



IMPACT. MAKE ONE!

Komen Mid-Michigan Race for the Cure® - Sunday, April 25, 2010

Partnership Benefits	**Local Presenting \$30,000	Platinum \$15,000	Diamond \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$2,499-\$1,000
Business Category Exclusivity (100% Cash Contribution Required)						
Race Day Welcome/Check Presentation on Stage at Opening Ceremonies						
Company Logo on 8,000 Race Bibs						
Right to Use Race for the Cure® Logo (with Prior Affiliate Approval)						
Recognition in Pre-Race TV Spots (WLNS)						
Opportunity to be Listed as Official Registration Form Pick-Up Site						
Premium Booth Placement in Race Day Partner Village						
Race Day VIP Parking Passes						
Corporate Logo/Name on Stage Signage	Logo	Logo	Name			
Presence at Team Captain Kick-Off Event	Speak/Table	Speak/Table	Table	Invitation		
Company Logo/Name on 1,000 Race Posters Distributed in Seven Counties	Logo	Logo	Logo	Name		
Company Logo/Name on 8,000 Race T-shirts	Logo	Logo	Logo	Name		
Race Day Partner Village Tent with Product Sampling (Pre-Approved Items)	3-10'x10'	2-10'x10'	2-10'x10'	1-10'x10'		
Banners Displayed Race Day (Company Provided)	4-8'x3'	3-6'x3'	2-6'x3'	1-6'x3'		
Company Logo/Name on 60,000 Printed Race Registration Forms	Logo	Logo	Logo	Name	Name	
Company Recognition on Race Website (Includes Profile, Logo, or Name)	Profile/Link	Profile/Link	Logo/Link	Name	Name	
Recognition in Media Kit and Press Releases (Profile, Logo, or Name)	Profile	Profile	Logo	Logo	Name	
Recognition in Print Thank-You Ad (Lansing State Journal)	Logo	Logo	Name	Name	Name	
Recognition in Monthly Affiliate E-Newsletters Feb-May (15,000 / Mo.)	Logo	Logo	Name	Name	Name	Name
Invitations to VIP Breakfast in Promise Café	15	8	5	4	2	2
Complimentary Race Registrations with T-shirts (Non-Deductible Benefit)	15	8	5	4	2	2

**Minimum \$10,000 Cash Contribution Required

Deadline for Inclusion in Printed Materials: January 29, 2010