



IMPACT. MAKE ONE.



2012 Susan G. Komen Virginia Blue Ridge Race for the Cure®  
SPONSORSHIP OPPORTUNITIES  
SATURDAY, APRIL 14, 2012 • DOWNTOWN ROANOKE



Presented by 

NATIONAL SERIES SPONSORS



The Running Ribbon is a registered trademark of Susan G. Komen for the Cure®.



## ABOUT SUSAN G. KOMEN FOR THE CURE



Susan G. Komen fought breast cancer with her heart, body and soul. Throughout her diagnosis, treatments, and endless days in the hospital, she spent her time thinking of ways to make life better for other women battling breast cancer instead of worry-

ing about her own situation. That concern for others continued even as Susan neared the end of her fight. Moved by Susan's compassion for others and committed to making a difference, Nancy G. Brinker promised her sister that she would do everything in her power to end breast cancer forever.

That promise is now Susan G. Komen for the Cure®, the global leader of the breast cancer movement, having invested more than \$1.9 billion since inception in 1982. As the world's largest grassroots network of breast cancer survivors and activists, we're working together to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Susan G. Komen Race for the Cure® and the Susan G. Komen 3-Day for the Cure®, and generous contributions from our partners, sponsors and fellow supporters, we have become the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

**WWW.KOMEN.ORG**  
**1-877 GO KOMEN**



## 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. 75% of all net proceeds raised, through our Race and other events, are spent on our mission. Just from our Race alone, the Komen Virginia Blue Ridge Affiliate has granted over half a million dollars to local organizations supporting our mission. The 2012 Virginia Blue Ridge Race for the Cure® will be our third Race!

Up to 75% of the net proceeds fund local breast cancer programs and at least 25% supports the national Susan G. Komen for the Cure Grants Program to fund research. Thousands of Virginia women and men who could not afford breast healthcare have received screenings, education and treatments as a result of funds raised through the Komen Virginia Blue Ridge Race for the Cure® each year.

## JOIN THE FIGHT AND MAKE AN IMPACT

You and companies like yours have made the Komen Virginia Blue Ridge Race for the Cure® part of the world's largest and most successful education and fundraising event for breast cancer ever created.

The series of 5K runs and fitness walks raises significant funds and awareness for the breast cancer movement, celebrates breast cancer survivorship and honors those who have lost their battle with the disease. Since it started in 1983, the Komen Race for the Cure series has grown from one Race with 800 people in Dallas to a global series of more than 140 Races with 1.6 million people participating on four continents.

For the fifth year running, Susan G. Komen for the Cure® has once again received the coveted 4-star rating from Charity Navigator, the nation's largest independent evaluator of charities. Just 5 percent of charities achieve a four-star rating five years in a row, a testament to our stewardship of your funds and dedication to our mission.

According to Charity Navigator President and CEO Ken Berger, "This exceptional designation from Charity Navigator differentiates Susan G. Komen for the Cure from its peers and demonstrates to the public it is worthy of their trust."



## JOIN OUR NATIONAL SPONSORS

The National Presenting Sponsor of the 2011 Susan G. Komen Race for the Cure Series is Yoplait®. Official Series Sponsors are American Airlines, Bank of America, Caltrate, Ford, New Balance, RE/MAX International, Self magazine and Walgreens.

At each Race, breast cancer survivors are celebrated through the Breast Cancer Survivor Recognition Program, sponsored by Zeta Tau Alpha. Breast cancer survivors who wish to be recognized wear complimentary pink caps and T-shirts. Additionally, all Komen Race participants are encouraged to wear "In Memory of" and "In Celebration of" back signs to honor loved ones. These signature traditions are part of what makes Komen Race for the Cure Series so unique.

The Komen Race for the Cure Series would not be possible without the help of nearly 100,000 volunteers. The Volunteer Recognition Program, sponsored by Georgia-Pacific, the makers of Quilted Northern Soft & Strong® Bath Tissue and Vanity Fair® Napkins, provides each Race day volunteer with a unique T-shirt in appreciation of their efforts. Duties and recognition vary by location and may include helping with registration, setting up staging or providing hydration along the Race course.

