

October 5, 2014

Komen Nebraska Race for the Cure®

October 11, 2014

Komen Central Nebraska Race for the Cure®



2014 SPONSORSHIP OPPORTUNITIES

NATIONAL SERIES SPONSORS

American Airlines



SELF

Walgreens



A Nebraska Without Breast Cancer.

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 Cure.

Komen Nebraska's "My Journey" series features real stories about Nebraskans working together to defeat breast cancer.

Hope for a 'Queen'

Reina Mendoza has faced one challenge after another in life.

In 2001, she moved from Oaxaca state, Mexico to Illinois, a year after her husband, Agustin, had come seeking work. She left behind her then one-year-old daughter. Eventually,

Reina and her husband settled in Omaha. Reina has not seen her firstborn for 12 years.

Today, Reina has four children and more bills. She does not speak English. She has discolored skin due to a disease called vitiligo. In 2012, she felt a lump on her left breast.

"I was still breast feeding my little one," Reina says through an interpreter provided by OneWorld Community Health Centers, Omaha. "The little bump was growing, and I had a burning sensation."

OneWorld helped Reina to qualify for a breast cancer screening. Funded by a Komen Nebraska grant, OneWorld's Screening and Treatment Program coordinates services for women who otherwise could not afford them. Reina received a mammogram and a diagnosis through a partnership with the Hope Medical Outreach Coalition. Eventually, she had chemotherapy and a mastectomy.

Reina is jovial in person. She sheds tears when telling her story, but she wears a big smile. She keeps the mood in the room light. Reina is dignified — her name in Spanish means "queen" — and she draws strength from her family.

"I like to share my story
to motivate others"

"My kids are beautiful," she says. "When I was in the hospital, they always said, 'Don't worry about the house. We can cook and cleanup. We'll do everything for you.'"

Reina has had radiation treatments and her breast cancer is in remission.

"I like to share my story to motivate others to continue," she says. "Breast cancer is not the end. Look at me. I have one breast, and I'm not worried. My skin is discolored, and I'm not worried. I'm going on with my life." ■

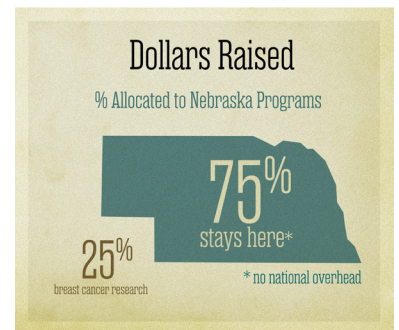
Read more "My Journey" stories at komennebraska.org.



Your Money Stays Here.

Komen Nebraska is dedicated to fighting breast cancer in Nebraska communities. In 2013, we granted \$638,969 in community grants and \$54,271 in small grants to Nebraska breast health programs. These grants fund programs, such as free breast exams and mammograms. In 2013, Komen Nebraska funded \$256,127 for breast cancer research.

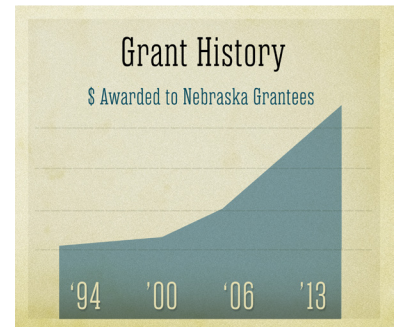
Where Your Money Goes



We're Giving Away More.

The Komen Nebraska Race for the Cure® started in 1994 (known then as the Omaha Race for the Cure). Since that time, growth in support has been phenomenal, and now we have our Central Nebraska Race for the Cure® in Kearney. In 1994, we gave \$37,000 in Nebraska grants. In 2013, Nebraska grantees received more than \$639,000.

More Money to Help Find the Cure



Komen Nebraska: Our 21st Year

Since 1994, Komen Nebraska's efforts have meant substantive distribution to statewide breast cancer programs. We've distributed over \$6 million to Nebraska organizations.

