



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

## 2012 SPONSORSHIP OPPORTUNITIES



Largest Race on the West Coast | Average 35,000+ participants | 1000 teams | over \$20 million raised locally since 1991

# Extraordinary Audience

The Komen Portland Race for the Cure is the largest Race on the West Coast drawing an average of **35,000+** participants.

## The Power of Our Brand...

In 2011 Harris Interactive, a market research firm, ranked Komen in the top two national nonprofits for brand equity and as a charity people are most likely to donate to. *Philanthropedia*, an arm of the nonprofit charity watch agency Guidestar, named Komen as the cancer charity making the biggest impact on cancer in 2011.



## KOMEN RACE FOR THE CURE® DEMOGRAPHICS

The following are actual statistics take from registered participants.

### GENDER

Women: 80%  
Men: 20%

### AGE

1-17 Years: 19%  
18-34 Years: 26%  
35-54 Years: 36%  
55+ Years: 19%

### EDUCATION

High School Graduate: 8%  
Some College: 30%  
College Graduate: 37%  
Post-Graduate: 25%

### HOUSEHOLD INCOME

Less than \$25,000: 6%  
\$25,000 - \$35,000: 8%  
\$35,000 - \$50,000: 15%  
\$50,000 - \$75,000: 22%  
\$75,000+: 49%

### PERSONAL EXPERIENCE AT THE RACE

An enthusiastic 92.7% rated their personal experience at the Race for the Cure as **Extremely** or **Very Positive**.



# Exceptional Exposure

94% of Race sponsors agree that they are likely to sponsor the Race in the future.

## RACE PROMOTION

Susan G. Komen for the Cure has long standing relationships with local media partners who consistently over-deliver promotional support for the Komen Portland Race for the Cure.

- **TELEVISION** - KATU Channel 2 is the official Television Station of the Komen Portland Race for the Cure.
- **RADIO** - Clear Channel Radio is the official Radio Group providing airtime across: Z100 FM, K103 FM, 105.9 FM, KLTH 106.7 FM, KEX 1190 AM, KPOJ 620 AM.
- **PRINT** - The market's top newspaper, The Oregonian, publishes a Race Special Section in addition to traditional print ads.
- **ONLINE** - Approximately 85% of Race participants register online at [www.komenoregon.org](http://www.komenoregon.org). In addition to the strength of our online media partners such as Oregonlive.com, Clear Channel Radio Group and KATU.com providing online awareness, Komen's email distribution is 86,000 and growing.
- **OUTDOOR** - Banners line strategic, high-traffic streets in downtown Portland. A special Wells Fargo Banner crosses Fourth Avenue in downtown Portland, and buses and billboards appear throughout the city.
- **RACE COLLATERAL** - Komen distributes fliers and posters through a strong network of retail partners in addition to mailing directly to over 40,000 households.
- **T-SHIRTS** - Since 1999 more than 450,000 t-shirts have been distributed locally.

## KOMEN PROVIDES THE FOLLOWING FOR ALL ON-SITE SPONSORS:

- Canopy (10X10 or 10X20 depending on sponsorship level)
- Two 6' skirted tables, one 8' skirted table, and two chairs
- One power outlet (if requested)
- On-site security (Saturday night and Sunday morning)
- Logistical support for move-in on Saturday

## ENHANCEMENT PACKAGES

- "Jumbo" Booth Package: \$1,000 Package includes an additional 10X10 footprint added to your on-site space, 10X10 canopy, three skirted tables, and two additional chairs.

Additional amenities such as stanchions, fencing, overhead lights, sidewalls, tables, and chairs may also be ordered at sponsor's cost as needed.

## Sponsor Testimonial

*"Sponsoring the Race for the Cure isn't just a good business decision. We support Komen because it's a cause that our employees and customers believe in."*

*-Melinda Merrill  
Director of Public Affairs  
Fred Meyer Stores*



<b>Komen Portland Race for the Cure® SPONSORSHIP BENEFIT LEVELS</b>	<b>LOCAL PRESENTING \$50,000</b>	<b>GOLD \$35,000</b>	<b>SILVER \$25,000</b>	<b>BRONZE \$15,000</b>	<b>CRYSTAL \$10,000</b>	<b>PATRON \$5,000</b>	<b>IN THE PINK \$2,500</b>
<b>MEDIA AND PRINT EXPOSURE<sup>1</sup></b>							
Logo on Race Flyer, Save the Date Cards (48,000), Team Captain Packets (1,000), and Race Bibs (35,000)	Logo						
May Advertise with Race Logo	Yes	Yes					
Logo in TV PSAs <sup>2</sup>	All	1/2					
Radio Spot Rotation	Name	Name	Name				
Race Posters	Logo	Logo	Logo	Name			
Race T-Shirts	Logo	Logo	Logo	Name	Name		
Race Flyers	Logo	Logo	Logo	Logo	Name	Name	Name
<b>WEB AND ONLINE EXPOSURE</b>							
Local Race Fundraising Web Pages <sup>3</sup>	Logo & Link						
Social Media (Facebook, Twitter) <sup>4</sup>	Feature	Feature	Feature				
Online Race Website Link	Link	Link	Link				
Race Website Recognition	Logo/Feature	Logo	Logo	Logo	Name	Name	Name
Komen Electronic Newsletter	Logo	Logo	Logo	Logo	Name	Name	Name
<b>RACE WEEKEND EXPOSURE</b>							
Interview at Main Stage	Yes						
Brand recognition at Start Line	Yes						
Booth at Race <sup>5</sup>	10 x 20	10 x 10	10 x 10				
Survivor Goody Bag Insert Opportunity <sup>6</sup>	Yes	Yes					
Banners Displayed at Race (supplied by sponsor)	4	3	2	1			
Health Expo Booth <sup>7</sup>	2	1	1	50% off	25% off		
Complimentary Race Entries	20	16	14	10	8	4	
Race Day Acknowledgement (PA)	Yes	Yes	Yes	Yes	Yes	Yes	Yes, + Route Sign

<sup>1</sup> Media and Print Exposure: Deadline for logo or name inclusion on all printed materials is Friday, June 15, 2012. Deadline for logo or name inclusion on the Race T-shirts is July 1, 2012.

<sup>2</sup> Subject to product restrictions; gold sponsor logos in half of all PSA's.

<sup>3</sup> 85% of Race participants register online at [www.komenoregon.org](http://www.komenoregon.org) and create personal fundraising webpages.

<sup>4</sup> Social media following of more than 10,000.

<sup>5</sup> Larger booth space pricing is negotiable.

<sup>6</sup> To be distributed at "Survivor City" on Race day to approximately 3,300 breast cancer survivors (product must have prior approval).

<sup>7</sup> Health Expo booth size - 10' x 10'. Approximately 20,000 individuals attend the Health Expo for Race pickup and to engage with vendors and sponsors.

Sampling booth space can be added to any package or purchased a la carte for **\$7,500**



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[www.komenoregon.org/race-sponsorship.asp](http://www.komenoregon.org/race-sponsorship.asp)