MAKING STRIDES Against Breast Cancer®

American Cancer Society®

Making Strides Against Breast Cancer of Hawaii

2017 SPONSORSHIP OPPORTUNITIES

Saturday, October 21, 2017 | Ke'ehi Lagoon Beach Park

American Cancer Society®

For more information, contact:
Michelle Hashimoto | 808.432.9163 | michelle.hashimoto@cancer.org

Updated 5/24/17

What is Making Strides Against Breast Cancer?

The American Cancer Society Making Strides Against Breast Cancer walks are the largest network of breast cancer awareness events in the nation, uniting over 250 communities to create a world free from the pain and suffering of breast cancer. Being involved in our events provides your employees, customers, and communities the opportunity to help save lives and ensure no one faces breast cancer alone.

Numbers at a Glance

- Since 1993, more than **12 MILLION WALKERS** in the US have helped raise more than **$750 MILLION** to help end the pain and suffering from breast cancer.
- **1.4 MILLION WALKERS** participated in 2015
- **OVER 250 EVENTS** in the US in 2015
- More than **$60 MILLION** raised in 2015
- Locally, in 2016:
  216 TEAMS
  180 SURVIVORS
  2 PACESETTERS

Become a Making Strides Sponsor

As a Making Strides Against Breast Cancer sponsor, you will help the American Cancer Society save more lives from breast cancer. In 2017, more than 255,180 women are expected to be newly diagnosed with breast cancer in the US and 41,070 are expected to die from the disease.

One in three consumers say they are more likely to purchase a product if it's partnered with our brand.

We continue to be a **highly trusted source for cancer information,** with 94 percent aided brand awareness among consumers.*

Help save lives, and show your community how you provide employees and customers:

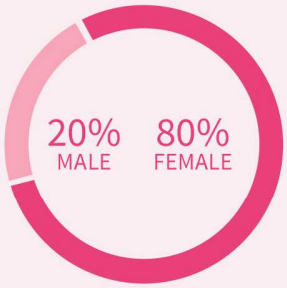
- A quality team-building experience
- A platform for volunteerism and philanthropy
- A commitment to their well-being

BENEFITS CAN INCLUDE:

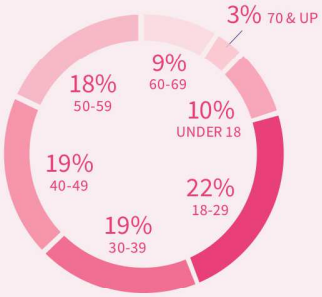
- Generating a more positive corporate image
- Improving customer loyalty
- Increasing sales potential

Making Strides Against Breast Cancer

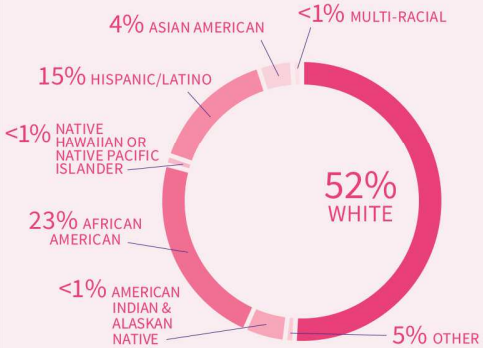
PARTICIPANTS ACROSS THE US*



BY GENDER



BY AGE



BY RACE/ETHNICITY

*percentage per total respondents

*American Cancer Society Market Research: 2016 Brand Tracker

Your sponsorship helps save lives from cancer.

Through your sponsorship, you are helping to create a world free from the pain and suffering of cancer by investing in innovative cancer research, providing free information and support, and helping people reduce their cancer risk or find it early when it's most treatable. Here are a few examples of how the American Cancer Society is putting dollars to work in Hawaii*:

"

Experiencing chemotherapy, losing my hair and taste buds and extreme fatigue were true tests in the beginning of my treatment journey.

Nellie Pasion-Callueng | Breast Cancer Survivor

73 NIGHTS OF FREE LODGING through the American Cancer Society Hope Lodge® network and Guest Room program when patients traveled to the Mainland for treatment.

This year, we are able to provide free lodging to even more patients from the neighbor islands and abroad. In November, 2016, the American Cancer Society opened Clarence T.C. Ching Hope Lodge Hawaii to patients traveling to Oahu for cancer treatment.