## CORPORATE SPONSORSHIP PACKAGES

	Premier \$20,000*	Platinum \$15,000*	Gold \$10,000	Silver \$7,500	Bronze \$5,000	Crystal \$2,500	Friend \$1000
<b>RACE DAY BENEFITS</b>							
Local Presenting Sponsor	✓						
Logo at start/finish line	✓	✓	✓				
Product sampling at race day booth**	✓	✓	✓	✓			
Company-provided banners displayed	4	3	2	1	1	1	
Corporate logo/name on stage banner at Race	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Complimentary Race registrations	10	8	6	4	4	2	2
Space at Race day Sponsor Tent Village**	30 x 30	20 X 20	20 X 20	10 X 10	10 X 10	8 x 8	8 x 8
Invite to special donor events	✓	✓	✓	✓	✓	✓	✓
<b>VISIBILITY</b>							
Logo on Downtown Roanoke banner for 30 days***	✓	✓					
Right to use the Komen Race logo with Affiliate approval	✓	✓					
Logo recognition in email campaigns	✓	✓	✓				
Recognition in social media marketing campaigns	✓	✓	✓				
Logo on over 4000 Race race bibs***	✓	✓	✓				
Logo on Race advertising pre-Race***	✓	✓	✓				
Link to company website from Race website	✓	✓	✓	✓	✓		
Recognition in local press releases	✓	✓	✓	✓	✓		
Opportunity to offer Race registration forms at your business location(s)	✓	✓	✓	✓	✓	✓	✓
Listing on Race website	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Logo/Name on over 5000 T-shirts***	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Logo/Name on over 2000 Race registration forms***	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Logo/Name on over 500 posters***	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME

**Other Sponsorship opportunities on page 7**

We do not offer exclusivity sponsorships.

\* For Premier & Platinum levels, at least 50% of the sponsorship must be in cash

\*\* All Race Day booth items must be approved by Sponsorship Committee prior to Race Day

\*\*\* Deadlines apply to receive this benefit

**SPONSORSHIP AGREEMENT FOR THE KOMEN RACE FOR THE CURE®**  
**CONFIDENTIAL**

SPONSOR REF. NO.:

**KOMEN AFFILIATE:**

KOMEN AFFILIATE ADDRESS (STREET, CITY, STATE, ZIP): \_\_\_\_\_  
CONTACT: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_ FACSIMILE: \_\_\_\_\_  
EMAIL ADDRESS: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

**SPONSOR:**

SPONSOR TAX ID/EIN: \_\_\_\_\_  
SPONSOR ADDRESS (STREET, CITY, STATE, ZIP): \_\_\_\_\_  
CONTACT: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_  
EMAIL ADDRESS: \_\_\_\_\_ WEBSITE: \_\_\_\_\_  
SPONSOR NAME TO APPEAR IN ACKNOWLEDGEMENTS (if different than above): \_\_\_\_\_  
RACE(S): \_\_\_\_\_ RACE DATE(S): \_\_\_\_\_  
RACE LOCATION(S): \_\_\_\_\_

**SPONSORSHIP CONTRIBUTION** (check all that apply):  Cash payment in the amount of \_\_\_\_\_  In-kind donation described below  
**DESCRIPTION OF IN-KIND DONATION** (attach additional sheets if necessary)\*:

Quantity	Item Description	Fair Market Value Per Item	Total Fair Market Value of the Donation (Col. 1 x Col. 3)	Item Necessary for Race(s)? (Y/N)

\* Komen Affiliate may require Sponsor to provide additional documentation to support the value of in-kind donations prior to accepting such donations.

**TOTAL FAIR MARKET VALUE OF SPONSORSHIP CONTRIBUTION\*\*:** \_\_\_\_\_

\*\* Sponsor should contact its tax advisor to determine the tax deductible amount, if any, of the Sponsorship Contribution for federal income tax purposes.

