

Partners *in the* Promise

2012 Corporate Sponsorship Program

Supporting Susan G. Komen for the Cure®
Oregon and SW Washington Affiliate

OUR VISION: A World Without Breast Cancer | OUR PROMISE: End Breast Cancer Forever | OUR MISSION: Saving Lives



PARTNERS IN THE PROMISE TOGETHER we can save lives

What is Partners in the Promise?

Partners in the Promise is a corporate sponsorship program for companies both large and small that would like to support the mission and programs of Susan G. Komen for the Cure®. This is an opportunity to join a coalition of community leaders and make an impact. Your employees and customers can be proud of this investment.

Why Participate?

There is great value in partnering with Komen, including **extensive visibility for your brand**. Komen is the trusted, local resource for breast cancer as well as the global leader of the breast cancer movement. In 2011 Harris Interactive, a market research firm, ranked Komen in the top two nonprofits for brand equity and as a national charity people are most likely to donate to. Philanthropedia, an arm of the nonprofit charity agency GuideStar, named Komen as the cancer charity making the biggest impact on cancer in 2011.

Susan G. Komen for the Cure®, Oregon and SW Washington Affiliate

The local Affiliate of Susan G. Komen for the Cure® is the only organization in Oregon and SW Washington that exclusively addresses the issues of breast cancer on all levels. We have one clear mission – saving lives and ending breast cancer forever. We save lives by funding:

- Free mammograms for women without insurance
- Transportation and treatment support
- Public awareness and education about breast cancer issues
- Support for breast cancer survivors
- Research to discover and deliver the cures



Melinda Merrill (left) and Glynda Brockhoff from the Public Affairs Department at Fred Meyer accept 2011 Corporate Partner of the Year at the Annual Recognition and Awards Evening from Komen Oregon's CEO, Chris McDonald (center)

PROGRAMS SUPPORTED BY PARTNERS IN THE PROMISE

Annual Recognition and Awards Evening— January 26, 2012

This evening of gratitude and recognition features a special celebration and Affiliate awards program. Our Partners in the Promise, major donors, Race sponsors, Komen Board of Directors and volunteer committee members, and a select group of committed friends and partners will be in attendance.

Breast Cancer Issues™ Conference for Health Care Providers— March 9, 2012

In its third year, the Breast Cancer Issues Conference for Health Care Providers is designed for primary care providers and other professionals who care for patients with breast cancer and breast health concerns. The expected attendance is 200.

Breast Cancer Issues™ Conference— March 10, 2012

Now in its 14th year, the Breast Cancer Issues™ Conference is a special one-day conference for breast cancer survivors, co-survivors and health professionals addressing risk reduction, treatment options and survivorship. As a collaborative effort between our Affiliate and every major health system in the Portland Metro area, this year's projected audience of 750 attendees will come from throughout Oregon and SW Washington.

Lunch for the Cure®— April 19, 2012

This is a fundraising luncheon for 500 corporate and individual donors to gain insight into the mission of our organization as well as our impact in the local community. In addition, it provides an opportunity for guests to become donors at the level of \$1,000 or more. Current major donors are also invited to attend and renew their commitment to our organization.

Community Grant Awards Celebration— May 11, 2012

Representatives from the non-profits with whom we collaborate throughout Oregon and SW Washington to receive day-long training and recognition for their work. Their partnerships with our Affiliate fulfill our life-saving mission of breast cancer education and outreach, treatment support, and survivor support.



Community Grant Partners celebrate together at the Community Grant Awards Celebration



Breast Cancer Issues Conference attendees receive the most up-to-date information on critical breast cancer issues

PARTNERS IN THE PROMISE LEVELS	Presenting \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	In the Pink \$500
Media opportunities	x					
Company name and logo on programs and event signage for our five featured programs	logo	logo	name	name	name	name
Verbal recognition of support at our five featured programs	x	x				
Complimentary admission to our five featured programs	x	x				
Permission to use the Komen logo with pre-approval	x	x				
Permission to use the Komen marks for cause-marketing promotion	x	x	x			
Featured in social media (Facebook, Twitter)	x	x	x	x		
Listing as a Partner in the Promise in our Annual Report and on Affiliate website under Partners in the Promise section	x	x	x	x	x	x
Acknowledgement in the annual Partners in the Promise Thank You E-Blast (86,000+ list)	x	x	x	x	x	x
Educational resources including breast health presentations for your employees, access to our Survivor Programs Manager for support, and breast health materials	x	x	x	x	x	x

Thank you to our
2011 Partners in the Promise
 who make our mission events possible!

PRESENTING PARTNERS



PLATINUM PARTNERS



GOLD PARTNERS

BNC Printing, Groupon,
 Northwest Cancer Specialists,
 Wells Fargo

SILVER PARTNERS

Datasafe Inc., Davis Wright Tremaine,
 DoubleTree Hotel; Portland,
 Fast Signs; NW Portland,
 Linda O'Neill Coaching, Old Spaghetti Factory,
 Regence, The Westin; Portland

BRONZE PARTNERS

Galaxy Wine Company, Hello, Lovely,
 Henningsen Cold Storage,
 OnPoint Community Credit Union,
 Tom James of Portland

IN THE PINK PARTNERS

Burgess Plastic Surgery, CH2M HILL,
 Emily Hu Plastic Surgery, Panera Bread,
 Mother's Bistro & Bar



For five years running, Komen has achieved the top 4-star rating from Charity Navigator, placing Komen in the top 5 percent of national nonprofits for financial responsibility.