840 RIDES for patients to and from cancer-related treatment and medical appointments

113 PEOPLE learned to manage the appearance-related side effects of treatment through our Look Good Feel Better® Program

Answering more than **2,539 REQUESTS** for cancer information via phone, email, and online chats

* based on 2015 data

Flagship Sponsor | $15,000

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Opportunity to have Making Strides kickoff at your company office to engage employees in the mission to save lives from cancer
- Right to promote sponsorship in company materials (American Cancer Society to provide images)
- Prominent exposure at the kickoff:
  - Opportunity for company representatives to connect with community leaders
  - Verbal and visual recognition throughout the program
  - Opportunity to provide Society-approved company products or materials
- Visibility on walk day:
  - Speaking opportunity during the opening program
  - Verbal recognition throughout the program
  - Society-provided banner on the start line inflatable arch
  - Complimentary team tent on event day; opportunity to display your company banner on your assigned tent
  - Promotional space at your Making Strides event
  - Opportunity to distribute Society-approved company products or materials

BRAND RECOGNITION

- Company logo featured on:
  - Co-branded five-foot-tall pink ribbon sign or standard 18" x 24" track sign displayed along the walk route
  - All print collateral materials (such as posters and brochures)
  - Home page and sponsor page of the event website
- Recognition (includes company logo) across the Facebook timeline for your Making Strides event
- Inclusion in pre and post-event news releases

ADDITIONAL BENEFITS FOR YOUR ORGANIZATION

- Annual impact report, highlighting value and return of sponsorship
- Reserved table and seating for company team leaders at the kickoff
- Exclusive VIP parking on walk day
- Free American Cancer Society Content Subscription Service for timely cancer-related information
- Access to Society workplace wellness programs for your organization.
- Invitation to Mahalo Luncheon highlighting event success.

American Cancer Society®

Platinum Sponsor | $7,500

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Prominent exposure at the kickoff:
  - Opportunity for company representatives to connect with community leaders
  - Verbal and visual recognition throughout the program
- Visibility on walk day:
  - Society-provided banner on the start line inflatable arch
  - Promotional space at your Making Strides event
  - Verbal recognition throughout the stage program

BRAND RECOGNITION

- Company logo featured on:
  - Co-branded five-foot-tall pink ribbon sign or standard 18" x 24" track sign displayed along the walk route
  - Home page and sponsor page of the event website
- Company name featured on:
  - All print collateral materials (such as posters and brochures)
- Company name on all print collateral materials (such as posters and brochures)
- Recognition (includes company logo) across the Facebook timeline for your Making Strides event

ADDITIONAL BENEFITS FOR YOUR ORGANIZATION

- Annual impact report, highlighting value and return of sponsorship
- Reserved seating for company team leaders at the kickoff
- Exclusive VIP parking on walk day
- Free American Cancer Society Content Subscription Service for timely cancer-related information
- Access to Society workplace wellness programs for your organization.
- Invitation to Mahalo Luncheon highlighting event success.

American Cancer Society®

Corporate Kickoff Sponsor | $5,000 – *Exclusive Sponsor*

The Making Strides Against Breast Cancer event kickoff is full of information and excitement. It brings together representatives from corporations, small businesses, and the community to learn about how the American Cancer Society is helping to save lives from breast cancer by funding research, educating people on the steps they can take to reduce their risk for breast cancer or find it early when it's easier to treat, and provide free information and support to everyone who needs it. The goal of the kickoff is to educate, inspire, and inform everyone attending about the event in hopes that they will participate in the walk. This year, our modified all-day Kickoff will be held at our American Cancer Society office in Nuuanu on August 10.

RIGHTS AND BENEFITS

- Prominent exposure at the kickoff:
  - Opportunity for company representatives to connect with community leaders
  - Visual recognition on-site as Kickoff sponsor

BRAND RECOGNITION

- Company logo featured on:
  - Three co-branded 2.5' x 10' banners
  - Kickoff link on the home page
  - Sponsor page of the event website
  - 1,000+ Kickoff Invitations
  - Email to over 4,300+ current and past participants from 2014 to current.
- Recognition (includes company logo) on the Facebook timeline for your Making Strides event

ADDITIONAL BENEFITS FOR YOUR ORGANIZATION

- Annual impact report, highlighting value and return of sponsorship
- VIP Tour of the American Cancer Society with your Company representatives on Kickoff Day
- Free American Cancer Society Content Subscription Service for timely cancer-related information
- Access to Society workplace wellness programs for your organization.
- Invitation to Mahalo Luncheon highlighting event success.