**VALUE OF SPONSORSHIP CONTRIBUTION FOR SPONSORSHIP LEVEL** (reflecting any reduction due to lack of necessity\*\*\*): \_\_\_\_\_

\*\*\* For the sole purpose of determining the Sponsorship Level of the Sponsor, in the event an in-kind donation is not necessary for the Race(s), the Total Fair Market Value of the Donation may be reduced by one-half. Such reduction shall not have an impact on the fair market value or tax-deductible amount of the Sponsorship Contribution.

**CASH SPONSORSHIP CONTRIBUTION PAYMENT METHOD:**

Check payable to Komen Affiliate  ACH transfer (instructions available on request)  
 Credit card payment:  
(a) Credit card type:  Visa  MasterCard  American Express  Discover (b) Name of cardholder: \_\_\_\_\_  
(c) Credit card number: \_\_\_\_\_ (d) Verification code (3 or 4 digits): \_\_\_\_\_ (e) Expiration date: \_\_\_\_\_

**SPONSORSHIP CONTRIBUTION PAYMENT SCHEDULE:**

Full amount of Sponsorship Contribution due and payable to Komen Affiliate upon execution of this Agreement.  
 Payment of \_\_\_\_\_ of the Sponsorship Contribution due and payable to Komen Affiliate upon execution of this Agreement, with the remainder of the Sponsorship Contribution due and payable to Komen Affiliate on or before \_\_\_\_\_.  
 Payment of the full amount of the Sponsorship Contribution due and payable to Komen Affiliate on or before \_\_\_\_\_.  
 Other (explain schedule or attach timeline): \_\_\_\_\_

• Sponsor's failure to make the contributions on the due dates indicated above shall result in a forfeiture of those Sponsorship Benefits set forth on page 4 of the 2012 Sponsorship Brochure.

**SPONSORSHIP LEVEL:** See page 4 of the 2012 Sponsorship Brochure **SPONSORSHIP BENEFITS:** See page 4 of the 2012 Sponsorship Brochure

**KOMEN AFFILIATE PERMISSION FOR SPONSOR TO USE THE FOLLOWING MARKS** (check all that apply):

Komen Affiliate name  Komen Affiliate Race for the Cure® name(s)  
 Susan G. Komen Race for the Cure® logo (must be used in close proximity to Komen Affiliate name)  
• The marks selected above (collectively, "Komen Marks") may be used by the Sponsor during the term of this Agreement for the sole purpose of promoting the Sponsorship.  
• **Sponsor will present to Komen Affiliate for its approval (which approval shall not be unreasonably withheld), prior to printing, distribution, publication, display, or use, any and all promotional materials and scripts of all statements, oral or written, to be made by Sponsor, its agents or spokespersons, which use or refer to any Komen Marks.**  
• Sponsor shall not use the Komen Marks in advertisements or promotions that contain a reference to any entity that is not an authorized local or national sponsor of the Race(s).  
• Sponsor may only distribute sponsorship materials and statements in the following service area of Komen Affiliate (if this Agreement applies to more than one Race, please specifically describe the distribution area for each Race): \_\_\_\_\_  
• Sponsorship materials and statements must state that the Komen Marks are registered trademarks of Komen and must be consistent with both parties' outstanding public images.  
• Sponsorship materials and statements may only refer to each Race in the following form: "Local Sponsor of the Susan G. Komen Virginia Blue Ridge Race for the Cure"  
(or "\_\_\_\_\_-Level Sponsor of the Susan G. Komen Virginia Blue Ridge Race for the Cure"). If this Agreement covers more than one Race location, please set forth the additional Race names in the "SPECIAL TERMS/OTHER" section below.

**SPONSOR PERMISSION FOR KOMEN AFFILIATE TO USE THE FOLLOWING SPONSOR MARKS:**

• Prior to the date of \_\_\_\_\_, Sponsor must provide to Komen Affiliate a high-resolution, digital image of the Sponsor's marks set forth above (collectively, "Sponsor Marks"). Sponsor's failure to submit the images required on the due date indicated above shall result in a forfeiture of those Sponsorship Benefits set forth on Schedule B to this Agreement.

