

PARTNERS IN THE PROMISE

A New 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

Imagine the impact.

What is Partners in the Promise?

Partners in the Promise is our new 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 corporate leaders and make an impact. Your staff and customers can be proud of this investment.

Why Participate?

Your support is vital! One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime, with Oregon and Washington leading the country in the number of cases. The chances are high that many of your employees and customers have been affected by breast cancer either personally or through family and friends. We will provide benefits based on your level of support.

Fundraising partners are presented with a recognition gift at the Annual Recognition and Awards evening.



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 copes with 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 for survivors
- Public awareness and education about breast cancer issues
- Support for breast cancer survivors
- Research to discover and deliver the cures



*Komen celebrates the grace and courage
of breast cancer survivors.*

PROGRAMS SUPPORTED BY PARTNERS IN THE PROMISE



Breast Cancer Issues™ Conference – February 28, 2009

Now in its 11th 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 800 to 900 attendees will come from throughout Oregon and SW Washington.

Community Partner Training and Recognition – April 2009

Representatives from the non-profits we collaborate with come from 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.



Lunch for the Cure® – October 29, 2009

This is a fundraising luncheon for 400 to 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 join our Angel Club and become a donor at the level of \$1,000 or more. Current members of our Angel Club are also invited to attend and renew their commitment to our organization.

Annual Recognition and Awards Evening – January 2010

This special evening of gratitude and recognition is for our Partners in the Promise, Angel Club donors, Race sponsors, Komen Board of Directors and Committee members, and a selected group of committed friends and partners. Hosted by NW Natural, it will feature a special celebration and awards program.

PARTNERS IN THE PROMISE LEVELS

\$500	IN THE PINK PARTNER
\$1,000	BRONZE PARTNER
\$2,500	SILVER PARTNER
\$5,000	GOLD PARTNER
\$10,000	PLATINUM PARTNER
\$25,000	PRESENTING PARTNER



PARTNERS IN THE PROMISE BENEFITS

Benefits for all levels:

- Recognition as a Partner in the Promise at our four featured programs, including company name on event signage and printed program
- Listing as a Partner in the Promise in our Annual Report and on Affiliate website under Partners in the Promise section
- Acknowledgement in the annual Partners in the Promise Thank You Ad and Affiliate E-Blast (60,000+ list)
- Educational resources including breast health presentations for your employees, access to our Survivor Programs Manager for support, and breast health materials

\$10,000 and \$25,000 Partners:

- Listed as our Platinum or Presenting Partners at all programs and in all recognition, including: Company name and logo on programs, invitations, event signage, and pre-event advertising
- Verbal recognition of support at our five featured programs
- Featured in press releases
- Permission to use the Komen logo with pre-approval



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