

Why Become a Sponsor?

OUR GOAL No more late stage diagnosis in the Upper Cumberland

- **HELP SAVE LIVES** of mothers, sisters, aunts, daughters, friends, neighbors, coworkers through association with one of the most renowned movements to fight breast cancer.

- Media promotion that drives sales to targeted audience of potential customers
- Community recognition & goodwill are generated
- Your employees are educated
- Image as a caring employer is promoted
- Positive public relations are generated
- Donation is tax deductible
- Networking, cross-promotion & website exposure

Local Grant Recipients

- Cannon County Senior Center/Stones River Hospital/Dekalb Community Hospital
- Warren County Educational Foundation in partnership with River Park Hospital
- Cookeville Regional Medical Center Foundation
- Tennessee Department of Health
- Cumberland Medical Center
- WCTE-TV Upper Cumberland Public Television
- American Cancer Society
- Casting For Recovery
- Putnam County Family YMCA

Where does the Money Go?

\$3 out of every \$4 - That is how many dollars stay with our Upper Cumberland Affiliate! Each year the Affiliate awards funding to area non-profits for Community Grants. These grants provide breast health education to targeted populations as well as access to screening for people of the Upper Cumberland.

The remaining \$1 goes to fund the Susan G. Komen for the Cure® National Award and Research Grant Program which funds ground-breaking breast cancer research, meritorious awards and educational and scientific programs around the world.



Benefit & Sponsorship Levels

	Promise \$20,000	Hope \$10,000	Courage \$5,000	Passion \$2,000	Empowerment \$1,000	Trust \$500
Company representative to speak on Race Day at opening ceremonies	•	•	•	•	•	•
Banner on stage & start line (sponsor provides)	•	•	•	•	•	•
Name on race bib	•	•	•	•	•	•
*Right to use the official Race for the Cure® logo in sponsor advertising	•	•	•	•	•	•
Company logo on Race billboards	•	•	•	•	•	•
Right to distribute goods at Race (any goods must be preapproved by SGK Race Committee)	•	•	•	•	•	•
Tent space on Race Day (sponsor provides)	•	•	•	•	•	•
Sponsor mentioned in all press releases	•	•	•	•	•	•
Company banner at finish line (sponsor provides)	•	•	•	•	•	•
Sponsor mentioned during opening and closing ceremonies	•	•	•	•	•	•
Company link on Race Page of Upper Cumberland Komen's web site	•	•	•	•	•	•
Name and logo on all tee shirts	•	•	•	•	•	•
Recognition in "Thank You" ad in local papers	•	•	•	•	•	•
Complimentary Race entry & T-shirts (# of entries and shirts)	10	6	4	3	2	1

* Check with affiliate for usage guidelines.
The value of complementary Race entries will be backed out of your tax acknowledgements.

The Race is on!

- The Susan G. Komen Race for the Cure® has more participants than any other 5K in the world!
- There are over 120 Komen Race for the Cure® 5Ks held world-wide.
- Since 2005, there have been well over one million participants in the Komen Race for the Cure®.
- In 2008, the Komen Race for the Cure® celebrated its 25th anniversary.
- The Komen Race for the Cure® Series raises significant funds and awareness for the fight against breast cancer, celebrates breast cancer survivorship, and honors those who have lost their battle with the disease.
- The Komen National Race for the Cure® takes place each year in Washington, DC.

Upper Cumberland Breast Cancer Facts

- The average number of women receiving mammograms in the Upper Cumberland is less than the average number receiving mammograms in Tennessee and the United States.
- There are more instances of late stage diagnosis in the Upper Cumberland than in Tennessee and the United States.