**SPECIAL TERMS/OTHER:**

By executing this Agreement, Sponsor agrees to be bound by the Standard Terms and Conditions as set forth on Page 2 of this Agreement and all attachments hereto, which are hereby incorporated herein as if set forth in their entirety. All terms set forth in all bold and capitalized letters herein shall have the meaning specifically designated above. The signatories to this Agreement hereby warrant that they have read and agree to the terms, conditions and provisions of this Agreement, including the Standard Terms & Conditions and Schedules, and have full power and authority to sign for and bind their respective organizations.

EFFECTIVE THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, \_\_\_\_\_ (the "Effective Date").

\_\_\_\_\_  
KOMEN AFFILIATE  
BY: \_\_\_\_\_  
NAME/TITLE: \_\_\_\_\_

\_\_\_\_\_  
SPONSOR  
BY: \_\_\_\_\_  
NAME/TITLE: \_\_\_\_\_

1. Susan G. Komen for the Cure. Komen Affiliate is a non-profit organization exempt from federal income tax pursuant to Internal Revenue Code §501(c)(3). Komen Affiliate is affiliated by agreement with The Susan G. Komen Breast Cancer Foundation, Inc. d/b/a Susan G. Komen for the Cure ("Komen"). Sponsor and Komen Affiliate agree that Komen is an intended third party beneficiary under this Agreement.

2. Term of Agreement. The term of this Agreement shall begin on the Effective Date and shall end on completion of the last Race set forth on Page 1 of this Agreement; provided, however, that the provisions of Sections 5, 6, 7, 10, 12, 13, 14, and 15 shall survive termination of this Agreement.

3. Sponsor Contributions. Sponsor shall receive the Sponsorship Benefits set forth in Schedule B of this Agreement in consideration for the Sponsorship Contribution. Komen Affiliate may require Sponsor to provide additional documentation to support the value of in-kind donations prior to accepting such donations as credit toward the Sponsorship Contribution. The total value of any goods and services provided by Sponsor as part of its sponsorship of the Race(s) shall be designated in this Agreement. As indicated on Page 1 of this Agreement, all cash Sponsorship Contributions shall be either (i) sent to Komen Affiliate by check at the address set forth on Page 1 of this Agreement; or (ii) transmitted through ACH transfer to an account designated in writing by Komen Affiliate. All cash payments made to Komen Affiliate, whether by check or ACH transfer, shall reference the Sponsor Ref. No. set forth on Page 1 of this Agreement. All in-kind Sponsorship Contributions shall be delivered to Komen Affiliate in accordance with the delivery instructions provided by Komen Affiliate to Sponsor. In the event Sponsor has a presence at a Race, Sponsor shall present to Komen Affiliate for prior approval all items that are to be distributed by Sponsor at such Race.

4. Komen Marks. Komen Affiliate is a licensee of Komen with respect to the Komen Marks. Komen Affiliate grants to Sponsor a limited, non-exclusive sublicense to use the Komen Marks during the term of this Agreement. Sponsor may use the Komen Marks solely to promote its sponsorship of the Race(s) in conjunction with promotions, marketing and advertising, as agreed upon in advance by Komen Affiliate and in accordance with the terms of this Agreement. Sponsor shall not change or alter the Komen Marks in any way, including without limitation, in appearance or spelling or change the case of the letters. Sponsor is prohibited from transferring, sublicensing or assigning its rights to use the Komen Marks. At its sole discretion, Komen Affiliate may require the removal of the Komen Marks at any time from any materials developed in connection with the Race(s). Sponsor acknowledges and agrees that any materials, advertisements, promotional items, brochures, signage or other Komen-branded items provided by Komen Affiliate may not be used, reproduced, distributed or disseminated except as specifically authorized by Komen Affiliate and solely in accordance with Komen's standard terms of use, as may be amended from time to time. Komen Affiliate and Sponsor agree that all right, title and interest in and to the Komen Marks shall inure to the sole benefit of Komen.

