



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

## 2009 SPONSORSHIP OPPORTUNITIES



Largest Race on the West Coast | 45,000+ participants | 1000 teams | \$26 million dollars raised locally since 1991

# Extraordinary Audience

Oregon and Washington have the highest incidence of breast cancer in the nation.

One in eight women will be diagnosed with breast cancer in her lifetime.

*Komen Portland Race for the Cure® is the largest Race on the West Coast drawing the support of more than 45,000 participants.*

## 2008 KOMEN RACE FOR THE CURE® DEMOGRAPHICS

The following are exact statistics taken from our registered participants.

### GENDER

Women: 79.3%  
Men: 20.7%

### AGE

1-17 Years: 18.3%  
18-24 Years: 8.3%  
25-34 Years: 18.8%  
35-44 Years: 17.5%  
45-54 Years: 17%  
55-64 Years: 15.4%  
65+ Years: 4.7%



The following statistics were taken from a post Race online survey of 3,800 2008 participants.

### EDUCATION

Some college: 27.5%  
Bachelor degree: 38.0%  
Graduate school: 21.8%  
High school graduate: 7.5%  
Trade/technical school: 4.5%  
Some high school: 7%

### RACE PARTICIPANT SATISFACTION FROM THE 2008 EVENT

Very satisfied: 68.3%  
Somewhat satisfied: 23.4%  
Neutral: 5.2%  
Somewhat unsatisfied: 3%  
Very Unsatisfied: 0.1%

### HOUSEHOLD INCOME

Less than \$30,000: 13.2%  
\$30,000 - \$50,000: 21.9%  
\$50,000 - \$75,000: 22.7%  
\$75,000 - \$100,000: 18.7%  
\$100,000 - \$200,000: 20.4%  
\$200,000+: 3.2%

### LIKELIHOOD THAT A 2007 RACE PARTICIPANT WILL RETURN IN 2008

Definitely will: 72%  
Somewhat likely to: 20.8%  
Undecided: 6%  
Not too likely: 1.2%

# Exceptional Exposure

## RACE PROMOTION

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

- **TELEVISION-** KGW News Channel 8 is the official Television Station of Race for the Cure.
- **RADIO-** Clear Channel Radio is the official Radio Group providing airtime across stations: FM 103, Z100, KOOL 105, 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-** In 2008, 37,200 participants registered 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 and KGW, Komen's email distribution list is 60,000.
- **OUTDOOR-** Banners decorate downtown Portland in addition to Billboard and TriMet advertising.
- **RACE MERCHANDISING-** Komen distributes brochures 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 373,000 t-shirts have been circulated locally.

## SIGNATURE SPONSORSHIPS

As you review our 2009 sponsorship opportunities, be confident that the sponsorship contributions you invest not only provide a significant promotional value, but also generate a priceless return. Create your own presence at Race, reaching more than 45,000 Race participants and bringing us one step closer to our vision: *A world without breast cancer.*

**Sleep In for the Cure® Presenting Sponsorship | \$20,000:** 'Sleep In' is an opportunity for thousands of Komen supporters who cannot attend Race to virtually participate. 'Sleep In' is an outstanding opportunity to build a customized promotion supporting Race.

**Health Expo Presenting Sponsorship | \$20,000:** Create your presence at one of the largest health and women's trade shows in Portland with more than 25,000 Race participants attending each year.

**Finish Line | \$15,000:** Reach more than 45,000 Race participants as they experience the glory and emotion crossing the finish line.

**Commemorative Race Pin | \$9,000:** Brand your company on the collectable keepsake pin to all 45,000 Race participants.

**Survivor Commemorative Race Pin | \$4,000:** Showcase your company on the collectable keepsake pin that more than 3,100 breast cancer survivors will receive.

**Race Day Sampling Tent | \$6,000:** A great marketing opportunity to distribute samples or coupons to more than 48,000 Race participants plus spectators and volunteers.

**On-Course Water Stop | \$7,500:** Add to the excitement of the Race experience with a presence on-course handing out water to Race participants.

**Health Expo Booth Space | \$1,250:** An opportunity to interact with over 25,000 Race participants at the Health Expo as an exhibitor.

**Media Sponsorships | Price and availability to be determined:** Street Banners, Billboards, Bus Promotion, Television, Radio, Online and Print.

<b>Komen Portland Race for the Cure® SPONSORSHIP BENEFIT LEVELS</b>	<b>LOCAL PRESENTING \$45,000</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>
Booth at Race <sup>1</sup>	10 x 20	10 x 10	10 x 10				
1,300 Team Captain Packets	logo						
48,000 Save the Date Cards	logo						
Local Race Fundraising Web Pages <sup>2</sup>	logo & link						
Logo on Race Bibs	logo						
Survivor Goody Bag Insert Opportunity <sup>3</sup>	Yes	Yes					
May Advertise with Race Logo	Yes	Yes					
Logo in 30-second TV psas <sup>4</sup>	All	1/2					
Radio Spot Rotation	Name	Name	Name				
Team Captain Distribution Opportunity	Yes	Yes	Yes				
Health Expo Booth	2	1	1	50% off	25% off		
Race Website Link	Link	Link	Link				
Banners Displayed at Race	4	3	2	1			
Race T-shirts <sup>6</sup>	Logo	Logo	Logo	Name	Name		
Race Posters <sup>5</sup>	Logo	Logo	Logo	Name			
Complimentary Race Entries	20	16	14	10	8	4	
Newspaper Ads <sup>4</sup>	Logo	Logo	Name	Name	Thank You Ad	Thank You Ad	Thank You Ad
Race Brochures <sup>5</sup>	Logo	Logo	Logo	Logo	Name	Name	
Race Website Recognition	Logo/Feature	Logo	Logo	Logo	Name	Name	Name
Komen Electronic Newsletter	Logo	Logo	Logo	Logo	Name	Name	Name
Race Day Acknowledgement (PA)	Yes	Yes	Yes	Yes	Yes	Yes	Route Sign

1. Larger booth space pricing is negotiable, booth sampling space can be added to package for an additional \$6,000.
2. Throughout the summer of 2007, there were over 5,000,000 page views at [www.komenoregon.org](http://www.komenoregon.org).
3. To be distributed at survivor tent on race day to approximately 3,000 breast cancer survivors (product must have prior approval from the race manager).
4. Subject to production restrictions.
5. Deadline for inclusion on the race poster and race brochure is May 31, 2009.
6. Deadline for inclusion on the race T-shirts is July 1, 2009.



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