
- **The Waikiki Health Center** provided breast cancer screening and education to Hawai'i's diverse ethnic population, targeting women with no health insurance and those lacking access to medical care. No one who could not pay was turned away.



Susan G. Komen funding has helped the Ko'olauloa Community Health Center serve our community through education, and screening for our medically underserved population. We are grateful for the opportunity to reach out and make a difference by saving lives through your donations.

Oreta M. Tupola
Ko'olauloa Community Health and Wellness Center
Grant Coordinator



By providing the funding to help us begin the Oncology Patient Navigator Program, a first in Maui, Susan G. Komen of Hawaii has changed cancer care in Maui County. More patients are now able to stay here in their own community and find the help they need to overcome their cancer battle. Thank you to all who generously support the Race for the Cure. You are making a difference in the lives of our Maui Ohana!

Jeff Scharnhorst RN, M.Div
Executive Director
Pacific Cancer Foundation



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Sponsorship

Sponsorship is an opportunity to align your business with like-minded companies and individuals to promote yourself as a concerned corporate citizen. The Hawai'i Race for the Cure provides a tremendous opportunity to maximize your exposure through promotional and in-kind support.

Promotional Support

Choose to underwrite the cost of print production or purchase advertising for the Race to help spread the word to potential participants. Promotional support contributions are recognized at varying levels based on sponsorship.

In-Kind Support

Donation of products and services is vital to the Race maintaining a less than 25% expense ratio. Items and services essential to Race production are valued at 100% of fair market value while items and services that enhance the Race are valued at 50% of fair market value. The value of in-kind contributions will be agreed upon between the Affiliate and the sponsor. In-kind contributions are recognized at varying levels based on sponsorship.

In-kind support opportunities include:

- Printing services • Shipping • Technical support • Portable communication devices
- Balloons • Entertainment • Team and survivor photos • Survivor gifts • Signs and banners • Lodging • Planning and meeting venues • Promotional items • Sound system
- Food and beverage items • Tents • Postage • Print ads/advertising • Tables, chairs, and decorations • Door prizes • Awards (Tinkled Pink Award, Team t-shirt contest, Overall Race winner)



Having Susan G. Komen's funding is so wonderful. It helps our younger women who are uninsured or underinsured get a free clinical breast exam and a mammogram. We no longer turn away our younger women. Incentives are a plus. Our women are so happy and thankful with their gifts. Thank you Susan G. Komen for all you do for my community. Mahalo and Aloha!

Louana Kassebeer
Waimanalo Health Center



We have been able to increase access to clinical breast cancer screening and education, and cover the cost of mammography and diagnostic services our patients couldn't otherwise afford. "Mara," a 42 year-old Asian woman, felt a breast lump; a mass was confirmed during clinical screening. We referred her for mammography and an ultrasound, which were performed within four days of her visit to us and covered by Komen grant funds. Our eligibility specialists helped Mara apply for emergency Quest, and she was scheduled for bilateral mastectomy and reconstruction.

Sheila Beckham, RD, MPH
Executive Director
Waikiki Health Center

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Prepackaged Programs

Tinkled Pink ®

Target Market: Approximately 7000 race participants and 4000 spectators, survivors and supporters

Cost: \$150 each (10 Port-a-Potties) Your company, group, family or team can sponsor a Port-a-Potty for use at the Race

Benefits: Decorate your potty and turn it into an advertising opportunity. Make it fun and win a prize for the best Port-a-Potty

Na Keiki for the Cure

Target Market: Approximately 7000 race participants with added emphasis toward families with small children, 4000 spectators, supporters and survivors

Cost: \$2500 each sponsor (cash); limited to two (2) companies

Benefits:

- An opportunity to provide a giveaway item to kids on-site during Race day activities
- One (1) banner displayed in the Na Keiki for the Cure area on Race day
- The opportunity to provide a logo item (hat, button, etc.) to complement the Race shirt
- Two (2) complimentary race entries
- Your name listed on Race applications, on official Race t-shirts, on the sponsor page of our Race website, and name on the Race posters

Hiamoe for the Cure (Sleep In for the Cure)

Target Market: Approximately 7000 race participants and 4000 spectators, survivors and supporters

Cost: \$2500 (cash); limited to one company

Benefits:

- Exclusive sponsorship with your company name/logo on the Hiamoe for the Cure pillowcases
- Your name listed on Race applications, on official Race t-shirts, on the sponsor page of our Race website, and name on the Race posters
- Race site Banner Display
- Two (2) complimentary race entries
- Distribution of promotional items to race participants

Mile Marker Sponsor

Target Market: Approximately 7000 race participants and 4000 spectators, survivors and supporters

Cost: \$500 (cash) per marker

Benefits:

- Signage at each mile marker along the Race route
- Sponsor may have decorations and a cheering section wearing company t-shirt for recognition at mile markers
- Company logo on Race map and on the sponsor page of our Race website