5. Sponsor Marks. Sponsor grants Komen Affiliate a limited, non-exclusive license to the Sponsor Marks during the term of this Agreement, solely for acknowledging Sponsor's sponsorship of the Race(s). Sponsor represents and warrants that it owns the Sponsor Marks and Komen Affiliate's use of such marks in accordance with the terms of this Agreement shall not infringe on the rights of any third party. Komen Affiliate shall not sublicense or transfer the use of the Sponsor Marks to any person or entity without the prior written consent of Sponsor. It is Sponsor's responsibility to inform Komen Affiliate of any changes in the Sponsor Marks that occur following execution of this Agreement. Upon notice of such changes, Komen Affiliate shall make good faith efforts to make the necessary changes to new Race materials it creates, but shall not be required to make any changes to any Race materials that have already been created or are in the process of being created at the time such notice is given. Komen Affiliate and Komen agree that all right, title and interest in and to the Sponsor Marks shall inure to the sole benefit of Sponsor.

6. Confidentiality. Each party agrees to hold in strict confidence, during and for three (3) years after the term of this Agreement, all information, material, and data that have been disclosed one to the other during the term of this Agreement and is marked "Confidential", including the terms of this Agreement (other than Sponsorship Levels). Each party agrees that it will not use any such confidential information of the other party for any purpose not directly associated with the former party's obligations hereunder, without prior approval from the other party; provided, however, that each party may disclose such information without prior approval if required by law or court order.

7. Indemnification. Each party (the "Indemnitor") agrees to indemnify and hold harmless the other party (the "Indemnitee," and in the event Komen Affiliate is the Indemnitee, such term to include Komen) from and against any and all costs, losses, demands, claims or expenses (including court costs and reasonable attorneys' fees) whatsoever brought by a third party against, or incurred by, the Indemnitee arising from: a) the negligence, intentional or willful misconduct of the Indemnitor; b) Indemnitor's performance or failure to perform pursuant to this Agreement; or c) any claim arising out of, or in connection with, any service or product sold or obligations hereunder provided by the Indemnitor in connection with the Race(s). In no event shall either party be liable to the other party for any indirect, special, or consequential damages (including, without limitation, damages for loss of profits or expected savings or other economic losses) arising out of or in connection with this Agreement or its subject matter, regardless of whether such party knows or should know of the possibility of such damages. The foregoing exclusions and limitations shall apply to all claims and actions of any kind, whether based on contract, tort (including, but not limited to, negligence), or any other grounds, regardless of the form of action.

8. Insurance.

(A) Sponsor shall maintain during the term of this Agreement commercial general liability insurance in the minimum amount of \$1,000,000.00 per occurrence to cover liability for bodily injury, property damage, death and advertising injury arising out of Sponsor's activities in connection with the Race(s).

(B) In the event (i) Sponsor's contribution includes an in-kind donation; and/or (ii) Sponsor (or its products) has a physical presence at a Race (excluding signage), Sponsor shall maintain during the term of this Agreement the following insurance in addition to the insurance coverage required in Subsection (A) above: (a) workers' compensation insurance in the amount required by the law of the state(s) in which the party's workers are

located and employers liability insurance with limits of not less than \$1,000,000.00; (b) business automobile liability insurance with a minimum combined single limit of \$1,000,000.00 covering all owned, hired, rented, subcontracted and non-owned vehicles and equipment used by Sponsor; and (c) excess/umbrella insurance, excess to the insurance coverage required in Subsections (A) [general liability insurance] and (B)(b) [business automobile liability insurance] above, with a limit of not less than \$5,000,000.00. Sponsor's workers' compensation insurance shall include a waiver of subrogation in favor of Komen and Komen Affiliate with respect to any losses arising from work performed by or on behalf of Sponsor. In the event a Sponsor is subject to the insurance requirements of this Subsection (B), Sponsor agrees to name Komen and Komen Affiliate as additional insureds on its commercial general liability insurance policy and any other policies required under this Subsection (B), solely with respect to the Race(s). Sponsor shall furnish a certificate of insurance to Komen Affiliate showing that such insurance policies are in place within thirty (30) days after the Effective Date of this Agreement. Furthermore, in the event a Sponsor is subject to the insurance requirements of this Subsection (B), Komen or Komen Affiliate shall name Sponsor as an additional insured on its commercial general liability insurance policy solely with respect to the Race(s) upon written request from such Sponsor. Unless due to the gross negligence or willful misconduct of either Komen or Komen Affiliate, neither Komen nor Komen Affiliate shall be responsible for any loss or damage to Sponsor's property.