Gold Sponsor | $5,000

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Verbal and visual recognition throughout the kickoff program
- Verbal recognition throughout the stage program on walk day

BRAND RECOGNITION

- Company logo featured on:
  - Co-branded standard 18" x 24" track sign displayed along the walk route
  - Sponsor page of the event website
- Occasional recognition across the Facebook timeline for your Making Strides event

ADDITIONAL BENEFITS FOR YOUR ORGANIZATION

- Annual impact report, highlighting value and return of sponsorship
- Reserved seating for company team leaders at the kickoff
- Free American Cancer Society Content Subscription Service for timely cancer-related information
- Invitation to Mahalo Luncheon highlighting event success.

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Silver Sponsor | $3,000

RIGHTS AND BENEFITS

- Verbal and visual recognition throughout the kickoff program
- Verbal recognition throughout the program on walk day

BRAND RECOGNITION

- Company logo featured on:
  - Co-branded standard 18" x 24" track sign displayed along the walk route
  - Sponsor page of the event website

ADDITIONAL BENEFITS FOR YOUR ORGANIZATION

- Reserved seating for company team leaders at the kickoff
- Free American Cancer Society Content Subscription Service for timely cancer-related information

Check-in Tent Sponsor | $3,000 – *Exclusive Sponsor*

Imagine your brand prominently displayed among thousands of people in our community. As the exclusive Check-in Tent Sponsor, your organization will be featured on our highly visible Check-in Tent where we encourage all walkers to visit first and foremost.

BENEFITS

- Verbal and visual recognition throughout the kickoff program
- Reserved seating for company team leaders at the kickoff
- Verbal recognition throughout the program on walk day
- Four (4) Society-provided banners on each of the four sides of the highly visible Check-in Tent
- Company logo featured on the sponsor page of the event website
- Free American Cancer Society Content Subscription Service for timely cancer-related information

Finish Line Sponsor | $3,000 – *Exclusive Sponsor*

Align your organization's brand with victory over breast cancer by becoming our exclusive Finish Line Sponsor. Thousands of walk participants will see your company brand front and center at the finish line as they celebrate all they have done to help save lives from breast cancer. The finish line is also a popular back drop for photos.

BENEFITS

- Verbal and visual recognition throughout the kickoff program
- Reserved seating for company team leaders at the kickoff
- Verbal recognition throughout the program on walk day
- Society-provided 35" x 21" banner on the highly visible Finish Line inflatable arch
- Company logo featured on the sponsor page of the event website
- Free American Cancer Society Content Subscription Service for timely cancer-related information

Survivor Tent Sponsor | $3,000 – *Exclusive Sponsor*

- By becoming our Survivor Tent sponsor, you'll have an opportunity to connect with many people in our community touched by breast cancer. The Survivor Tent Sponsor is highly publicized before and during the walk. All survivors at the event are invited to visit the tent for special recognition and perks, which generates solid foot traffic throughout the event

BENEFITS

- Verbal and visual recognition throughout the kickoff program
- Reserved seating for company team leaders at the kickoff
- Verbal recognition throughout the program on walk day
- Company logo featured on a "This Survivor Tent Sponsored by" 18" x 24" (minimum size) corrugated plastic sign or banner and placed on or around highly visible Survivor Tent on walk day
- Company logo featured on the sponsor page of the event website
- Free American Cancer Society Content Subscription Service for timely cancer-related information

American Cancer Society®

Stage, Mission, or VIP Sponsor | $1,500 – *Exclusive Sponsors*

Save lives and celebrate life by becoming our exclusive Mission, Main Stage, Lagoon Drive Stage, or VIP Area Sponsor. Thousands of walk participants will see your company brand at key locations on event day.

BENEFITS

- Verbal and visual recognition throughout the kickoff program
- Reserved seating for company team leaders at the kickoff
- Verbal recognition throughout the program on walk day
- Company logo featured on a "This [Tent/Area] Sponsored By" 18" x 24" corrugated plastic sign or banner and placed on or in respective tent or area.
- Company logo featured on the sponsor page of the event website
- Free American Cancer Society Content Subscription Service for timely cancer-related information

MAIN STAGE #1
KEEHI LAGOON BEACH PARK

STAGE AT REST STOP #2
ON LAGOON DRIVE AT 0.75-MILE

MISSION AREA

Located within the main Activities tent, Mission Area sponsors may choose to host the educational area with their own games, activities, and collateral.

VIP AREA

The VIP area hosts our non-Flagship sponsors, Real Men Wear Pink, Portraits of Hope, and other special guests.

