



SPONSORSHIP DEADLINE

July 1, 2014

Sponsor contract and payment due.

For sponsorship questions, call 775-355-7311
or email race@komentnorthnv.org.

The Komen Promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

MAILING ADDRESS:

PO Box 20868, Reno , NV 89515

PHONE: 775-355-7311

FAX: 775-355-7245

EMAIL: race@komentnorthnv.org

WEBSITE: komentnorthnv.org

FIND US ON:

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**WE LIVE HERE.
WE RACE HERE.
WE SAVE LIVES HERE.**



NATIONAL SERIES SPONSORS

American Airlines



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**2014 SUSAN G. KOMEN
NORTHERN NEVADA
RACE FOR THE CURE®**

SPONSORSHIP OPPORTUNITIES

**SUNDAY, OCTOBER 5, 2014
GRAND SIERRA RESORT AND CASINO**



Source: Fenner Photography

JOIN THE FIGHT AND MAKE AN IMPACT

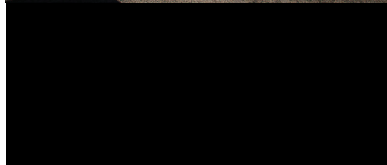
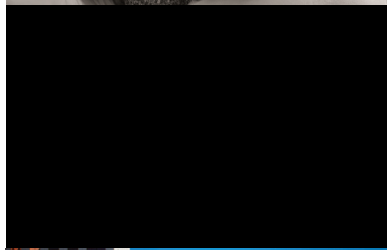
You and companies like yours have made the Komen Northern Nevada Race for the Cure® the largest and most influential not-for-profit fundraising 5K in northern Nevada. More than 4,000 participants, dozens of corporations, and the determination of the Reno/Sparks community have established this event as the best of its kind. The 2013 event raised almost \$300,000, advancing our mission to cure breast cancer. We encourage you to join us in our quest. **75% OF NET FUNDS WILL SUPPORT LOCAL BREAST HEALTH PROGRAMS.**

ABOUT SUSAN G. KOMEN

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded more than \$800 million in research and provided more than \$1.6 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Visit komen.org or call 1-877 GO KOMEN. Connect with us on Facebook at facebook.com/susangkomen and Twitter @SusanGKomen

NORTHERN NEVADA — OUR IMPACT

Since the first Race for the Cure in 1999, the Northern Nevada Affiliate has made a significant contribution to the community, distributing more than \$3.2 million in grants to local breast cancer causes and \$930,000 to research.



LIFE LESSONS FROM A PINK RIBBON WARRIOR

There are moments in every life that take us by surprise and challenge us beyond our limits, but we sometimes assume those moments will never happen to us.

On January 12, 2012, the strength, faith and love my family has for one another were put to the test when I was diagnosed with Invasive Ductal Carcinoma cancer of the breast. I was 34 years old. Hearing the words “You have Cancer” sent me straight into survival mode. Fearing what my kids would never do without me, I began my battle with a heart of strength and the knowledge that nothing would conquer my spirit.

I carried on with normal activities - worked out every day, coached my kids' baseball team, walked the dogs, volunteered in the classroom, went to church and kept my head held high. Driven by the knowledge I was teaching my kids a valuable life lesson; no matter what life throws at us it can be beaten and life will go on, perseverance seemed to be the key. Alongside surgery, chemo and countless doctor visits, I played Wii with my little ones and cherished every moment.

In fighting a battle with breast cancer I got to learn what matters in life. Love really does give us strength, the strength to fight, to endure, to prevail. I wasn't going to let cancer beat me so I fought with everything I had and I won - my family won. That's why I'm sharing my story. To pay it forward and show the world what's possible.

Since my diagnosis I've become passionate in the fight against breast cancer. Joined by family, friends and people I barely knew, my Ribbon Warriors Race for the Cure team raised over \$6,700. I tried all kinds of fundraising techniques and was moved by how generously people gave. I wrote a Letter of Hope asking for donations and hand delivered it to more than 200 local businesses. I hosted a candle and purse party at my house, sold raffle tickets for a quilt made in my honor, organized a car wash and detailed vehicles out of my garage just to raise money. People in my community got to know me which gave me the opportunity to help other women in their fight against the disease. We talk via text or Facebook and I try to inspire them and give them hope. I have had a billboard made in my honor, have been recognized by New Balance for my contribution to survivorship and by the US Bowling Congress as a member of the Fabulous Four Team for the Bowl for the Cure. If in my efforts I am inspiring others then I will continue to “Pay it Forward”, because one day there will be an end to this disease we all know as Breast Cancer.

