



2019 Sponsorship Opportunities and Benefits

susan g. komen
MORE THAN PINK
Orange County WALK.

SUNDAY, SEPTEMBER 22, 2019

Fashion Island | Newport Beach at
Pacific Life Insurance Company



Komen OC Snapshot

THE NEXT EVOLUTION

In 2019, Susan G. Komen Orange County will introduce the MORE THAN PINK Walk™. The MORE THAN PINK Walk™ celebrates the successes of the Race for the Cure series and reconnects our supporters with our mission.

Every day in OC,

5 WOMEN are diagnosed with breast cancer

and **1 dies** from the disease



Throughout the MORE THAN PINK Walk™, participants will be immersed in the new organization pillars, gaining a clear and deep insight into what Komen OC does and why it is important.



research

\$433,300

contributed to Komen-funded research here in Orange County.



care

\$615,000

invested locally to help the men and women who need it most.



community

Komen Orange County provides vital breast health information in more than 40 languages through various health fairs and events.



action

We're hard at work to activate support here locally so that we can drive change at the state level to ensure quality breast health care for all!

2019 COMMUNITY PARTNERS

- AltaMed Health Services
- Breast Cancer Solutions
- Korean Community Services
- Nhan Hoa Comprehensive Health Clinic
- Orange County Herald Center
- Planned Parenthood of Orange & San Bernardino Counties
- Share Ourselves
- The Cambodian Family Community Center
- Vietnamese American Cancer Foundation
- YWCA of North Orange County

FUNDRAISING GOAL:

\$1,200,000

75% of all funds raised will benefit the OC community



25% of all funds raised will fund national research

Sponsorship Benefits

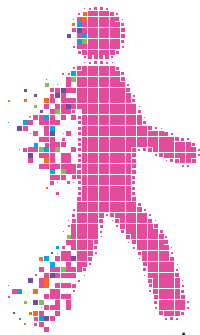
- Highly customizable programs offering digital pre-event opportunities and, on the ground, face-to-face interaction at the Walk
- Reach thousands in the community
- Directly give back to the community by aligning your brand with a nationally recognized organization
- Volunteer engagement

15,000+

walkers, survivors & volunteers
in attendance

72%

of participants
are female



72%

are between the
ages of 25-54

62%

of participant
household income
is \$75,000+

34%

of participants
have children under
the age of 18

114,000

email database

20,000

monthly website visitors

10,000

social media reach

“Aligning our brand with such a great event brings smiles to the faces of so many of our employees as well as thousands of women in our community affected by breast cancer. The Walk allows us the opportunity to give back in a way that is fun and meaningful.”

- Ondar Tarlow, Pacific Premier Bank

research

care

community

action

Sponsorship Opportunities

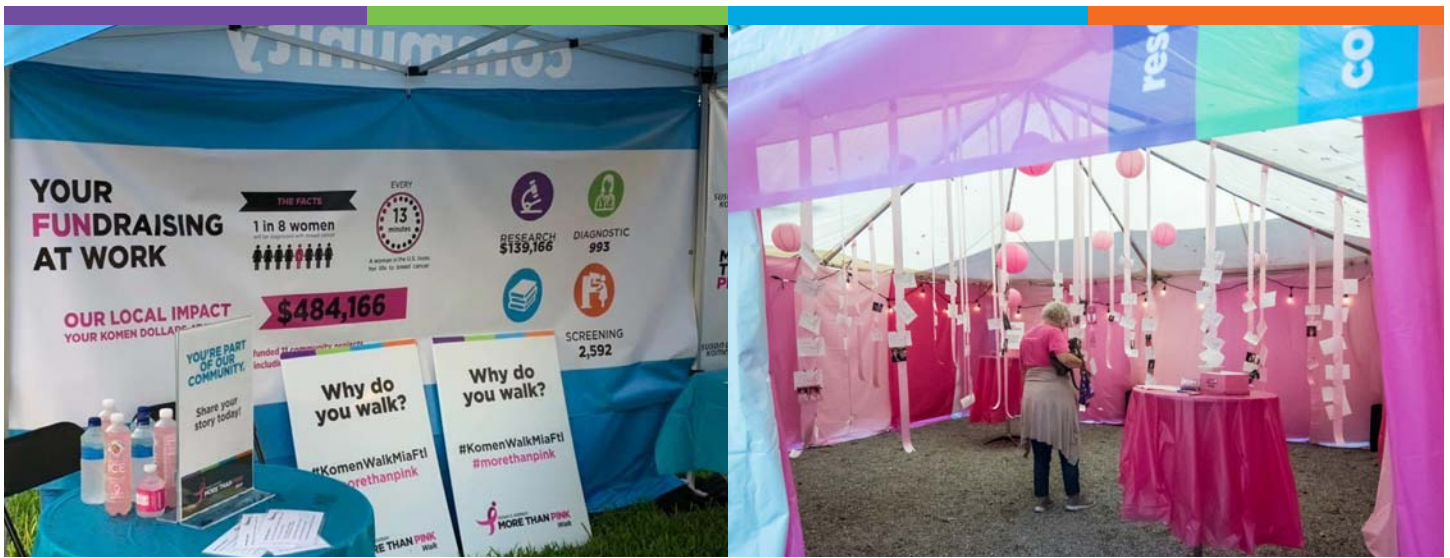
Sponsorships range from \$75,000 to \$5,000 designed to encourage the best experience for our participants while identifying each sponsor as a valued partner in our vision of a world without breast cancer.

