Our goal is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

Komen Houston is a nonprofit committed to saving lives by meeting the most crucial needs in our communities and investing in breakthrough research to prevent and cure breast cancer. Komen Houston is the only local breast cancer organization attacking the disease on all fronts — education, screening, treatment, follow-up care, advocacy, and research.

Komen’s Bold Goal is to reduce the current number of breast cancer deaths by 50% in the U.S. by 2026.

Where the money goes:
- 75% Cutting-edge research
- 25% Breast Health services in Harris and surrounding counties

Service area:
Komen Houston’s service area includes seven counties and is home to 2.8 million women.

One in eight women will be diagnosed with breast cancer.

For more information, please contact Kristen Barley, Senior Development Director, at 832.924.7688 or kbarley@komen-houston.org.
Komen Houston is committed to providing visibility for your company and its affiliation with the Race for the Cure®. In the past, the Race has garnered over 43,000,000 media impressions through our sponsorships and paid partnerships. Media coverage and exposure for 2019 series sponsors will include television, radio, and highly effective grassroots marketing to more than 90,000 email subscribers, Facebook and Twitter followers.

**High profile sponsorships**

Komen Houston offers a variety of sponsorships to support the Race. From pre-Race activities to Race day exposure and volunteer participation, your organization can reach a variety of audiences and receive valuable brand exposure and benefits in return. Showcase your products, promote your services, connect to a loyal customer base or new audience, build employee engagement in the community, and share our promise to end breast cancer forever.

**Custom sponsorships**

Interested in a sponsorship not listed? Have a product or service that is essential to the success of the Race? We would love to hear your idea for enhancing the Race and getting your message out to your customers!

**Build a team**

Teams are the heart and soul of the Race. They not only contribute to the event’s spirit and sense of community, but also raise funds to race towards our shared goal: no one should die from breast cancer. Team fundraising helps provide breast health access to women in our community, and funds research to find the cures. Together, we WILL create more survivors.

**Why form a Susan G. Komen Race for the Cure team?**

- Increases the company’s visibility and shows its commitment to the community
- Offers an employee engagement opportunity to develop team spirit and boost morale
- Unites you with other local companies who have committed to the Komen Houston mission—a world without breast cancer
# premier sponsorships

## COMPANY BRAND EXPOSURE

<table>
<thead>
<tr>
<th>Sponsorship Amount</th>
<th>PRESENTING</th>
<th>PINK DIAMOND</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>CRYSTAL</th>
<th>COPPER</th>
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<tr>
<td>$150,000</td>
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<tr>
<td>Race Email Blast: 90,000+ Reach</td>
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<tr>
<td>T-Shirts: 10,000</td>
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<td>LOGO</td>
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<td>LOGO</td>
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<tr>
<td>Race Day Guide</td>
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<td>NAME</td>
<td>NAME</td>
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<tr>
<td>Advertisement in Race Manuals (Digital)</td>
<td>FULL PAGE</td>
<td>FULL PAGE</td>
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<td>1/2 PAGE</td>
<td>1/4 PAGE</td>
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<td>Social Media Recognition</td>
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## RACE DAY EXPOSURE

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<tbody>
<tr>
<td>Race Bibs: 10,000</td>
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<tr>
<td>Sounding the Horn at Opening Ceremonies</td>
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<td>Recognition in Race Day Scripts</td>
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<tr>
<td>Komen-Provided Exhibit Tent in Sponsor Expo</td>
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<td>Premier Exhibit Placement</td>
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<td>Company Provided Banners at Race Site</td>
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<td>1</td>
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<tr>
<td>Logo or Name on Post-Race Celebration Area Banner</td>
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<td>LOGO</td>
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<td>NAME</td>
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## COMPANY ENGAGEMENT

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<tr>
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<th>PRESENTING</th>
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<th>DIAMOND</th>
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<th>BRONZE</th>
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<td>Complimentary Race Registrations</td>
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<tr>
<td>Invitations to VIP Tent (Race Day)</td>
<td>25</td>
<td>15</td>
<td>10</td>
<td>8</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Invitations to VIP Breakfast (Race Day)</td>
<td>12</td>
<td>8</td>
<td>7</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Invitations to Pink Honor Roll Event</td>
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<td>5</td>
<td>5</td>
<td>5</td>
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<td>2</td>
<td>2</td>
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</tr>
</tbody>
</table>

Race Sponsor Deadline to Maximize Print Benefits - July 31, 2019
targeted sponsorships

**official presenting sponsor**

$150,000  1 available

The Official Local Presenting Sponsor for Race For The Cure® is a prominent branding opportunity for your organization. This sponsorship includes an opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings. The Official Local Presenting Sponsorship is a special employee engagement opportunity where coworkers can volunteer in all pre and post Race activities.