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MakingStridesWalk.org | 1.800.227.2345

Real Men Wear Pink Sponsor | $1,500 AND ONE (1) REAL MEN WEAR PINK CANDIDATE COMMITMENT – *Exclusive Sponsor*

Breast cancer does not just affect women. Not only are more than 2,600 men in the US diagnosed every year, but so are more than 255,000 of their daughters, wives, mothers, sisters, and friends.

Our Real Men Wear Pink candidate program engages men to fundraise a minimum of $1,000 as they work towards a goal of at least $2,500, wear pink throughout the month of October, and raise awareness through their social networks.

BENEFITS

- Verbal and visual recognition throughout the Real Men Wear Pink Launch Party
- Company logo prominently featured on:
  - Co-branded signage placed prominently at the Real Men Wear Pink of Hawaii Launch Party
  - Real Men Wear Pink of Hawaii Launch Party invitations
  - Real Men Wear Pink of Hawaii collateral including posters
  - Home page of Real Men Wear Pink website
- Reserved seating for company team leaders at the Making Strides Against Breast Cancer Corporate Kickoff
- Free American Cancer Society Content Subscription Service for timely cancer-related information

REAL MEN WEAR PINK

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MakingStridesWalk.org | 1.800.227.2345

Mile Marker, Water Stop, Children's Area, Photo Booth, Pink Out Area Sponsor | $1,000 – *Exclusive Sponsors*

BENEFITS

- Verbal and visual recognition throughout the kickoff program
- Reserved seating for company team leaders at the kickoff
- Verbal recognition throughout the program on walk day
- Company logo featured on a "This [name of area] Sponsored By" 18" x 24" corrugated plastic sign or banner and placed on or in respective tent, area, or barricade
- Company logo featured on the sponsor page of the event website
- Free American Cancer Society Content Subscription Service for timely cancer-related information

MILE MARKERS

- Mile #1 and Mile #2 are located by Rest Stop #2 along Lagoon Drive.
- Company logo will be placed on a barricade alongside the respective mile number.

WATER STOPS

- Water Stop #1 is located at Ke'ehi Lagoon Beach Park.
- Water Stop #2 is located on Lagoon Drive across of the Honolulu International Airport runway.
- Water Stop #3 is located on Lagoon Drive near the turnaround midpoint.

CHILDREN'S AREA

The Children's Area is located within the Activity Tent at Ke'ehi Lagoon Beach Park and hosts activities appealing to those young at heart.

PHOTO BOOTH

Nearby the Activity Tent at Ke'ehi Lagoon Beach Park, walkers take selfies in front of a step-and-repeat event banner with fun props, good company, and great smiles!

PINK OUT AREA

Located within the Activity Tent at Ke'ehi Lagoon Beach Park, participants pink-ify their appearance pre and post-walk through hair tinting, face painting, temporary tattoos, decals, and more.

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MakingStridesWalk.org | 1.800.227.2345

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Making Strides Against Breast Cancer of Hawaii

AT A GLANCE

SPONSOR BENEFITS	FLAGSHIP $15,000	PLATINUM $7,500	GOLD $5,000	SILVER $3,000	•CHECK-IN TENT •SURVIVOR TENT •FINISH LINE (EXCLUSIVE) $3,000	•MISSION •STAGE #1-MAIN •STAGE-ROUTE •VIP AREA (EXCLUSIVE) $1,500	•MILE MARKER •WATER STOP •CHILDREN'S AREA •PHOTO BOOTH •PINK OUT AREA (EXCLUSIVE) $1,000
Opportunity to engage in a co-branding partnership with a highly trusted source of cancer information	✓	✓	✓				
Opportunity to have a Making Strides kickoff at your company office to engage employees in the fight against breast cancer	✓						
Rights to promote sponsorship in company materials (Society to provide images)	✓						
Opportunity for company representatives to connect with community leaders at the kickoff	✓	✓					
Verbal and visual recognition throughout the kickoff program	✓	✓	✓	✓	✓	✓	✓
Opportunity to provide Society-approved company products or materials at the kickoff	✓						
Reserved table and seating for company team leaders at the kickoff	✓						
Reserved seating for company team leaders at the kickoff		✓	✓	✓	✓	✓	✓
Speaking opportunity during the opening program on walk day	✓						
Verbal recognition throughout the walk day program	✓	✓	✓	✓	✓	✓	✓

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Making Strides Against Breast Cancer of Hawaii