A Warm Mahalo to Our 2010 Sponsors

The Safeway® Foundation	HMAA
Chevron	HMSA
Hawai'i Pacific Health	George Nabeshima, CFP®
Go Girl Energy Drink	NAPA Auto Parts
Ward Centers	Tech in the City
Honolulu Club	Watanabe Floral, Inc.
Kaiser Permanente	KITV4 Island Television
Amy's Haven Massage	Clear Channel (KSSK and Island 98.5)
Hawaii Self Storage	UPS

Special Thanks to Our "Doctors for the Cure"

Joyce H. Cassen, MD	Scott D.M. Moon, MD
Angela M.A. Chin, DMD	Stuart Tsuji, MD, PhD
Jonathan K. Cho, MD	Radiology Associates, Inc.
William S. Loui, MD	



Benefits and Visibility

	Ilima Sponsor \$35,000	Maile Sponsor \$25,000	Laua'e Sponsor (Media) \$20,000+	Pikake Sponsor \$10,000	'Awapuhi Sponsor \$5,000	Puakenikeni Sponsor \$3,000	Pua Mella Sponsor \$1,500
Race Bib Front	Logo	n/a	Logo	n/a	n/a	n/a	n/a
Official Race Starter	Yes	n/a	n/a	n/a	n/a	n/a	n/a
Ride in the Race Pace Car	Yes	n/a	n/a	n/a	n/a	n/a	n/a
Use of Official Race Logo	Yes	Yes	Yes	n/a	n/a	n/a	n/a
Opportunity to Speak from Stage on Race Day	Yes	n/a	n/a	n/a	n/a	n/a	n/a
Race Day Recognition from Stage	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Race Applications (3000)	Logo	Logo	Logo	Logo	Name	Name	Name
Official Race T-Shirts (7000)	Logo	Logo	Logo	Logo	Name	Name	Name
Race Posters (200)	Logo	Logo	Logo	Name	Name	Name	Name
Race Website Sponsors' Page	Logo	Logo	Logo	Logo	Name	Name	Name
Email Blasts (4)	Logo	Logo	Logo	n/a	n/a	n/a	n/a
Hyperlink to your Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Race Day Booth Space	30 X 20 tent	20 X 20 tent	10 X 10 tent	10 X 10 tent	10 X 10 tent	Table Display	n/a
Race Day Banner Display	4	3	3	2	2	1	1
Complimentary Race Entries	20	10	10	6	4	3	2
Distribute Logo Items on Race Day	Yes	Yes	Yes	Yes	Yes	Yes	n/a
Logo Item in Race Packet	Yes	Yes	Yes	Yes	Yes	n/a	n/a
Recognition in 2012 Sponsorship Brochure	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Complimentary Tickets to 2012 Survivors Conference	4	2	4	2	2	n/a	n/a

Additional tents may be purchased. Size of banner may be limited according to sponsor level. Race expo booth space includes the size tent annotated and a six-foot table plus two chairs. All other supplies are provided by the sponsor. Sponsor collateral may be distributed at the race expo. All Race collateral must be approved by the race committee prior to distribution. Size of banners will be limited due to space considerations. Banner display on the stage - limited to 4' X 6'. Presenting sponsors will be the exception and size of banner will be included in the sponsor contract.

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 money plus the value of any non-cash property contributed by you over the value of the goods and services provided by the Hawai'i Affiliate of Susan G. Komen for the Cure.

All Sponsors: To guarantee all of the benefits of sponsorship, please remit one half of your sponsorship dollars no later than July 1, 2011. To guarantee recognition in the program, the remaining balance should be remitted by September 30, 2011.



The Komen Story

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. That promise became Susan G. Komen Race for the Cure in 1982, launching what has become a global breast cancer movement. Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care, and energize science to find cures. Finding a cure for breast cancer is our sole focus.

For more than 28 years, Komen for the Cure has invested nearly \$1.9 billion in research, education and health services and has had a role in every major advance in the fight against breast cancer. Komen has contributed to some major changes in the fight against breast cancer:

- **More early detection** – nearly 75% of women over the age of 40 now receive regular mammograms, the single most effective tool in the early detection of breast cancer (In early 1982, less than 30 percent received a clinical exam).
- **More hope** – the five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98% (compared to 74% in 1982).
- **More research** – the federal government now devotes more than \$900 million each year to breast cancer research, treatment, and prevention (compared to \$30 million in 1982).
- **More survivors** – America's 2.5 million breast cancer survivors are a living testament to the power of society and science to save lives. Thanks to events like the Susan G. Komen Hawai'i Race for the Cure® Series, Komen has become the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. To fulfill the promise to end breast cancer forever, Komen for the Cure aims to invest more than \$2 billion over the next decade in breast health care and treatment for the underserved and in research to discover the causes of breast cancer and, ultimately, its cures. The Komen Hawai'i Race for the Cure Series is a critical event in helping reach this vital goal.
- **Global impact** – The first Komen Global Race was held in 2009. A Susan G. Komen Global Promise Fund has been initiated and is dedicated to reaching underserved people in areas where breast cancer death rates are highest.

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Komen
FOR THE **cure**® HAWAII

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