- Company naming opportunity as “Komen Houston Race for the Cure presented by [Company Name]” on all print and media materials
- Recognition as the Official Presenting Sponsor in all appropriate collateral, online listings, press releases and media
- Opportunity to have a Race kickoff at your company office to engage employees in the fight against breast cancer
- Complimentary promotional space in Expo Area with an opportunity to provide giveaways
- Company-branded tent (20’x20’ tent provided by Komen Houston)
- Opportunity to provide 1,500 dual logo’d bags for survivor bags
- Opportunity to provide 1,500 gifts for survivor bags
- Receive Presenting Sponsor level Benefits

**registration partner**

$30,000 includes cash + in-kind  1 available

The Official Local Registration Partner for Race For The Cure® is a branding opportunity to provide registration sites in the Greater Houston area for race participants. This partnership will provide great exposure for your on-site locations to families and individuals who register for the race.

- Company naming opportunity as “Official Registration Sponsor”
- Provide sites for registration and setup during Race season
- Recognition as the Official Registration Sponsor in all appropriate collateral, online listings and media
- Receive Gold level Benefits

**breakfast sponsor**

$15,000 includes cash + in-kind  1 available

The Pink Ribbon Café is a breakfast area at the post-race party for all Race participants. The sponsor provides in-kind food and supplies, while Komen provides the tent, tables, chairs and flooring for the café.

- Company naming opportunity as “Pink Ribbon Café by [Company name]” on all print and media materials
- Company banner displayed at Pink Ribbon Café (provided by sponsor)
- Sponsor company to provide food, drinks and utensils for 10,000 guests
- Opportunity to provide volunteers for the Pink Ribbon Café with corporate branded t-shirt
- Receive Premier Silver level benefits
targeted sponsorships

main stage & survivor celebration
$50,000 1 available
The Main Stage is a prominent opportunity for brand exposure, as the stage is the central gathering place for more than 10,000 participants and hundreds more spectators for the Opening Ceremony, Race Day entertainment and Closing Ceremony. The Survivor Celebration is held on Main Stage following the Race and is a special time to celebrate breast cancer survivorship while remembering those who have passed away from the disease.

- Company naming opportunity as “Main Stage sponsored by [Company Name]”
- Opportunity to provide branded T-shirts for finish line volunteers (volunteers can either be provided by sponsor or by Komen Houston)
- Receive Premier Diamond Level benefits

pink power party sponsor
$25,000 includes cash + in-kind 1 available
Held during the first week of September, the Pink Power Party offers a unique opportunity for a sponsor to interact with Houston business, civic and philanthropic community. Guests will also include the Race’s top fundraisers, Komen Houston major donors, volunteer leadership and other corporate sponsors.

- Company naming opportunity as “Pink Power Party Sponsored by [Company Name]”
- Company official makes welcome remarks at event
- Opportunity to hand out company branded giveaways at Pink Power Party and Race.
- Receive Premier Gold Level benefits

finish line sponsor
$30,000 1 available
The high point of every Race participant’s experience is the Finish Line, with cheers and excitement as they accomplish their goal. This sponsorship offers the opportunity to brand the finish line where more than 10,000 participants will cross the finish line and hundreds more spectators will gather to cheer them on.

- Company naming opportunity as “Finish Line sponsored by [Company Name]”
- Exclusive opportunity to provide banners for fenced area beyond finish line
- Opportunity to provide branded T-shirts for finish line volunteers (volunteers can either be provided by sponsor or by Komen Houston)
- Receive Premier Gold Level benefits

kids for the cure corral
$20,000 1 available
The post-race family fun continues in the Kids for the Cure Corral with bounce houses, characters and mascots, face painting, and other fun family entertainment. Kids for the Cure Corral sponsorship is ideal for an employee engagement opportunity.