2019 Sponsorship Levels	Presenting	Platinum	Diamond	Pillar	Silver	Bronze
RECOGNITION ON EVENT DAY	\$75,000+	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Headliner for opening ceremony	X					
Logo on Start banner	X					
Company name/logo on event day map	X	X	X			
Public announcements at event	X	X	X	X		
Logo (repeat up to 10x) on two Main Stage Jumbotrons	X	X	X	X	X	
Logo or name on t-shirt (deadline July 26, 2019)	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Listed on sponsor banner or slide at main stage	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Banner displayed in high traffic area (provided by sponsor)	X	X	X	X	X	X
Tented Booth Space	20' x 20'	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'
Complimentary Walk entries	10	8	6	4	2	
COMPANY VISIBILITY & BENEFITS						
Hero Image on komenoc.org home page	X					
Email blast to database (1 dedicated, logo inclusion in all)	X					
Instagram and Facebook post	2 POSTS	1 POST		1 POST		
Twitter post	2 POSTS	1 POST		1 POST		
Inclusion in press materials	X	X				
Email blast logo inclusion	X	X	X			
Logo on printed marketing materials	X	X	X	X	NAME	NAME
Website acknowledgement komenoc.org/walk with linked logo	X	X	X	X	NAME	NAME

Deadline for inclusion in ALL printed material June 3, 2019. All in-kind donations will be valued at 65%.

Pillar Sponsorship & Activation

NEW to the Walk this year, a dedicated space of learning and interaction for participants to fully immerse themselves in the areas that Susan G. Komen invests to complete the mission. On Walk day each pillar will have an immersive activity for participants, upon completion they will receive a band. These bands represent becoming a part of our powerful Komen family. The bands will be added to our Mission Mosaic wall and a signature by the participant marks their commitment in the fight against breast cancer.



Beyond the 4 organization pillars are the **Village of Hope tent** and **We Remember tent**—another opportunity for your business to support the Walk. The Village of Hope tent is an area where all survivors and those living with metastatic breast cancer will gather prior to the walk to offer support and camaraderie. At the We Remember tent those who have lost a mother, friend or daughter to breast cancer will have an opportunity to have their loved one recognized.

Your sponsorship will include a branded feather banner near the pillar tent you have sponsored as well as main stage banner exposure and an opportunity for your employees to volunteer at the tent in which you sponsor.

Your sponsorship will help spread the word of the work Susan G. Komen OC is doing within the community.

research

care

community

action

Go MORE THAN PINK.

All sponsorships are customizable and we welcome the chance to speak with you about integrating your business into the MORE THAN PINK Walk™ 2019.

CONTACT STACY DAVIS, DIRECTOR OF DEVELOPMENT
AT KOMEN OC FOR MORE INFORMATION
sdavis@komenoc.org or 714.957.9157 Ext. 34



research

care

community

action