Shannon Thompson, breast cancer survivor

2014 NORTHERN NEVADA GRANT RECIPIENTS

- Community Health Alliance (HAWC)
- Nevada Health Centers, Inc. (Mammovan)
- Reno Cancer Foundation
- Renown Foundation



Source: Fenner Photography

Seventy-five percent of net proceeds generated by the Komen Northern Nevada Affiliate are granted to lifesaving local breast cancer programs. The remaining 25 percent goes to Komen-funded groundbreaking research to find the cure.

Grantees also provide emotional support and encouragement through programs supplying wigs, prostheses, head coverings, nutritional supplements, temporary lodging and transportation.

Susan G. Komen receives 25% to fund medical research grants.

The Running Ribbon is a registered trademark of Susan G. Komen

THANK YOU TO OUR 2013 NORTHERN NEVADA SPONSORS

PRESENTING

Grand Sierra Resort and Casino

PLATINUM

Safeway Foundation

SILVER

C. L. Marshall Images

Fenner Photography

Outlets at Legends

Reno Diagnostic Centers

Sierra Nevada Cancer Centers

Western Surgical Group

BRONZE

Blind Dog Coffee

General & Vascular Associates

In 1 Spot Photography

OCG Creative

Reno Radiological Associates

Renown Institute for Cancer

Wells Fargo

COPPER

Big O Tires

Camelot Party Rentals Inc.

Discount Printing Company

Gastroenterology Consultants Ltd

Hall and Wrye Plastic Surgeons

Irish Crystal Co.

Memory Makers, Inc

Nature's Bakery

Northern Nevada Medical Center

OB/GYN Associates

Premiere Surgical Specialists

Reno Running Company

Saint Mary's Regional Medical Center

Silver Blu Signs & Media

Women's Expo/Nevada State Health Division

CRYSTAL

Alpine Hematology-Oncology

Dr Joseph Kiener

Enterprise Car Rental

Evans, Nelson & Company, CPAs

James Kalicki, Esq

Kaia FIT

Navellier & Associates

Stanley Steemer Northern Nevada

MEDIA

Entravision Communications

KOLO 8 News Now

KRNV News 4

KTVN Channel 2 News

Reno Gazette Journal

Reno Media Group

BENEFITS OF INVOLVEMENT

Based on your level of sponsorship, your company may:

- Receive high visibility before the event and on Race day
- Reach an audience of more than 5,000 people on one day
- Test-market and showcase products
- Build employee morale and company pride
- Retain and increase customer loyalty
- Be aligned with the top fundraising 5K event in northern Nevada
- Support your community (75% of net funds stay local)



2014 SUSAN G. KOMEN NORTHERN NEVADA RACE FOR THE CURE® SPONSORSHIP LEVELS AND BENEFITS

	LOCAL PRESENTING \$25,000*	PLATINUM \$15,000	MEDIA \$10,000	GOLD \$10,000	SILVER \$7,000	BRONZE \$5,000	COPPER \$3,000	CRYSTAL \$1,000
Recognition on race entry forms	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition on Affiliate website	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
Your banner on the finish line chute	•	•	•	•	•	•	•	•
PR announcements on Race day	•	•	•	•	•	•	•	•
Recognition on Race posters	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
Booth with your banner and your promotional materials** on Race day	20 x 20	10 x 10	***	10 x 10	10 x 10	10 x 10	10 x 10	
Recognition on Race T-shirts	Logo	Logo	Logo	Logo	Logo	Logo	Name	
Recognition on press releases	•	•	•	•	•			
Use of Komen Race logo in your advertising	•	•	•	•	•			
Your banner at staging area	•	•	•	•				
Company official to speak on Race day	•	•						
Logo on front of Race bibs	Logo							
Company official starts/ends Race	•							

\$500 CONTRIBUTORS will be recognized on an appreciation banner at the Race.

*Cash

**All Race day booth items must be approved by sponsorship committee prior to Race day.

***All Media will have a booth on course only.

ASK ABOUT
ADDITIONAL SPONSORSHIP OPPORTUNITIES
WATER STATION, STAGE BANNERS,
MILE MARKERS, ETC.