The Society’s Impact on Breast Cancer
The Society has made lifesaving progress against breast cancer. This progress, thanks in part to Making Strides Against Breast Cancer sponsors, is nothing short of remarkable:

- The American Cancer Society has played a role in nearly every major cancer research breakthrough of the last century, including:
  - Mammography as the gold-standard for early detection
  - MRI Screenings
  - Breast-saving lumpectomies
  - Tamoxifen to reduce the risk of recurrence
  - Herceptin to improve the chances of survival
- At this time, the American Cancer Society is funding 230 breast cancer research projects totaling over $120 million.
- Ongoing studies are looking at the effect of exercise, weight gain or loss, and diet on breast cancer risk.
- Scientists are exploring how common gene variations may affect breast cancer risk.
- Several newer imaging methods are now being studied for evaluating and detecting breast cancers.

Breast Cancer Facts and Figures
Breast cancer is a disease that touches us all. It affects many of your employees and customers.

- Breast cancer is the most common cancer (other than skin cancer) among women in the U.S.
- Each year more than 232,000 people are diagnosed with breast cancer, and that continues to grow.
- If caught early, the breast cancer survival rate is 98 percent. If diagnosed late, the survival rate drops to 27 percent.
- A woman’s lifetime risk of developing breast cancer is 1 in 8, but thanks to progress in treatment her chances of dying from it have dropped to 1 in 3.
- There are about 2.9 million breast cancer survivors in the U.S. today.
- About 2,190 men in the U.S. were diagnosed with breast cancer in 2012.

Make strides to end breast cancer.

Corporate Sponsorship Opportunities
Rockford, IL
October 18, 2014

But now is no time to rest. More event sponsors mean more cancer breakthroughs and more lives saved from this disease.

American Cancer Society
The Official Sponsor of Birthdays®
We save lives and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.
cancer.org | 1.800.227.2345

©2013 American Cancer Society, Inc., Great Lakes Division
MakingStridesWalk.org
As a sponsor, your company can expect:

- **Enhanced company image:** Your company name and logo will be seen in partnership with America’s most trusted source for cancer information, the American Cancer Society, and one of the largest breast cancer walks in the country, Making Strides Against Breast Cancer.

- **Increased visibility:** With the American Cancer Society and an extensive portfolio of yearly events, there are opportunities abound for your organization to be an active partner in the fight against cancer.

- **Strengthened employee morale:** Nine out of ten employees feel more pride and loyalty when they see their company committed to a cause.

### Sponsor Benefits

<table>
<thead>
<tr>
<th>Flagship</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall contribution of $7,500 and 75 walkers</td>
<td>Overall $5,000 contribution and 50 walkers</td>
<td>Overall $3,000 contribution and 30 walkers</td>
<td>$1,000 corporate contribution</td>
<td>$500 corporate contribution</td>
</tr>
</tbody>
</table>

#### Kick-Off

- **High Profile Opportunity for Company Representation**
- **Reserved seating for Company Team Leaders**
- **Company Recognition**

#### Day of Event

- **Corporate banner to be displayed at the event (provided by ACS)**
- **A prominent site and tent for your flagship team to meet prior to the walk**
- **Highlight of company and involvement with messaging from the stage at the event**
- **Recognition of corporate support from the stage**
- **Company provided banner to display onsite at the event**
- **Signage to sponsor one event area (Water Stop, Survivor Area, Finish Line, Stage, Registration Tent and more) Provided by ACS**
- **Route signs with company name (provided by ACS)**

#### Marketing and Promotions

- **Inclusion of company logo on local Making Strides Collateral (posters and walk papers)**
- **Offers categorical exclusivity in the market (Healthcare systems excluded)**
- **Inclusion of company logo on local Making Strides web site**
- **Permission to use ACS logo within company marketing materials**
- **Inclusion of corporate logo and acknowledgment of company support on social media outlets on certain number of occasions**

To join the fight against breast cancer, please contact us at:

Rockford American Cancer Society
4312 East State Street
Rockford, IL 61008
815.229.1287