Additionally, the National Komen for the Cure Award and Research Grant Program has awarded grants to the University of Nebraska Medical Center and Creighton University for breast cancer research.

Komen Nebraska's service area includes 91 of the 93 Nebraska counties; Dakota and Thurston counties in northeast Nebraska are supported by another Komen Affiliate.



Your Race sponsorship will fund health grants throughout Nebraska.
Your brand will be seen by thousands.

The Power of a Promise.

Nancy G. Brinker promised her dying sister, Susan G. Komen, that 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.

We're proud of our contribution to some real victories:

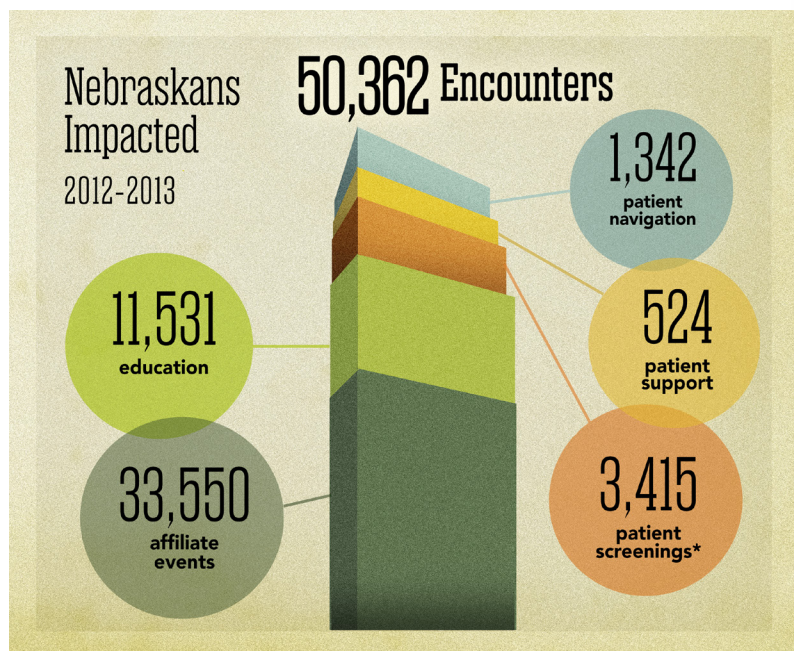
75% That's the percent of women over 40 who receive regular mammograms. In 1982, less than 30% received a clinical exam.

\$2.2 Billion That's what Komen has invested in community programs. Komen will invest an additional \$1 billion by 2017.

99% That's the 5-year survival rate for breast cancer, when caught early before it spreads beyond the breast (compared to 74% in 1982).

Today, Susan G. Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives and energize science to find the Cure.





* Includes 2,454 clinical breast exams, 923 mammograms, 26 breast biopsies, 12 genetic tests.

Did You Know?

69.9%

The percentage of Nebraska women age 50 and older who reported having a mammogram in the last 2 years. This has dropped from a high of 79% in 2004.

1,240

In Nebraska, an estimated 1,240 new cases of invasive breast cancer will be diagnosed among women in 2014, and 200 women will die of the disease.

43%

The 5-year survival rate from breast cancer of African American women compared to 75% for Caucasian women.

Our Community Health Grantees

- A Time To Heal
- Board of Regents UNMC
- Central Health Center
- Central Nebraska Community Services
- Chadron Community Hospital and Health Services
- Columbus Community Hospital
- Good Samaritan Hospital
- Johnson County Hospital
- OneWorld Community Health Centers
- Ponca Tribe of Nebraska
- Saint Francis Medical Center
- Visiting Nurse Association

Let's Work Together

Thanks to the Susan G. Komen Race for the Cure®, Susan G. Komen has invested more than \$2.2 billion, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

Board of Directors

President: Angie Miller

Secretary: Andrea Heffelfinger

Treasurer: Janet Osborn

Directors: Deidra Andrews, Cristina Castro-Matukewicz, Mike Demman, Geneva Dourisseau, Renee Franklin, Dawn Gonzales, Stephen Jackson, Dr. Robert Langdon, Madeline Roebke, Katie Ruch, Pam Schwarting, Kate Sommer