AT A GLANCE - *CONTINUED*

SPONSOR BENEFITS	FLAGSHIP $15,000	PLATINUM $7,500	GOLD $5,000	SILVER $3,000	•CHECK-IN TENT •SURVIVOR TENT •FINISH LINE (EXCLUSIVE) $3,000	•MISSION •STAGE #1-MAIN •STAGE-ROUTE •VIP AREA (EXCLUSIVE) $1,500	•MILE MARKER •WATER STOP •CHILDREN'S AREA •PHOTO BOOTH •PINK OUT AREA (EXCLUSIVE) $1,000
Society-provided banner on the start line inflatable arch	✓	✓					
Complimentary team tent on event day; Opportunity to display your company banner at your assigned tent	✓						
Promotional space at your Making Strides event	✓	✓					
Opportunity to distribute Society-approved company products or materials on walk day	✓						
Company logo featured on a co-branded, five-foot tall pink ribbon sign or 18" x 24" track sign displayed along the walk route	✓	✓					
Company logo featured on a 18" x 24" corrugated plastic sign and displayed along the walk route			✓	✓			
Company logo featured on a "This (Tent/Finish Line) Sponsored By" 18" x 24" (minimum size) corrugated plastic sign or banner and placed on or around respective area/inflatable arch					✓		
Company logo featured on a "This (Tent/Area/Sign) Sponsored By" 18" x 24" corrugated plastic sign or banner and placed on respective tent or barricade/equipment						✓	✓
Exclusive VIP Parking on walk day	✓	✓					
Company logo featured on all print collateral materials (such as posters and brochures)	✓						
Company name featured on all print collateral materials (such as posters and brochures)		✓					

Making Strides Against Breast Cancer of Hawaii

AT A GLANCE - *CONTINUED*

SPONSOR BENEFITS	FLAGSHIP $15,000	PLATINUM $7,500	GOLD $5,000	SILVER $3,000	•CHECK-IN TENT •SURVIVOR TENT •FINISH LINE (EXCLUSIVE) $3,000	•MISSION •STAGE #1-MAIN •STAGE-ROUTE •VIP AREA (EXCLUSIVE) $1,500	•MILE MARKER •WATER STOP •CHILDREN'S AREA •PHOTO BOOTH •PINK OUT AREA (EXCLUSIVE) $1,000
Company logo featured on the home page of the event website	✓	✓					
Company logo featured on the sponsor page of the event website	✓	✓	✓	✓	✓	✓	✓
Recognition across the Facebook timeline for your Making Strides event	✓	✓	✓				
Inclusion in pre and post-event news releases	✓						
Annual impact report, highlighting value and return of sponsorship	✓	✓	✓				
Free American Cancer Society Content Subscription Service for timely cancer-related information	✓	✓	✓	✓	✓	✓	✓
Access to Society workplace wellness programs for your organization	✓	✓					

OTHER EXCLUSIVE SPONSORSHIPS:

- Corporate Kick-off $5,000
- Real Men Wear Pink $1,500 and One (1) Real Men Wear Pink Candidate Commitment

MAKING STRIDES Against Breast Cancer®
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Making Strides Against Breast Cancer
of [insert community name]

SPONSORSHIP COMMITMENT FORM

Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Fax number: _____

Email: _____ Web address: _____

COMMITMENT LEVEL

- ❑ $15,000 – Flagship
- ❑ $7,500 – Platinum
- ❑ $5,000 – Corporate Kickoff
- ❑ $5,000 – Gold
- ❑ $3,000 – Silver
- ❑ $3,000 – Check-in Tent
- ❑ $3,000 – Finish Line
- ❑ $3,000 – Survivor Tent
- ❑ $1,500 – Mission Area
- ❑ $1,500 – Stage #1
- ❑ $1,500 – Stage #2 (route)
- ❑ $1,500 – VIP Area
- ❑ $1,500 – Real Men Wear Pink [plus one (1) Real Men Wear Pink Candidate Commitment]
- ❑ $1,000 – Mile Marker #1 (route)
- ❑ $1,000 – Mile Marker #2 (route)
- ❑ $1,000 – Water Stop #1
- ❑ $1,000 – Water Stop #2 (route)
- ❑ $1,000 – Water Stop #3 (route)
- ❑ $1,000 – Children's Area
- ❑ $1,000 – Photo Booth
- ❑ $1,000 – Pink Out Area

METHOD OF PAYMENT

❑ Enclosed is my sponsorship check *(made payable to the American Cancer Society)* in the amount of $ _____ .

❑ Charge $ _____ to my credit card. (Please print clearly.)

