

2008 Survivor Celebration

Richmond Affiliate of Susan G. Komen for the Cure

Sponsorship Opportunities

DID YOU KNOW?

- One out of every eight women will be diagnosed with breast cancer
- Every 13 minutes someone in the United States dies from breast cancer.
- 1,690 men were diagnosed with breast cancer in 2005.
- African American women are dying of breast cancer at a significantly higher rate than other women, despite a lower incidence rate.

Did you also know through the generosity of local sponsors, donors and supporters, the Richmond Affiliate has granted over \$2 million since 1998 in research, education, screening, and treatment to support the underserved in our community.

Breast cancer affects almost everyone in one way or another; mother, wife, sister, daughter, husband, son, or even yourself. The Komen Richmond Affiliate cherishes and honors all breast cancer Survivors. These women and men inspire us and light the way in our efforts to achieve a world without breast cancer. We promise to celebrate and honor, as well as provide encouragement and hope to the women and men living with breast cancer – from the newly diagnosed to long-term Survivors, their families and friends by holding an annual *Survivor Celebration Event*. The *2007 Survivor Celebration Event* was a tremendous success with over 450 survivors and guests coming together to recognize and celebrate those brave women and men who have successfully won their battle with breast cancer.

2008 SURVIVOR CELEBRATION

On September 26th we will hold our 3rd Survivor Celebration Event at The Jefferson Hotel. Our goal is to have a total of 800 attendees at a breakfast and luncheon, 400 at each session. Breakfast is from 8:00-9:30am and Lunch is from 12:00-1:30pm. Tickets will be on sale May 1st on the Komen Richmond Affiliate website (www.komenrichmond.org). Tickets may be purchased individually or tables of ten.

The Survivor Celebration Event is funded by the generosity of our sponsors and ticket sales. The companies who underwrite this event are recognized based on the level of sponsorship.

YOUR PARTICIPATION AS A SPONSOR WILL:

- Increase community awareness of your support for Susan G. Komen's vision of a world without breast cancer
- Provide your organization with recognition and visibility to over 800 attendees
- Pay tribute to all breast cancer survivors for their personal courage and spirit in the fight against cancer
- Enable us to provide a national Keynote Speaker to inspire all attendees in the fight against breast cancer



Komen Richmond Affiliate

P: 804-358-7223 | F: 804-358-7830

4905 Radford Avenue, Suite 209 | Richmond, VA 23230

Helpline 1-800-I'M-AWARE | www.komenrichmond.org

What kind of impact does this event have on attendees? Two breast cancer survivors that attended last year's event shared the following:

- **"My heart was filled with emotions of closeness and understanding." (7 year survivor)**
- **"Seeing so many survivors, many who were further down the road than me, gave me reassurance and hope for what lies ahead for me." (18 month survivor)**
- **"Attending the Survivor Celebration reminded me of the deep and empowering love I experienced during treatment from my husband, family and friends. Battling breast cancer is a life changing event. Attending the Survivor Celebration Event provided an opportunity to remember the blessings of life and celebrate survival with others." (7 year survivor)**

KEYNOTE SPEAKER

Our 2008 planning efforts are underway and we are delighted that René Syler, former anchor of CBS's *The Early Show*, will be our Keynote Speaker. René made headline news earlier this year when she had a bilateral prophylactic mastectomy as a preventative measure against breast cancer. In addition to both her mother and father surviving breast cancer, René had four



biopsies in four years. Motherhood was part of the reason she decided to have the mastectomy, which her new book, *Good Enough Mother*, touches upon. Ms. Syler is a longtime breast cancer advocate and ambassador for Susan G. Komen for the Cure.

There are six levels of sponsorship opportunities. In addition to the levels listed there may be opportunities to make in-kind donations, such as items to be placed in gift bags or be part of a door prize for the attendees. If you choose this type of donation we will make your business card available to the 800 attendees at the event.

Your participation would be greatly appreciated. Please join us in paying tribute to all breast cancer survivors for their personal courage and spirit in the fight against cancer. Consider recognizing the employees in your organization that have been touched by breast cancer by giving them a ticket to the event. Post posters and provide information at your place of business.

THANK YOU FOR YOUR CONSIDERATION.