- Company naming opportunity as “Kids for the Cure Corral by [Company Name]”
- Opportunity to hand out company branded giveaways to children and/or Race participants in Kids Corral
- Company banner displayed at Kids Corral (provided by sponsor)
- Opportunity to provide volunteers for the Kids Corral with corporate branded t-shirts
- Receive Premier Silver Level benefits
targeted sponsorships

**vip tent sponsor**

$15,000 1 available

Individual and Team participation and fundraising is vital to the success of the Race. Pink Honor Roll members (Individuals who have raised $1,000 or more) and Pink Power League members (Teams that have raised $10,000 or more) by Race Day are invited to the VIP Tent on Race Day. The Pink Honor Roll (Individuals) and Pink Power League (Teams) programs help rally participants/teams to register early, recruit others to participate and encourages friendly, competitive fundraising all in support of our mission. At the VIP Tent, they are recognized, have the opportunity to take a group picture, receive special giveaways. The VIP Tent is also where Sponsors, Pink Honor Roll and Pink Power League members are invited pre-race for a delicious breakfast.

- Company naming opportunity as “VIP Tent Sponsored by [Company Name]”
- Opportunity to provide specialty item for all team members on Race Day
- Company logo on photo booth area for team pictures
- Company-branded VIP Tent (tent provided by Komen Houston)
- Company banner (provided by sponsor) displayed at tent area
- Company banner (provided by sponsor) displayed at expo area
- Company employee engagement opportunity at tent as volunteers
- Company logo and name on fundraising emails regarding Pink Honor Roll and Pink Power League
- Special company message in targeted email blasts to individuals and Team members
- Receive Bronze Level benefits

**survivor & living with mbc tent**

$15,000 1 available

The Survivor & Living with MBC Tent is a special gathering place for honored survivors and those living with metastatic breast cancer (MBC) to visit with their guests, enjoy breakfast, receive special gifts and socialize. This sponsorship is a unique employee engagement opportunity for coworkers, friends or family in supporting race participants.

- Company naming opportunity as “Survivor & Living with MBC Tent Sponsored by [Company Name]”
- Opportunity to provide banner, table tents and other promotional signage and/or activity inside the tent
- Opportunity to brand Survivor & Living with MBC Race bibs with logo
- Opportunity to provide 1,500 gifts for gift bags
- Receive Premier Bronze Level benefits
targeted sponsorships

**information booth**

$15,000  
1 available

Information booths are the go-to place for questions on Race Day, and an important part of providing a positive and enjoyable experience for all participants and partners. Four booths are strategically placed throughout the Race site.

- Company naming opportunity as the “Information Booth sponsored by [Company Name].”
- Opportunity for Company Sponsor to provide 40 company branded t-shirts for Race Day staff and volunteers
- Company banners (provided by sponsor) displayed at 2 information booths (2 tents provided by Komen Houston)
- Opportunity to have company exhibit tent (10’x10’)
- Opportunity to hand out company branded giveaways to Race participants at company exhibit tent
- Company banner (provided by sponsor) displayed at exhibit tent
- Branded FAQ section on Race website
- Company logo on information pre-race FAQ email communication
- Receive Premier Bronze Level benefits

**sleep in for the cure®**

$10,000  1 available

Sleep in for the Cure® is a registration option for participants who would like to support the Race but are not able to attend on Race Day. These participants will receive all the communication that a regular race participant receives, but will not walk on Race day.

- Company naming opportunity as “Sleep In for the Cure sponsored by [Company Name].”
- Company logo on special pink SNOOZE Race bibs
- Company banner at sponsor expo (provided by sponsor)
- Provide a company branded item (approx. 1,000+) in the SIFTC Race packet. Items may include a pillow case, sleep mask, door hanger, etc.
- Receive Premier Bronze Level benefits

**medical stations sponsor**

$10,000  1 available

The Medical Booths are a critically important element of the Race experience, as the health and safety of our participants and volunteers are paramount. The Company Sponsor will have naming opportunities on all three medical booths on Race Day, and brand visibility to all participants.

- Company naming opportunity as “Medical Booth sponsored by [Company Name].”
- Company banners (provided by sponsor) displayed at 3 medical booth tents (10’x10’ tents provided by Komen Houston)
- Company banner at sponsor expo
- Receive Premier Bronze Level benefits
targeted sponsorships

water station sponsors
$5,000  5 available
Water stations are strategically placed on the Race route for participants to refuel and for volunteers to encourage race participants as they walk/run. Each water station is supplied with water and cups to hand out to race participants. All stations will have a 6’ table that may be used for banners or other company branding. The Water Station sponsorship is an exciting way to involve coworkers, friends or family in supporting race participants.