(C) All insurance coverage shall be placed with insurers who have an AM Best's Insurance rating of A-VII or better. The minimum amounts of insurance coverage required in this Section 8 shall not be construed to create a limit of Sponsor's liability with respect to its indemnification obligations under this Agreement.

9. Cancellation or Delay of a Race. Komen Affiliate will use its good faith diligent efforts to conduct the Race(s) on the Race Date(s) set forth on Page 1 of this Agreement; provided, however, that Komen Affiliate shall not be responsible for damages that result from delays or postponements of a Race due to circumstances beyond its reasonable control; and in the event that a Race does not take place, the Sponsorship Contribution shall be treated as a donation to Komen Affiliate and shall not be refunded.

10. Relationship of Parties. The parties to this Agreement are not joint venturers, partners, agents, nor representatives of each other and such parties have no legal relationship other than as contracting parties to this Agreement. All individuals provided by or associated with Sponsor who perform services at the Race(s) shall perform such services at the direction of, under the supervision and control of, and for the benefit of Sponsor. Such individuals shall not perform such services on behalf of Komen Affiliate and shall not be agents or representatives of Komen Affiliate. Sponsor shall be responsible, as between Sponsor and Komen Affiliate, for any injuries or damages caused by or to said individuals.

11. Assignment. Neither party may assign, directly or indirectly, by operation of law, change of control or otherwise, this Agreement or any rights or obligations hereunder, without the prior written consent of the other party, which shall not be unreasonably withheld. Any attempt to assign this Agreement in contravention of this Section 11 shall be void and of no force and effect.

12. Dispute Resolution. In the event of any dispute arising out of this Agreement, the parties shall use good faith efforts to resolve their differences amicably. In the event they are unsuccessful, the parties agree not to commence litigation until attempting to resolve their dispute through mediation. Either party may initiate the mediation process with thirty (30) days' prior written notice to the other party. The dispute shall be submitted to mediation in the city in which Komen Affiliate's principal place of business is located. Costs of mediation shall be borne equally by the parties. Mediation of the dispute shall be completed within fifteen (15) days of commencement, unless the parties extend the time by mutual agreement or unless the mediator declares the parties to be at an impasse. Notwithstanding the above, in the event that either party believes that immediate injunctive relief is required to protect its Marks, such party may invoke the immediate powers of the appropriate court of law without the requirement to first mediate the dispute.

13. Governing Law and Venue. This Agreement shall be governed by the laws of the State in which Komen Affiliate's principal place of business is located ("State of Choice") without regard to conflict of laws principles that may require the application of the laws of any other jurisdiction. With respect to any suit arising out of or in connection with this Agreement that is not resolved under Section 12 of this Agreement, each party consents and submits to the exclusive jurisdiction of competent state and federal courts in the State of Choice for any litigation or dispute arising under this Agreement and to the venue of such litigation or dispute in the city or county in which Komen Affiliate's principal place of business is located.

14. Notice. Any notice hereunder shall be in writing and shall be effective (i) when personally delivered or when transmitted via facsimile with receipt confirmed; (ii) the next business day following deposit with a reputable courier service for overnight delivery; or (iii) five business days following deposit in the United States mail, postage prepaid, registered or certified. All notices shall be forwarded to the address of each party listed on Page 1 of this Agreement.

