



Susan G. Komen
race
FOR THE **cure**®
DETROIT

Presented by 

NATIONAL SERIES SPONSORS



Local Presenting Sponsor

BARBARA ANN
KARMANOS
CANCER INSTITUTE
Wayne State University

COMERICA PARK, DETROIT



Invest in the fight to end breast cancer forever. It's Everyone's Race!

Susan G. Komen Detroit Race for the Cure®

Our highly diverse crowd of 40,000 will be back again!

What is it all about?



Susan G. Komen

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure® and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested more than \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

"Our collective promise to Suzy is a Promise to all women, everywhere, to do what we can to end suffering from breast cancer."

Ambassador Nancy G. Brinker, Founder and CEO of Susan G. Komen for the Cure®



Barbara Ann Karmanos

Local presenting sponsor, the Barbara Ann Karmanos Cancer Institute is committed to a future free of cancer. As Michigan's only hospital solely dedicated to treating cancer, and the most preferred hospital for cancer care in Southeast Michigan, the Karmanos Cancer Institute is one of 40 National Cancer Institute-designated comprehensive cancer centers in the United States. Caring for 6,000 new patients annually on a budget of \$216 million and conducting more than 700 cancer-specific scientific investigation programs and clinical trials, Karmanos is among the nation's best cancer centers. Through the commitment of 1,000 staff, including nearly 300 physicians and researchers on faculty at the Wayne State University School of Medicine, and supported by thousands of volunteers and financial donors, Karmanos strives to prevent, detect and eradicate all forms of cancer. The Institute was named in 1995 in memory of Barbara Ann Karmanos, wife of Compuware cofounder Peter Karmanos, Jr. Barbara Ann was 46 when she died from breast cancer. For more information, visit www.karmanos.org or call (800) KARMANOS.

"Hope is on the horizon at Karmanos where we push forward with research. You can count on us to stay on the forefront of this battle. We are committed to do everything we can to achieve our goal of a future free of cancer."

Gerold Beppler, M.D., Ph.D., President and CEO of Barbara Ann Karmanos Cancer Institute







KOMEN'S PROMISE

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



Sponsorship Opportunities for Every Budget

Benefits of Involvement

-  Receive high visibility before the event and on Race day.
-  Reach an audience of 40,000-plus in one day.
-  Test-market and showcase products.
-  Build employee morale and company pride.
-  Retain and increase customer loyalty.
-  Align yourself with one of the top fundraising events in Michigan.

Sponsorship Packages	Diamond \$50,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000 (nonprofit \$2,500)	Crystal \$3,000 (nonprofit \$1,500)
Corporate profile on Komen Detroit website	•					
Officiate Race start	•					
Customized benefits (negotiable)	•	•				
Defined use of logo	•	•				
Logo on all Race participant bibs	•	•				
Prime Race day booth location	•	•				
Participation in awards ceremony	•	•				
Logo on back cover of 1,000 Race Information Booklets @	•	•				
Social media feature to more than 3,000 Facebook fans and 500-plus Twitter followers	•	•	•			
Inclusion in e-blast to more than 25,000 readers	•	•	•			
Tailored breast health presentation for employees, clients, members	•	•	•	•		
Appreciation certificates	•	•	•	•		
Membership opportunity on Komen Detroit Planning Committee	•	•	•	•		
Logo on Race poster	•	•	•	•		
Logo on Race stage sign	•	•	•	•	•	
Logo on Race website	•	•	•	•	•	
Logo on Race t-shirt	•	•	•	•	•	
Logo/sponsor level on approximately 50,000 entry forms @	•	•	•	•	•	
Booth space on Race day*	•	•	•	•	•	•
Opportunity to include gift (not ad) in approximately 1,000 Survivor gift bags*	•	•	•	•	•	
Inclusion in Race day stage announcements	•	•	•	•	•	•
Complimentary VIP parking	•	•	•	•	•	
Complimentary Race entries**	50	25	15	10	5	3

*All distributed items must be pre-approved

** Value of the complimentary entries will be deducted from total amount that is acknowledged.

@ = Also available online

Per tax law requirements, in-kind gifts must be donor-valued and confirmed per contracts. Contracts are required of all sponsors.

Print Deadlines: Posters – January 27; Entry Form – early February; T-shirts – early February; Information Book – mid-March; Stage Sign – late April

To learn more, visit: www.karmanos.org/detroitraceforthecure or call 248-304-2080.

