

## Why A Walk?

We have some exciting news to share and we wanted you to be among the first to know. We have been hard at work creating the next evolution in the history of the Race for the Cure series— and the next chapter begins here! This fall in Akron, we will be one of a growing number of locations across the country premiering the Susan G. Komen MORE THAN PINK Walk™!

Much of what you have come to love about the Race will continue with the MORE THAN PINK Walk, but with a fresh new look and experience that is sure to energize our community around the lifesaving work your support is making possible. These changes are intended to increase people's connection to our work beyond breast cancer awareness. Together we are a community of people who want to do more; More for our communities, more for those living with breast cancer – including metastatic breast cancer – and more for research and action to find the cures.

The biggest difference is that the MORE THAN PINK Walk will focus on connecting our participants to our cause and our community, reflecting the vast majority of the event's participants who walk, rather than run, during the event historically. We believe this change will create a greater sense of purpose among participants and will provide a more personalized, emotional experience for all who attend. We will also be introducing you to our new pillars of our organization: Research, Care, Community, and Action. These pillars will help you and our other supporters understand the impact you make when you fundraise for this year's event. Also, by eliminating the costs associated with a separate timed run, we will maximize the amount of funds raised by the event available to support our work to save lives and end breast cancer.

Our commitment to creating a world without breast cancer is stronger than ever, and our Bold Goal to reduce the number of breast cancer deaths by 50% in the U.S. by 2026 CAN BE ACHIEVED. We hope this new approach will better connect our supporters to our work to save lives and help generate the critical funds needed to succeed.



# Komen Pillar Sponsor + Benefits

## Limited to (4) Pillars



### Research

- Understand, prevent and treat metastatic breast cancer.
- Discover new treatments and technologies to improve outcomes for all patients.
- Increase access to and participation in clinical trials.



### Care

- Address gaps in access to and utilization of affordable, quality of care.
- Provide access to screening diagnosis and treatment.
- Help with transportation, childcare, and more so patients can focus on treatment.



### Community

- Provide people with opportunities to share their passion for the movement and compassion for each other.
- Support survivors, caregivers and those living with MBC.
- Provide information and guidance to help navigate the care journey.



### Action

- Advocate for more research funding and protections for patients.
- Educate healthcare providers, policymakers, opinion leaders and the public on the burden of breast cancer.
- Empower patients and the public to take charge of their breast health.



**Pre-Walk Benefits**  
**Logo on T-Shirt**

**Website Recognition**  
**Event Page as Pillar Sponsor**

**Social Media Exposure**



**Day Of Benefits**  
**Name on Stage Banner**

**Name on day of walk info sheet**

**Tent with recognition as pillar sponsor**

**Logo on pillar tent**

**Ability to pass out marketing materials**



**research + care + community + action**

## Pillars



Throughout the MORE THAN PINK Walk participants will be immersed in the new pillars, gaining a clear and deep insight into what Komen does and why it is important: CARE, RESEARCH, COMMUNITY, ACTION. We will be clear with what fundraising supports, we will be transparent with our expenses, we will show what it is to be MORE THAN PINK and give our supporters the tools to join us.

## We Remember Tent



The "We Remember Tent" is a space at the More Than Pink Walk for families and friends to pay tribute to their loved ones lost from this disease. This tent is open for Walk attendees to write their own notes about their lost loved ones, so they are remembered on this special day.

## Hope Village



**Hope Village is a place for us to honor survivors and metavivors on the day of our Walk. This space was created to honor these men and women, but creating a community feeling where they can relax with friends and family during the event.**

## Mosaic Wall



**The Mosaic Wall is an area for participants to honor survivors and metavivors on the day of the walk by writing messages of hope on the wall and placing the four pillar colors (rubberbands) in a mosaic on the peg board.**

## Kids Area



**The Kids Zone provides an area to keep kids engaged during the event and provides information about the Komen Mission through crafts such as the Komen cata-Pillars (example above).**

# CLEVELAND 2019 CORPORATE SPONSORSHIPS

SUSAN G. KOMEN  
**MORE THAN PINK**  
Cleveland WALK.

## More Than Pink Walk Sponsorship Levels

	Title \$50,000	Presenting \$25,000	Platinum \$10,000	Pillar (4) \$10,000	Area Sponsor \$7,500	Tent Sponsor \$5,000
<b>Media and Print Exposure<sup>1</sup></b>						
Defined Use of Affiliate Name/Race Logo		✓				
Listing on Pre-Race Advertising <sup>2</sup>	✓	✓				
Logo on All Marketing Materials <sup>2</sup>	✓	✓				
Mention in Race News Releases	✓	✓				
Race T-Shirts	✓	✓	✓	✓	✓	✓
<b>Web and Online Exposure</b>						
Logo on Cleveland Walk Website	✓					
Social Media Mention	✓	✓	✓	✓	✓	✓
Logo on Walk Sponsor Web Page	✓	✓	✓	✓	✓	✓
<b>Day of Race</b>						
Recognition on Stage Banner	✓	✓	✓	✓	✓	✓
Recognition On Walk Info Sheet	✓	✓	✓	✓	✓	✓
Expo Booth in Sponsor Expo	✓	✓	✓	✓	✓	✓
Complimentary Race Entries	✓	✓	✓	✓		
VIP Tent Passes	✓	✓	✓	✓	✓	✓
Banner on Pathway of Hope	✓	✓	✓	✓		
Acknowledgement on PA	✓	✓	✓	✓	✓	✓
Hope Village Tent					Limit (1)	
Start / Finish					Limit (1)	
Pathway of Hope					Limit (1)	
We Remember Tent					Limit (1)	
Mission Mosaic Sponsor					Limit (1)	
Team Tailgate Tent					Limit (1)	
VIP Tent					Limit (1)	

1. Media & Print Exposure: deadline for logo or name inclusion on all printed materials is 03/20/19

2. Included all printed material where space permits & by Affiliate discretion

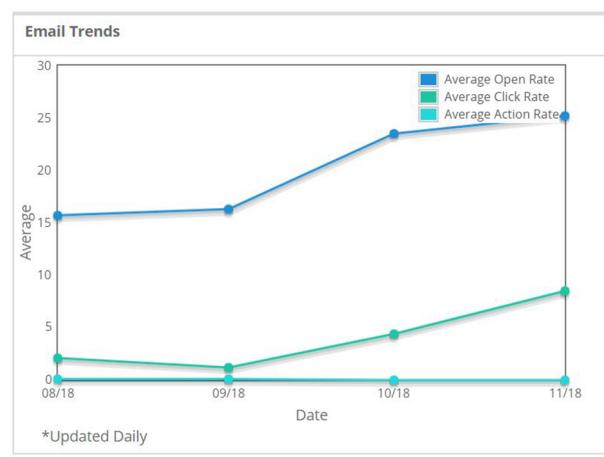
3. Banner provided by sponsor

## Snapshot: Email Campaign

Campaign Email Performance ?

Totals		
62	364.4K	5.8K
Messages Sent	Emails Sent	Avg. # of Recipients
<hr/>		
11.1%	0.9%	0%
Avg. Open	Avg. Clickthrough	Avg. Action
<hr/>		
209.3	0.4	
Avg. Forwarded	Avg. Tell-A-Friend	

Campaign Email Trends ?



## Snapshot: Facebook (APR - AUG '18)

### Total Reach

The number of people who had any content from your Page or about your Page enter their screen. This number is an estimate.



### BENCHMARK

Compare your average performance over time.

Organic

Paid