(checklist)
- Company naming opportunity at designated water station
- Company banner *(provided by sponsor)* at water station
- Company banner at sponsor expo *(provided by sponsor)*
- Provide volunteers to help with the set up and tear down of designated water station as well as work the water station during Race (*Komen Houston provides all supplies for the station, including table, water jugs, cups, and trash bags*)
- Receive Premier Crystal Level benefits

mile marker sponsors
$3,000  3 available
This accessible sponsorship level allows for prominent company branded signage at one of three mile markers for the Race.

(checklist)
- Includes branded signage at one mile marker location
- Receive Premier Copper Level benefits

cheer station sponsors
$5,000  6 available
Cheer Stations are placed throughout the Race route to help participants stay motivated and create a fun and lively atmosphere on Race Day. Cheer Station sponsorship is an exciting way to involve coworkers, friends or family in supporting race participants. Cheer Station Volunteers encourage race participants as they

(checklist)
- Company naming opportunity at designated cheer station
- Company banner *(provided by sponsor)* at cheer station
- Company banner at sponsor expo *(provided by sponsor)*
- Provide volunteers to work the cheer station during the Race (*Komen Houston provides all supplies for the station, including table and cheer supplies*)
- Receive Premier Bronze Level benefits

in-kind sponsorship

Our goal is to underwrite Race costs through both cash and in-kind contributions. This ensures that more money can go directly to fight breast cancer. Products and services are donated to help offset expenses. We welcome partnerships in a variety of areas, including the following products and services:

(checklist)
- Advertising (print, television, radio, online, billboards)
- Printing, production and/or copying services
- Banners and signage
- Survivor Gifts/Goodies for Survivor bags
- Entertainment
- Porta-potties
- Postage and Mailing Services
- Video Production
- Decorations
- Tents/Tables/Chairs

snapchat filter sponsor
$3,000  1 available
This accessible sponsorship level allows for prominent company branding on social media.

(checklist)
- Includes branded filter on Snapchat
- Receive Premier Copper Level benefits
We are interested in the following level(s):

**Premier Levels**
- **Presenting** | $150,000
- **Pink Diamond** | $75,000
- **Diamond** | $50,000
- **Platinum** | $40,000
- **Gold** | $30,000
- **Silver** | $20,000
- **Bronze** | $10,000
- **Crystal** | $5,000
- **Copper** | $2,500

**Targeted Levels**
- Targeted support of specific Race areas, pre-Race events, and other efforts
  - Registration Partner | $30,000
  - Breakfast Sponsor | SOLD
  - Main Stage | SOLD
  - Finish Line | SOLD
  - Information Booth | $15,000
  - Pink Power Party | $25,000
  - Kids for the Cure Corral | SOLD
  - VIP Tent | $15,000
  - Survivor & Living with MBC Tent | $15,000
  - Medical Station | SOLD
  - SleepIn For the Cure | $10,000
  - Water Stations (5) | $5,000
  - Cheer Station (6) | $5,000
  - Mile Markers (3) | $3,000
  - Snapchat Filters (1) | $3,000

Please contact me as follows:

**Name**

**Organization**

**Address**

**City** | **State** | **Zip**

**Day Phone** | **Email**

Please return this form as soon as possible by:

**Email** kbarley@komen-houston.org
**Mail** Susan G. Komen Houston
Attn: Kristen Barley
602 Sawyer Street, Suite 201
Houston, TX 77007

Race Sponsor Deadline to Maximize Print Benefits – July 31, 2019
thank you to our 2018 komen houston race for the cure® sponsors

**PINK DIAMOND SPONSORS**

[Logos and images of sponsors]

**PLATINUM SPONSOR**

[Logo and image of sponsor]

**GOLD SPONSORS**

[Logos and images of sponsors]

**SILVER SPONSORS**

[Logos and images of sponsors]

**BRONZE SPONSORS**

[Logos and images of sponsors]

**CRYSTAL SPONSORS**

Amegy Bank of Texas • CAMS • CenterPoint Energy • Clark Hill Strasburger • Constellation Daily + Associates • Darr Equipment Co • ExxonMobil • Kelsey Seybold Clinic • LD Systems OUTFRONT MEDIA • PRS Insurance Solutions • Philadelphia American Life • Southwest Dairy Farmers

**COPPER SPONSORS**

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JOIN THESE GREAT COMPANIES IN 2019.