Special Packages: Targeted Marketing Opportunities

	Sound	Tents	Website	Children's Area	Stage	Survivor Café
	Underwrite our sound expenses on Race day and brand sound system areas	Underwrite our tent expenses on Race day with branding at the Race site	Priority logo display on homepage of our new website for 12 months	Brand the place where families meet to enjoy pre-Race activities and pick up goodies for the little ones	Brand the location that is the focal point during the Opening and Closing Ceremonies	Brand the Survivor Café where breast cancer survivors and co-survivors mingle with invited VIPs over a pre-race breakfast
Cost	\$10,000	\$10,000	\$8,000	\$5,000	\$5,000	\$5,000
Limit (number of sponsorships available)	One	One	One	Two <i>(One Sold - Kelly Services)</i>	Two <i>(One Sold - Michigan Assoc. of CPAs)</i>	Two <i>(Two Sold - Binson's Home Health Care Centers, Inc. & Community Care Associates)</i>
Complimentary Race entries	Ten	Ten	Eight	Five	Five	Five
Complimentary VIP parking	Two	Two	Two	One	One	One
Inclusion in e-blast to more than 25,000 readers	•	•	•	•	•	•
Focus in Team Captain Kit (distributed to 700 teams) @	•	•	•	•	•	•
Mention in 50,000 Race brochures @	•	•	•	•	•	•
Included in stage announcements	•	•	•	•	•	•
Logo on Race stage sign	•	•	•	•	•	•
Logo on website	•	•	•	•	•	•
Opportunity to include gift (not ad) in 1,000 survivor goody bags	•	•	•	•	•	•
Highlight at Team Captain Workshops and in Team Captain Newsletters (two scheduled and newsletter distributed to 1,200)	•	•	•	•	•	•
Volunteer opportunities	•	•	•	•	•	•
Logo placement on Race brochures	•	•	•	\$1,000 extra	\$1,000 extra	\$1,000 extra
Logo placement on poster	•	•	•	\$1,000 extra	\$1,000 extra	\$1,000 extra
Logo placement on t-shirt	•	•	•	\$1,000 extra	\$1,000 extra	\$1,000 extra
Table at the Race	•	•	•	\$1,000 extra	\$1,000 extra	\$1,000 extra

*Certain branding rights and volunteer opportunities are shared with Komen National Series Partners. Benefits can reduce tax deductibility of sponsorship.
 @ = Also available online.

Print Deadlines:

Posters – January 27, 2012

Entry Form – Early February

2012 Komen Detroit Race for the Cure

Survivor Trolley	Pink Ribbons	Team MEET	Volunteers	VIP Parking	Water Station	Lifeguard Chairs	Banner Recognition	Team Awards
Brand an old-time trolley carrying breast cancer survivors who find themselves short of energy – highly visible and much loved	Brand the program that hangs 10,000 dedicated pink ribbons along the Race route	Brand the location where teams meet prior to Opening Ceremony	Signage opportunities where 1,000 dedicated volunteers check-in for instructions	Signage opportunities where VIPs park for easy access	Signage opportunities at the spot along the route where everyone stops for a quick drink (John R between Hancock and Forest)	Signage on the giant pink chairs that serve as information stations – Purchase one or more!	Race will provide a lightpost banner near the Race staging area around Comerica Park	Brand a Team Award by providing prize Incentives; details vary by award <i>(See Team Award Sponsorships Page)</i>
\$5,000	\$2,000	\$2,000	\$1,000	\$1,000	\$1,000	\$200	\$250 alone / \$200 for existing sponsors	
One <i>(One Sold - Quicken Loans)</i>	Two	Two	Three	Four	Six	Four	Sixty	One primary sponsor per award
Five	Two	Two	One	One	One			Varies by award
One				One				
•								
•	•	•						
•	•							
•	•	•	•	•	•			Representative can help present the award
•								
•	•	•	•	•	•			•
•	•	•	•	•	•			•
\$1,000 extra								
\$1,000 extra								
\$1,000 extra								
\$1,000 extra	\$1,000 extra	\$1,000 extra	\$2,000 extra	\$2,000 extra	\$2,000 extra			

T-shirts – Early February

Information Booklet – Mid-March







Stage Sign – Late April

Team Award Sponsorships

Promote your company's support of the Race by sponsoring a Team Award!

Working toward a cancer-free future takes teamwork. The Team Awards program encourages families, friends, coworkers and organizations to join efforts in raising money for the fight against breast cancer.

Sponsorship of a Team Award offers:

-  Brand positioning
-  Onstage award presentation
-  Listing in 1,000 Race Information Booklets (Also available online)
-  Logo on the Komen Detroit Website
-  Focus in Team Captain Kits (available online)
-  Volunteer Opportunities

Teams

Build morale and form a team of 10 or more employees, clients, friends and family members. Teams offer added visibility for your organization, and you can add value by underwriting the cost of your members' entry fees.

