

HERS BREAST CANCER FOUNDATION...

A SOFT PLACE TO FALL



The **HERS Breast Cancer Foundation** empowers women affected by breast cancer, supporting their well-being with post-surgical products and educational services, regardless of financial status

*Hope ♥ Empowerment
Renewal ♥ Support*

www.HERSKeepAbreast.org

Save the date:
*Always the last Saturday
of September*



HERS BREAST CANCER
FOUNDATION
ANNUAL KEEP ABREAST
5K/10K WALK/RUN
SPONSORSHIP OPPORTUNITIES

We can't do it without you!

Thanks in large part to our financial and in-kind sponsors, we held our most successful event to date in 2010, raising over \$92,000, a 13% increase over 2009. These funds will go far in allowing us to continue to provide services to breast cancer survivors throughout the Bay Area. 2010 highlights include:

- Over 1000 participants – our largest turnout ever!
- 200 volunteers, including many local students.
- Our Community Expo featured 30 local vendors and organizations.
- Our professional chip-timed 5k/10k run attracted many new participants, in addition to returning walkers.
- In our second year providing participants with a personalized online fundraising page, we brought in over 21,000 in online donations.

Our event takes place at Quarry Lakes Regional Park in Fremont, California

Our website at www.HERSKeepAbreast.org provides information for walkers, runners, donors, sponsors and Expo participants. Features include online registration and personalized online fundraising pages for each participant.

The **HERS Breast Cancer Foundation**, in conjunction with our key program **Bras for Body & Soul**, provides a safe, comfortable and understanding environment for breast cancer survivors to find the products and education they need.

Our **WE Support...YOU Survive Program** provides the services of Bras for Body & Soul to underserved and low-income breast cancer survivors in the SF Bay Area. The **Lymphedema Project** assists survivors by providing the garments for the treatment of this condition. Our **Hair with Care Program** addresses the dramatic effect of hair loss as a consequence of chemotherapy, as wig specialists assist our clients with a variety of different wigs.

All dollars raised from KEEP ABREAST keep our vital programs and special services going and growing.

Your participation is a wonderful way to help these women. For your support of this truly empowering day, your sponsorship will be recognized as noted in the list of benefits (see reverse)

To participate this year, simply complete and return the attached form. Thank you in advance for your consideration. Together, we can help thousands of Bay Area breast cancer survivors and their families.



2500 Mowry Ave., Suite 130
Fremont, CA 94538
www.HERSKeepAbreast.org

HOPE

EMPOWERMENT

RENEWAL

SUPPORT

HERS BREAST CANCER FOUNDATION

KEEP ABREAST 5K/10K WALK/RUN

SPONSORSHIP OPPORTUNITIES



Platinum - \$15,000

- All **Diamond** Level benefits, *plus*
- Prominent signage at each of the following areas, in addition to the right to exclusive sponsorship of one of these areas: Stage, Finish Line, Registration
- Prominent listing on HBCF website home page
- Prominent listing on KAB website home page
- 10 Free event registrations
- Logo on HERS Newsletter
- Logo on Walk bibs
- Logo on Volunteer t-shirts

Diamond - \$5,000

- All **Ruby** Level benefits, *plus*
- 2 additional free event registrations (8 total)
- Participation of company representative at event race starting gate
- Logo on Thank you banners posted at event site

Ruby - \$2,500

- All **Gold** Level benefits, *plus*
- Three 3'x8' banners throughout the walk site¹
- Booth for on-site product display and promotion²
- 2 additional free event registrations (6 total)
- Logo on Water stations on 5k/10k trail
- Logo on signage throughout 5k/10k trail

Gold - \$1,000

- All **Silver** Level benefits, *plus*
- Booth for on-site product display and promotion
- Listing on HBCF website
- 2 additional free event registrations (4 total)

Silver - \$500

- All **Bronze** Level benefits, *plus*
- 2 **free** event registrations
- Receive a team area on event day³

Bronze - \$250

- Event day acknowledgement by emcees
- Listing on KAB website
- Logo on promotional posters
- Name on participant T-shirts
- Logo on registration brochures

1. Banners to be provided by sponsor
2. Booth dimension: 10' x 10'; all on-site product giveaways and activities to be approved by HBCF prior to event
3. Teams with 25 or more walkers will receive a tent

"Of all the events of this kind that I attend yearly, this has to be the most moving & inspiring."

– Sharon Almeida
CEO, Financial Advisor, Cents & Sensibility

"Panera believes very strongly in community involvement. Supporting the HERS Breast Cancer Foundation and the KEEP ABREAST event, we honor this organization and the work they do assisting breast cancer survivors."

– Scott Devros
General Manager, Panera Bread

"Beyond a fundraiser for the HERS Breast Cancer Foundation, the KEEP ABREAST Walk/Run is a beautiful expression of love and caring—as well as an uplifting and empowering experience—for all who have been affected by breast cancer, including families and friends. It's our honor to sponsor this truly unique and inspiring event, year after year."

– Hattie Hyman Hughes
President, Fremont Bank Foundation

"KTVU FOX 2 is proud to be a supporter of a local community service such as the HERS Breast Cancer Foundation, which provides a valuable service to women who would otherwise not have access to resources."

– Rosy Chu
KTVU FOX 2 Director, Community Affairs and Public Service Host/Producer, BAY AREA PEOPLE

Specific items may be underwritten through sponsorship:

- *Parking* (\$2,500) - includes all Ruby benefits, plus signage at all park entrances and parking areas
- *T-shirts* (\$2,500) - includes all Ruby benefits, plus signage at registration & t-shirt distribution areas
- *Professional Race Fees* (\$2500) - includes all Ruby benefits, plus signage on race course and at clock location

Yes! Our company/organization is interested in participating as a sponsor!

Please print clearly

Name _____

Address _____

City _____ State _____ Zip _____

Company _____

Title _____

Phone _____

E-mail _____

Sponsorship Level

- Platinum - \$15,000 Gold - \$1,000
 Diamond - \$5,000 Silver - \$500
 Ruby - \$2,500 Bronze - \$250

Method of Payment

- I am enclosing my check
 I will be mailing or bringing my check to the HERS Breast Cancer Foundation
- I would like to pay with MasterCard Visa
 Card Number _____
 Exp Date _____ Security Code _____
 Signature _____

- I would like more information on forming a Walk/Run Team
 I would like information regarding the Community Resource Expo

Please make check payable to HERS Breast Cancer Foundation, 2500 Mowry Ave., Suite 130, Fremont, CA 94538. For more information, please contact Karen Jackson at 408-612-2873 or karen@HERSfund.org.

The HERS Breast Cancer Foundation is a 501(c)(3) non-profit organization, Federal Tax ID Number 94-3309906

Event registration and donation opportunities are also available online at www.HERSKeepAbreast.org

***Sponsor deadline for logo inclusion in event promotional materials is June 15, 2011**

DETACH & RETURN WITH YOUR SPONSORSHIP