Card Type: ❑ VISA ❑ MasterCard ❑ Discover ❑ AMEX

Cardholder name: _____

Billing address: _____

Card number: _____ Exp. date: _____ Sec. code: _____

❑ Please send remittance form to: _____

We are unable to be designated as a sponsor this year, but enclosed is our donation of $ _____ .

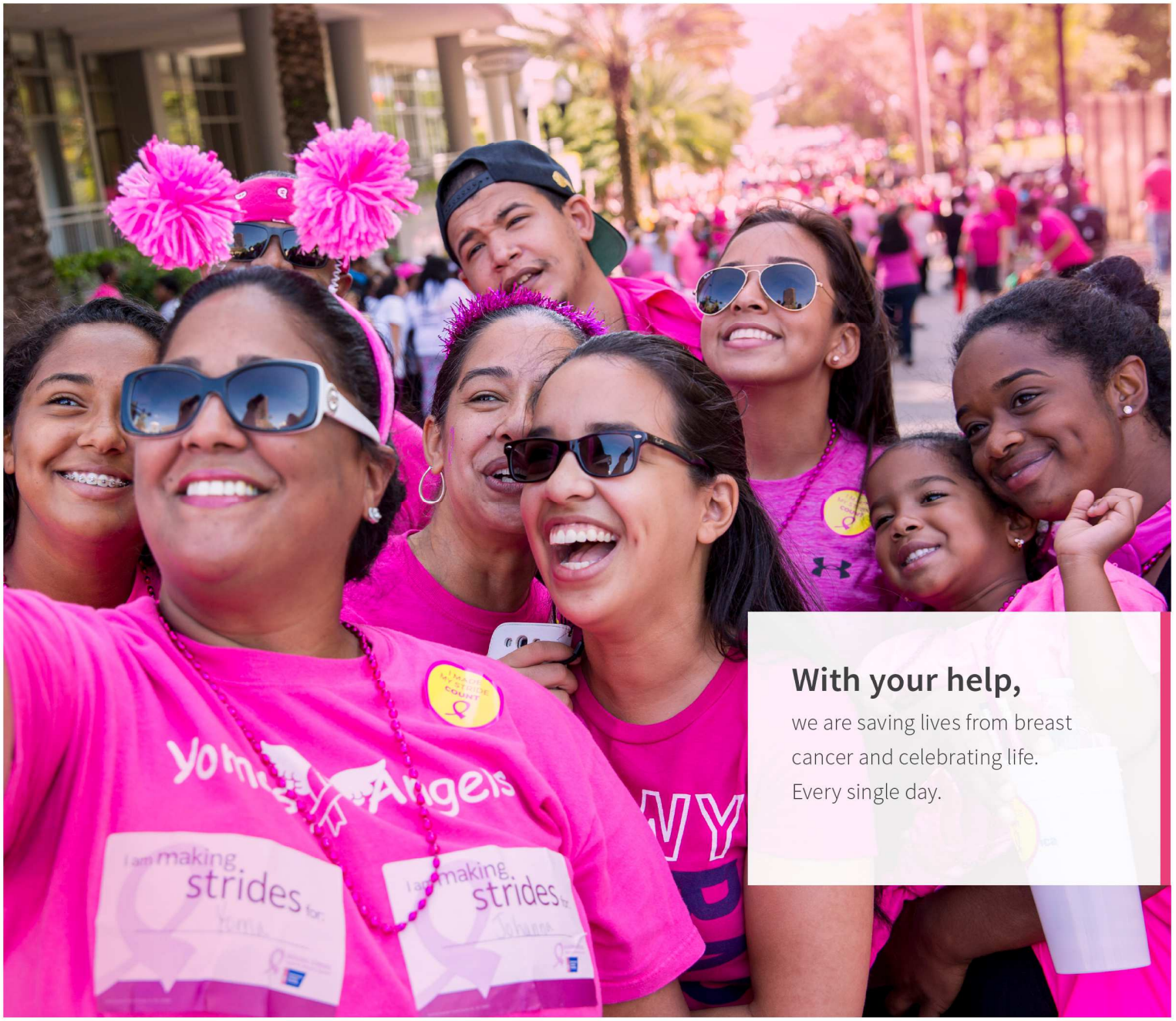
Sponsor Signature: _____ Date: _____

SPONSORSHIP DEADLINE: **May 5, 2017**

(Please sign and retain a copy for your records.) MAIL TO: American Cancer Society, Inc., 2370 Nuuanu Ave, Honolulu, HI 96817

American Cancer Society®

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.



For more information, contact:
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or 808-432-9163

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