Print a Team Captain Kit: <http://www.karmanos.org/detroitraceforthecure/teams.asp>.

Award Name and Criteria	Sponsor Provides
<p>Ford "Largest Team Awards" - given to the largest teams in seven categories</p> <ul style="list-style-type: none"> • Company size 5,001+ employees • Company size 501-5,000 employees • Company size up to 500 employees • Largest Family-Generated Team • Largest Community Team • Largest School Team (K-12) • Largest School Team (College/University) <p style="text-align: right; font-size: 2em; color: #e91e63; opacity: 0.5;">SOLD</p>	<p><i>One plaque or trophy for each team and incentives for team members (number and types of incentives are negotiable).</i></p>
<p>Panera Bread "Dough Getters" Award - plaque and incentives* given to the team with the greatest proportional increase in team membership</p> <p style="text-align: right; font-size: 2em; color: #e91e63; opacity: 0.5;">SOLD</p>	<p><i>One plaque or trophy for each team and incentives for team members (number and types of incentives are negotiable).</i></p>
<p>Detroit Tigers Wives "Rookie of the Year" Award - plaque and incentives* given to the largest new team</p> <p style="text-align: right; font-size: 2em; color: #e91e63; opacity: 0.5;">SOLD</p>	<p><i>Tigers game tickets to winning team.</i></p>
<p>New Balance "Friends for the Cure® Team Challenge" Award - given to the four largest fundraising teams</p> <ul style="list-style-type: none"> • Team with 15-25 members • Team with 26-50 members • Team with 51-100 members • Team with 101-300 members • Team with 300+ members <p style="text-align: right; font-size: 2em; color: #e91e63; opacity: 0.5;">SOLD</p>	<p><i>Gift certificate for New Balance Lace up for the Cure® Collection for the winning teams.</i></p>
<p>"Pretty in Pink" Award - given to the team with the largest number of breast cancer survivors</p>	<p><i>One plaque or trophy for the winning team and incentives for team members (numbers and types of incentives are negotiable).</i></p>
<p>Visions Spa Salon "Spirit" Award - plaque and incentives* given to the team with the best demonstration of team spirit</p> <p style="text-align: right; font-size: 2em; color: #e91e63; opacity: 0.5;">SOLD</p>	<p><i>Gifts for team members (numbers and types of incentives are negotiable).</i></p>
<p>Karmanos Cancer Institute "Co-Survivor" Award - plaque and incentives* given to the team with the most inspirational "Co-Survivor" essay</p> <p style="text-align: right; font-size: 2em; color: #e91e63; opacity: 0.5;">SOLD</p>	<p><i>One plaque or trophy for each team and incentives for team members (number and types of incentives are negotiable).</i></p>

*Number and types of incentives are negotiable

Join more than 1.6 million participants worldwide - and make a difference.



Since its origination in Dallas, Texas, in 1982, the Susan G. Komen Race for the Cure Series has grown from one local Race with 800 participants to a Series of more than 140 Races worldwide, with over 1.6 million people expected to participate this year. Seventy-five percent of the net income from each Race stays in the community to fund local breast health education and breast cancer screening and treatment projects. Twenty-five percent of the net income from each Race supports the Susan G. Komen for the Cure Award and Research Grant Program, which funds groundbreaking breast cancer research, meritorious awards and educational, scientific and community outreach programs around the world.



Detroit's 2011 Race invested \$1.475 million in Metro Detroit (Wayne, Oakland and Macomb counties) breast cancer programs and \$421,600



in breast cancer research grants through Komen for the Cure. Since 1992, Detroit's Race has raised over \$21 million in the fight against breast cancer.

2011 Sponsors and Underwriters

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 PrintMasters Printing Co.
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 Yoplait
 Heather Zara (DetroitPistonsNet.com)
 Zeta Tau Alpha Fraternity

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 Printing: Real Green Printing

Times are tough — so is breast cancer.

In 2011, the sun was shining on a crowd of 40,000-plus including:

- 1,850 survivors
- 700 teams
- 35 volunteer photographers who provided 7,500 images
- 20 bands and performers
- 1,200 volunteers
- 100 sponsors and underwriters
- 200 Detroit Police officers
- 10,000 pink ribbons

...up and down Woodward and all around Comerica Park!



**For More Information
about the May 26, 2012
Komen Detroit Race for
the Cure®**

please contact:

Local Presenting Sponsor
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