JOIN THE FIGHT. BECOME A SPONSOR.
8th Annual Findlay Race for the Cure
Saturday, September 26, 2020

WHY JOIN THE FIGHT?

We have made amazing progress
Early detection and effective treatment resulted in a 40 percent decline in breast cancer mortality in the U.S. between 1989-2016.

There are more than 3.8 million breast cancer survivors and those living with metastatic breast cancer in the U.S.

We have much more to do
Every week in Northwest Ohio, 22 women are diagnosed with breast cancer and five women die from breast cancer.

Breast cancer accounts for 30 percent of newly diagnosed cancers in the U.S.

Breast cancer is the 2nd most common cause of cancer death for women ages 20-59 in the U.S.

Every day, more than 115 women and men in the U.S. are expected to die from breast cancer.

African American women are 40 percent more likely to die from breast cancer than white women.

GOODWILL TOWARD SPONSORS
More than 80 percent of race participants surveyed said they would be more likely to support a business that supports Susan G. Komen Northwest Ohio.

HOW SPONSOR DOLLARS ARE INVESTED
75 percent funds local grants for breast cancer services.
25 percent funds groundbreaking breast cancer research.

SPONSORSHIP MAKES A DIFFERENCE

RACE WEEKEND AUDIENCE
Includes Findlay and Toledo Race for the Cure events
10,500 social media followers
140,000 email subscribers
1,000,000+ media impressions
25,000 Race participants, volunteers, and spectators
### 2020 Sponsorship Benefits

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>Presenting*</th>
<th>Diamond*</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Crystal</th>
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<tbody>
<tr>
<td>Logo on Race Bib</td>
<td>$25,000</td>
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<td>Use of Race Logo on Advertising Materials</td>
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<td>Identification in Race Day Media Releases</td>
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<td>Company Representative on Start Stage</td>
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<td>Logo Displayed on Race Website</td>
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<td>Promotional Race Date Mention and Banner Displayed on Race Day (provided by sponsor)</td>
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<td>Table at Sponsor Expo (with advanced registration)</td>
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<td>Komen NW Ohio Social Media Recognition</td>
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<td>Invitation to Thank You Party</td>
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<td>Recognition in Final “Thank You” Printed Ad</td>
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<td>Recognition on 2,400+ Race for the Cure T-shirts**</td>
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<td>Recognition in Race entry materials, in printed and email newsletters (80,000+)</td>
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<td>Complimentary Race Entries and T-shirts</td>
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**Street Corner Sponsor Opportunity at $1000 allows for inclusion in the Thank You advertisement and 2 registrations.**

*At least 60% of donation must be cash vs. in-kind.

**Deadline for logo inclusion on T-shirt - Friday, May 29, 2020. Send vector (.eps) logo to desmond@komennwohio.org.

Questions? Contact Mary Westphal, executive director, at 419-724-2873 or 1-877-604-CURE (2873) or mary@komennwohio.org.

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### Thank You to Our 2019 Findlay Sponsors

#### Presenting

- Marathon
- Blanchard Valley Health System

#### Diamond

- The Findlay Publishing Company
- WTOL 11 HD
- Northwest Ohio Ford Dealers

#### Platinum

- Great Scot Community Market
- Barry Bagels
- Findlay Town Money Saver
- Hearthside Food Solutions
- The Kirk Family of Companies
- Meijer
- Millstream Area Credit Union
- ProMedica
- Time Warp Mobile DJ

#### Gold

- Rowmark
- Whirlpool
- City Apparel
- Cooper Tires
- Kate and Tom Donnell
- Dales Kwik Kar
- Logistics

#### Silver

- Your Hometown Station
- Eclipse
- Hump Day Water
- National Roof
- Tall Timbers Professional Park
- National
- Event

#### Bronze

- DS
- Charles
- Visit Findlay
- Hump Day Water
- National Roof
- Tall Timbers Professional Park
- National
- Event

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**Thank You to Our 2019 Findlay Sponsors**

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