



SUSAN G. KOMEN FOR THE CURE® ASPEN AFFILIATE
Sponsorship Opportunities

Komen Aspen Affiliate SERVING PEOPLE. SAVING LIVES.

Opportunities to be associated with Komen Aspen vary and include event-based programs such as the Komen Aspen Race for the Cure®, and the Komen Aspen/Snowmass Ride for the Cure®, targeted marketing opportunities, as well as year-round campaigns and programs, various symposiums and speaking events, and our affiliate website, www.komenaspen.org.

In addition, we will develop tailored programs to meet your needs, or you can create your own year-round sponsorship package. As a sponsor, you may find that the most effective way for you to support the cause is to establish a year-round presence and be aligned with several programs. Affiliate Sponsorship ensures that your company name and logo can be attached to all of our events.

The Running Ribbon is a registered trademark of Susan G. Komen for the Cure®.

susan g.
Komen
FOR THE **cure**  **ASPEN**

OUR WORK

Komen Aspen is fighting every minute of every day to finally, once and for all, finish what we started and achieve our vision of a world without breast cancer.

FULFILLING THE PROMISE

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 Aspen Race for the Cure® and the Komen Aspen/Snowmass Ride for the Cure®, we have invested nearly \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

BREAST CANCER THEN AND NOW

For the past 25 years, Komen for the Cure has played a critical role in every major advance in the fight against breast cancer - transforming how the world talks about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors. We are proud of our contribution to some real victories:

- **More early detection** — nearly 75 percent of women over 40 years old now receive regular mammograms, the single most effective tool for detecting breast cancer early (in 1982, less than 30 percent received a mammogram).
- **More hope** — the five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is approximately 95 percent (compared to 74 percent in 1982).
- **More research** — the federal government now devotes more than \$900 million each year to breast cancer research, treatment and prevention (compared to \$30 million in 1982).
- **More survivors** — America's 2.5 million breast cancers survivors, the largest group of cancer survivors in the U.S., are a living testament to the power of society and science to save lives.

KOMEN ASPEN SINCE 1991

Over the last 20 years, Komen Aspen has granted over \$4.5 million to fund a variety of health and human services programs in its service area along the I-70 corridor from Rifle to Vail, Colorado and the Roaring Fork Valley. Komen Aspen is the largest grant-making organization in its service area. A total of 75 percent of the net funds raised by Komen Aspen events and other sources remains in the local community to fund breast cancer education, screening and treatment. The remaining 25 percent of net proceeds are donated to the national Susan G. Komen for the Cure Research & Awards Program. Less than 25 percent of revenue generated by Komen Aspen is used to cover all expenses related to running events, marketing and administration. Today, more than ever, Komen Aspen is dedicated to saving lives and ending breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

BENEFITS OF INVOLVEMENT

- 4-Star Charity — Highest rating from CharityNavigator.org
- Aligning your company with one of the most well respected and credible not-for-profits in our tri-county service area of Pitkin, Garfield and Eagle counties
- Aligning your company with a cause that effectively converts supporters into loyal customers
- Tapping into the #1 health concern for women of all ages
- Ability to increase visibility and media exposure

AFFILIATE-WIDE OPPORTUNITIES

Events:

- ANNUAL RACE FOR THE CURE® (July)* — generally attracting over 1,500 runners, walkers and their four-legged friends, this 5k race is a fixture on the summer events calendar in Aspen (Includes opportunity at Paws for the Cure®)
- ANNUAL RIDE FOR THE CURE® (August)* — growing every year, this annual event takes riders on an epic century ride or a 50, 30 or 10-mile journey through the Roaring Fork Valley and the Rocky Mountains
- Symposiums and Speaking Events — vary from large conferences to more intimate bi-lingual events catering to a specific audience, outreach support and educational resources

*Specific Sponsor benefits are associated with both the Race for the Cure® and the Ride for the Cure® — for more information refer to the individual sponsorship package enclosed.

Communication Tools:

- WWW.KOMENASPEN.ORG (Affiliate website) — this heavily visited site is the heart of Komen Aspen with resources, information, survivor stories, grantees and market place
- KOMEN CONNECTION E-NEWSLETTER — is distributed quarterly via email with the latest news about Komen Aspen and breast cancer research, resources and updates
- FACEBOOK/TWITTER ANNOUNCEMENTS

Education Campaigns:

- YOUNG WOMEN'S CAMPAIGN — this on-going campaign targets women ages 18-34 and focuses on educating this population about best breast health practices and early detection
- PREVENTION THROUGH EDUCATION CAMPAIGN — a campaign to ensure that all women who are un-insured and medically under-served have access to nutritional and health information, as well as local resources

SPONSORSHIP PACKAGES

	Affiliate Sponsor \$100,000	Speaking Events \$10,000	Symposium Sponsor \$25,000	Komen Website Sponsor \$5,000	Komen Newsletter Sponsor \$5,000/ \$10,000	Young Women's Campaign Sponsor \$10,000	Prevention Through Education Sponsor \$20,000
Presenting sponsor for both Race and Ride	✓						
Logo/name on all Race and Ride materials, PR	✓						
Logo and link on all Affiliate website pages	✓						
Logo prominently featured on Race t-shirt and Ride jersey/jacket	✓						
Complimentary seating at all Komen Aspen sponsored events	✓						
Complimentary Race entries	20						
Complimentary Ride entries, swag bag and fundraising waived	10						
Complimentary VIP Ride invite	10						
Logo/name on all Komen Aspen speaking events, printed materials, PR plus seating	✓	✓					
Logo/name on all Komen Aspen symposiums, printed materials, PR, Key Note Speaker, plus seating	✓		✓				
Logo and link prominently on Komen Aspen website (Jan-Jun /Jul-Dec)	✓			✓			
Logo/name on quarterly newsletter	✓				✓		
Logo/name associated with campaign, PR, printed materials	✓					✓	✓

*Package subject to change