Staff

Executive Director:

Karen Daneu

Mission Advancement:

Melissa Baron

Operations and Events:

Angie Phillips

Affiliate Services:

Mary Van Haute

Contact Us Today

Komen Nebraska

12103 Pacific Street

Omaha, Nebraska 68154

(402) 502-2979

www.kommennebraska.org

race@kommennebraska.org

volunteer@kommennebraska.org

2014 Race Sponsorship

Nebraska

Benefit Chart

Presenting \$40,000
Platinum \$20,000
Silver \$10,000
Bronze \$5,000
Crystal \$2,500

PRE-RACE BENEFITS

Defined Use of Affiliate Name/Race Logo	•				
Listing on Pre-Race Advertising ¹	•				
Logo on Race Posters ¹	•				
Company Logo & Link on Race Homepage	•	•	•		
Listing on Race Entry Forms	•	•	•	•	•

RACE DAY BENEFITS

Logo on Race Bibs	•				
Custom Banner on Race Course ²	•	•			
Participation in Race Ceremonies	•	•			
Complimentary VIP Parking Passes	3	1			
Booth Space on Race Day with Product Sampling Option ³	40 x 40	20 x 40	10 x 20	10 x 10	
Complimentary Race Entries ⁴	20	15	5	2	1
Logo on Race T-Shirt (15,000)	•	•	•	•	name
Logo on Race Day Sponsor Banner	•	•	•	•	name
Logo on Race Sponsor Webpage	•	•	•	•	name
Public Announcements During Event	•	•	•	•	•

COMPANY PARTICIPATION / MISSION IMPACT

Grantee Site Visit	•	•			
Presentation at Grantee Breakfast	•	•	•		
Recognition at Survivor / Grantee Events	•	•	•	•	•
Reserved Seating at Grantee Breakfast	•	•	•	•	•
Breast Health Education for Employees	•	•	•	•	•
Opportunity to Participate in Race Planning Committee	•	•	•	•	•

2013 Race Sponsors

PLATINUM

Dex
Impact Merchandising
Methodist Health System
Nebraska Cancer Specialists, the Physicians
of Oncology Hematology West

SILVER

Hancock & Dana, PC
Hassel & Funk Photography
Hyatt Reservation Center
Marathon Ventures
UNMC/Fred & Pamela Buffett
Cancer Center/
The Nebraska Medical Center/UNMC
Physicians
Oak View Mall
Waitt Outdoor
Werner Enterprises
Westroads Mall
Yoplait

BRONZE

Alegent Creighton Health
Blue Cross Blue Shield of Nebraska
Centris Federal Credit Union
Dream 62
metroMAGAZINE
Mutual of Omaha
Old Mattress Factory Bar & Grill
Omaha World-Herald
Oriental Trading Company
The Reader
Sunbelt Bakery

CRYSTAL

Borsheims
First National Bank
Genentech
Midwest Ford Dealers
Omaha Symphony
The Scouler Foundation
Treat America
Veterinary Eye Specialists of Nebraska

2013 Local Presenting Sponsors



THANK YOU TO OUR 2013 LOCAL SPONSORS!

1: Includes all printed material where space permits and by Affiliate discretion. All sponsor benefits are dependent upon date of signed contract and receipt of logo/artwork. **2:** Banner size is 3'x6', artwork must be provided 4 weeks prior to event. **3:** All distributed items must be pre-approved. **4:** The value of any complimentary Race entries used will be deducted from the total amount of Race sponsorship that is acknowledged.

Join the Team



Corporate Sponsorship

Corporate sponsorship packages, ranging in price from \$2,500 to \$40,000, allow you participation in varying aspects of the Komen Nebraska Race for the Cure®. On Race Day, your message will reach an estimated **15,000 people** via signage, public announcements and booth visitation.