15. Entire Agreement. This Agreement shall constitute the entire agreement of Sponsor and Komen Affiliate to be binding upon the parties as of the Effective Date. This Agreement supersedes any prior understandings or oral agreements between Sponsor and Komen Affiliate regarding the Race(s) and constitutes the entire understanding and agreement between the parties with respect to the Race(s). There are no agreements, understandings, representations or warranties between the parties other than those set forth in this Agreement. Should any section, or portion thereof, of this Agreement be held invalid by reason of any law, statute or regulation existing now or in the future in any jurisdiction by any court of competent authority or by a legally enforceable directive of any governmental body, such section or portion thereof shall be validly reformed so as to approximate the intent of the parties as nearly as possible and, if unreformable, shall be deemed divisible and deleted with respect to such jurisdiction; and this Agreement shall not otherwise be affected.

16. Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be considered an original instrument. Each counterpart will be considered a valid and binding original. Once signed, any reproduction of this Agreement made by reliable means (e.g., photocopy, facsimile) is considered an original.

# FRIENDS OF KOMEN SPONSORSHIP OPPORTUNITIES

Sponsors of all kinds are an extremely valuable portion of the Race for the Cure. The generous donations made by our sponsors directly help fund both national-level research and local breast health programs. Your support ensures that these programs can continue making strides against this disease and providing much needed services to women in our local communities.

## FRIENDS LEVEL

For every \$250 donated, the Race for the Cure will provide you with a special 'Friends of Komen' window cling, recognition on Race Day and at the Race site, and a Race t-shirt that you can display to show your support for this valuable cause.

## MEMORIAL LEVEL

This "In Memory Of/In Honor Of" level allows you to be a Race Sponsor in someone's memory or honor. For every \$100 donated, you will receive recognition on Race Day and at the Race site, as well as a Garden of Hope flower naming the person you are honoring.

Have a sponsorship idea that isn't listed here?

**Custom sponsorship packages can be created. Just tell us what you have in mind!**  
[acesponsorship@komenvablueridge.org](mailto:acesponsorship@komenvablueridge.org)

## TARGETED OPPORTUNITIES

Many Targeted Sponsorship opportunities are also available. You will be recognized as the sponsor of these specific areas of the event. (\*These are exclusive sponsorships and there will only be one business sponsor per location.)

**Wall of Remembrance**  
**Garden of Hope**  
**Registration**  
**Sleep in for the Cure® program**  
**Survivor Tent**  
**Start/Finish Line**  
**Port-o-Potties**  
**Kids for the Cure® Family area**  
**Main Stage**  
**Team Tent Village**  
**Information Booths**  
**Water Stations**  
**Along the Race Course**  
**Doctors for the Cure® program**



## BENEFITS OF INVOLVEMENT ON A LOCAL LEVEL

Based on your level of sponsorship, your company may:

- Receive high visibility prior to the event, as well as on Race day
- Reach an audience of thousands of people on one day
- Test-market and showcase products
- Build employee morale and company pride
- Retain and increase customer loyalty
- Align yourself with this top fundraising event in Southwest Virginia
- Forming a team helps to maximize the value you gain from your sponsorship. Company t-shirts will also maximize your exposure on Race day.



## THANK YOU TO OUR 2011 LOCAL SPONSORS

WDBJ-7

Carilion Clinic  
Perdue Farms  
Southern Virginia Ford Dealers Advertising Association

Lewis Gale Regional Health System  
Myriad Genetics  
Roanoke County Parks & Recreations  
Blue Ridge Cancer Care

Grand Home Furnishings  
Bella Magazine

Spilman, Thomas & Battle  
Dicks Sporting Goods  
Starbucks  
Maple Leaf Bakery  
US Foodservice



The Running Ribbon is a registered trademark of Susan G. Komen for the Cure®.



## 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.*

For more information about the 2012 Komen Virginia Blue Ridge Race for the Cure® visit our website: [komenvablueridge.org](http://komenvablueridge.org).

For sponsorship, call 540.400.8222 or email [raresponsorship@komenvablueridge.org](mailto:raresponsorship@komenvablueridge.org).



4910 Valley View Blvd, Suite 212  
Roanoke, VA 24012  
540.400.8222  
Fax 540.400.8774  
Email [raceforthecure@komenvablueridge.org](mailto:raceforthecure@komenvablueridge.org)