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Sponsorship Levels and Benefits

SPONSOR LEVELS & RECOGNITION	Platinum (Exclusive Sponsor) \$7,500	Gold \$5,000	Silver \$2,500	Pink \$1,000	Circle Of Honor \$500	Supporter \$250
ON SITE RECOGNITION						
Opportunity for company to make opening remarks (4-5 minutes)	✓					
Acknowledgement at Breakfast & Luncheon (by Komen)	✓	✓				
Table Signage (sign on each table; 800 attendees)	✓	✓	✓	✓	✓	
COMPANY VISIBILITY						
Link to Company Website for one year on Affiliate Site (www.komenrichmond.org)	✓					
Recognition in all printed pre-event publicity (see Marketing Plan)	✓	✓				
Recognition on Affiliate Website (www.komenrichmond.org)	✓ Prominent Logo	✓ Logo	✓ Name			
On Event Invitation (2,500 distributed)	✓ Prominent Logo	✓ Logo	✓ Name			
On Event Program (800 attendees)	✓ Prominent Logo	✓ Logo	✓ Name	✓ Name		
On Poster (600 posted)	✓ Prominent Logo	✓ Logo	✓ Name	✓ Name		
In Affiliate Printed Newsletter (printed twice per year; total of 10,000) & E-Newsletter (sent to over 6,000 emails)	✓ Prominent Logo	✓ Logo	✓ Name	✓ Name	✓ Name	
COMPANY PARTICIPATION						
Complimentary Event Invitations	10 (Table)	6	4	2	1	
Opportunity for company to include promotional material in gift bags for attendees (visible to 800 attendees)	✓	✓	✓	✓	✓	✓

If you would prefer to make a cash donation without sponsorship, please make your check payable to Komen Richmond Affiliate, note for *Survivor Celebration Event* and mail to the Komen Richmond Affiliate office. Thank you.



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Marketing Plan

Publicity	Description
<p>Richmond Affiliate</p> <p>Website E-Mail Newsletter Contacts</p>	<p>Add Survivor Celebration Event to Affiliate web site at www.komenrichmond.org</p> <p>Include event information in Affiliate's email Newsletter (over 6,000 people)</p> <p>Mail invitations to survivor data base and corporate data base (approximately 450 survivors)</p> <p>Send event email to Connect Richmond and Massey Cancer Center survivors data bases</p>
<p>Media</p> <p>TV Radio</p>	<p>Distribute press release to media using Dominion Media Services which provides access to 600 media outlets</p> <p>Schedule media interviews for René Syler, former anchor of the Early Morning Show</p> <p>Promote event TV:</p> <p>NBC12 "About Town"– 9/11 – 9/25. Event icon added to "12 About Town" webpage (<i>confirmed</i>)</p> <p>Comcast "Newsmakers" promotion of event – 9/1- 9/13 (<i>confirmed</i>)</p> <p>Promote event on radio:</p> <p>Lite 98 Mix 103.7 WFTH WZEZ</p> <p>Announce Sabrina Squire, co-anchor NBC12 News, as emcee for Survivor Celebration Event and local Ambassador for Komen's "Circle of Promise"</p>



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Publicity	Description
"Save the Date"	<p>Include "Save the Date" in Affiliate's online email Newsletter</p> <p>Distribute "Save the Date" at February 21st and April 24th Massey Cancer Center/Richmond Affiliate's <i>Cancer Survivor Symposium Series</i> (approximately 100 attendees per session)</p> <p>Add event to community calendars (such as connectrichmond.com, Richmond Times Dispatch, Richmond.com)</p>
Posters	<p>Distribute posters to cancer centers, oncology/physician offices, retail establishments and healthcare facilities (total of 400 posters)</p> <p>Distribute posters and invitations to Central Virginia Breast Cancer Coalition, National Coalition of 100 Black Women, and LINK members (total of 1,500 invitations)</p> <p>Provide posters to all event sponsors</p>
Printed Advertisement Article Other Promotion	<p>Print advertisements (secure in kind) in Working Mother Magazine, Rhome Magazine, Richmond Magazine, Skirt!, and Neighborhood Association Newsletters (Fan District, Wyndham, Twin Hickory, Wellesley)</p>
Other Promotion Activities	<p>Promote event at:</p> <ul style="list-style-type: none"> ○ Women's organizations <ul style="list-style-type: none"> ▪ National Women Business Owners Association (NWBOA), Richmond Business Women's Consortium (RWBC), American Business Women's Association, and other women organizations ○ Sponsor's place of business ○ Health related and other Events ○ In surrounding Areas <ul style="list-style-type: none"> ▪ Charlottesville ▪ Fredericksville ▪ Petersburg ▪ Lynchburg



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