Receive Exceptional Exposure

- Logo and company mentions in pre-Race advertising—TV, radio, print and press releases.
- Logo and mentions in Race registration brochures and flyers.
- Logo on Race posters and Race bibs.
- Logo on website and email campaigns.
- Year-round affiliation with ongoing programs.
- Logos visible on 15,000+ t-shirts.
- Company mentions in Race public announcements.
- And much more.

In-Kind Sponsorship

To help underwrite Race expenses, we offer in-kind sponsorship opportunities at all sponsorship levels.* This way more money can go to the fight against breast cancer here in the state of Nebraska. In-kind opportunities include:

- | | |
|--------------------------|----------------------------|
| • Advertising and Media | • Printing and Copying |
| • Signage | • Meeting and Party Venues |
| • Chair and Table Rental | • Bottles of Water |
| • Services | • Postage/Mailing Services |
| • Awards and Plaques | • Survivor Gifts |
| • Office Supplies | • Food and Beverage |
| • Transportation | • More |

Statewide Sponsorship

Statewide sponsorships are available to companies who support both Race events in Nebraska. If you are interested in reaching participants at both Race sites, please contact our office.

Targeted Marketing Packages

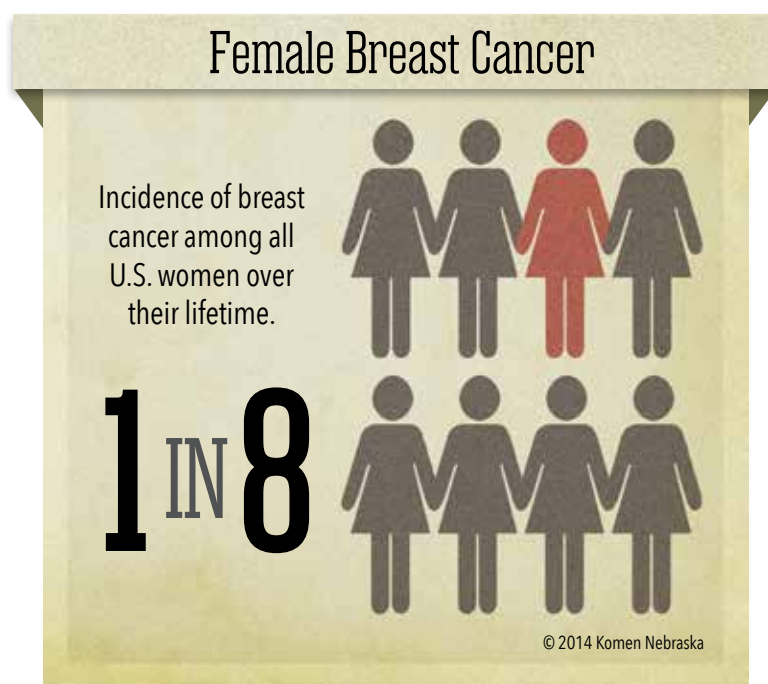
Direct your message toward a specific Race audience:

- | | |
|----------------------|-----------------|
| • Survivors | • Fundraisers |
| • Kids for the Cure® | • Water Station |
| • Teams | |

We are confident we can help you target an audience successfully!

Help Us Make a Difference

Since 1990, the rate of breast cancer deaths in Nebraska and the U.S. has declined significantly, though it leveled off from 2000 to 2009. Each year it is estimated that more than 1,200 Nebraskans will be diagnosed with breast cancer, and it is estimated that 200 will die from the disease. We've seen some improvement, but we have more work to do to reach our goal of a Nebraska without breast cancer.



Source: Susan G. Komen for the Cure®

Komen Nebraska

www.kommennebraska.org

(402) 502-2979

Your sponsorship benefits will reflect the total contribution, including in-kind donations. *Komen Nebraska Affiliate must approve all in-kind donations, based on need. All essential items are valued at 100% retail value; donations not considered essential are valued at half value for sponsorship and tax deduction purposes. No merchandise sales are allowed at the Race unless 100% of the proceeds are donated to the Affiliate. Any materials distributed at the Race must be approved in advance by the Race committee.

2014 Race Sponsorship

Nebraska

Benefit Chart

Bronze \$5,000
Crystal \$2,500
Friend \$1,000
Friend \$500

RACE DAY

Booth Space on Race Day with Product Sampling Option ¹	10 x 10				
Complimentary Race Entries ²	2	1			
Race T-Shirt (15,000)	logo	name			
Race Day Sponsor Banner	logo	name	name		
Race Sponsor Webpage	logo	name	name		
Listing on Race Entry Forms	logo	name	name		
Public Announcements During Event	•	•	•	•	

TARGETED MARKETING OPPORTUNITIES**

Start Line Sponsor (2 available) Includes banners on the 40' archway, opportunity to shoot start gun for Race/walk, key placement to cheer on participants, and branding rights to the startline		•			
Finish Line Sponsor (1 available) Includes banners and signage at finish line, key placement to cheer on participants		•			
Mailing Sponsor (2 available) Includes messaging/logo on postcard mailing (50,000) and insert with t-shirt mailing (3,500), logo on website registration form mailing option		•			
Water Station (2 available) Includes opportunity to provide fully-branded decorations, signage, volunteers and supplies for a Race-course water station			•		
Survivor Area Sponsor (2 available) Includes premier placement inside the CenturyLink Center "Survivor Recognition" area, with opportunity for product distribution and signage, as well as distribution of materials to survivors (~1400) at packet pick-up			•		
Survivor Bleacher Sponsor (2 available) Includes signage on survivor photo bleachers and key placement for hundreds of photos				•	
Porta-Potty Sponsor (2 available) Includes opportunity to provide fully-branded decorations and signage at Race-course Porta-Potty station					•

COMPANY PARTICIPATION / MISSION IMPACT

Reserved Seating at Grantee Breakfast	•	•			
Recognition at Survivor / Grantee Events	•	•	•	•	
Breast Health Education for Employees	•	•	•	•	
Opportunity to Participate on Race Planning Committee	•	•	•	•	

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PLATINUM

Dex
Impact Merchandising
Methodist Health System
Nebraska Cancer Specialists, the
Physicians of Oncology Hematology
West

SILVER

Hancock & Dana, PC
Hassel & Funk Photography
Hyatt Reservation Center
Marathon Ventures
UNMC/Fred & Pamela Buffett
Cancer Center/
The Nebraska Medical Center/UNMC
Physicians
Oak View Mall
Waitt Outdoor
Werner Enterprises
Westroads Mall
Yoplait

BRONZE

Alegent Creighton Health
Blue Cross Blue Shield of Nebraska
Centris Federal Credit Union
Dream 62
metroMAGAZINE
Mutual of Omaha
Old Mattress Factory Bar & Grill
Omaha World-Herald
Oriental Trading Company
The Reader
Sunbelt Bakery

CRYSTAL

Borsheims
First National Bank
Genentech
Midwest Ford Dealers
Omaha Symphony
The Scoular Foundation
Treat America
Veterinary Eye Specialists of Nebraska

FRIEND

Carlton Rezidor Hotel Group
Diamond Vogel Paints
eFrame, LLC
J&S Audio Visual
Lozier
Miller Properties
Rochester Armored Car Co. Inc.
SimplyWell LLC

THANK YOU TO OUR 2013 LOCAL SPONSORS!

**Benefits include but are not limited to: additional signage/recognition in designated area, opportunity to customize Race participant experience and sponsorship recognition in all applicable areas of the website. (In-kind services are not applicable to specialty sponsorship opportunities.) All sponsor benefits are dependent upon date of signed contract and receipt of logo/artwork.

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Female Breast Cancer

Incidence of breast cancer among all U.S. women over their lifetime.

1 IN 8



© 2014 Komen Nebraska

Source: Susan G. Komen for the Cure®

Komen Nebraska

www.kommennebraska.org

(402) 502-2979

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