

WE SUPPORT...  
YOU SURVIVE



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](http://www.HERSKeepAbreast.org)

Save the date:  
September 25, 2010

HERS BREAST CANCER  
FOUNDATION  
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 2009, raising over \$82,000. These funds will go far in allowing us to continue to provide services to breast cancer survivors throughout the Bay Area. 2009 highlights include:

- Over 800 participants – our largest turnout ever!
- 200 volunteers, including many local students.
- Our Community Expo featured 30 local vendors and organizations.
- Our inaugural 10k run attracted many new participants, in addition to returning 5k walkers/runners
- We continued to migrate our administrative processing to online registration and participant tracking/communication methods, enabling us to reduce overall use of paper and postage.
- In our first year providing participants with a personalized online fundraising page, we brought in over \$15,000 in online donations.

**Our 2010 event will take place on Saturday, September 25 at Fremont's Quarry Lakes Regional Park.** This year we continue to expand our outreach and communication around the event, by launching [www.HERSKeepAbreast.org](http://www.HERSKeepAbreast.org), with information for walkers, runners, donors, sponsors and Expo participants.

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 they need.

In 2009, we launched the **WE Support...YOU Survive Program**, to provide post-surgical garments to underserved women affected by breast cancer. This year we launched the **Lymphedema Project**, which will assist breast cancer survivors by providing garments for the prevention and treatment of this condition. Our goal is to provide these garments at a very reasonable price to the general public and to provide them at NO COST to low income and underserved women. 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 and families. 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 and return it to me. Thank you in advance for your consideration. Together, we can help thousands of Bay Area women and their families.



2500 Mowry Ave., Suite 130  
Fremont, CA 94538  
[www.HERSKeepAbreast.org](http://www.HERSKeepAbreast.org)

HOPE

EMPOWERMENT

RENEWAL

SUPPORT

# HERS BREAST CANCER FOUNDATION

## KEEP ABREAST 5K/10K WALK/RUN

### SPONSORSHIP OPPORTUNITIES



#### Diamond - \$15,000

- 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
- Participation of company representative at event race starting gate
- Three 3'x8' banners throughout the walk site<sup>1</sup>
- Booth for on-site product display and promotion<sup>2</sup>
- Receive a team area on event day<sup>3</sup>
- Event day acknowledgement by emcees
- Prominent listing on HERS website home page
- Prominent listing on KAB website home page
- Listing on KAB website
- 8 Free event registrations
- Logo on HERS Newsletter
- Logo on Walk bibs
- Logo on Volunteer t-shirts
- Logo on Thank you banners posted at event site
- Logo on Water stations on 5k/10k trail
- Logo on signage throughout 5k/10k trail
- Logo on promotional posters
- Logo on participant T-shirts
- Logo on registration brochures

#### Ruby - \$5,000

- Participation of company representative at event race starting gate
- Three 3'x8' banners throughout the walk site<sup>1</sup>
- Booth for on-site product display and promotion<sup>2</sup>
- Receive a team area on event day<sup>3</sup>
- Event day acknowledgement by emcees
- Listing on KAB website
- 6 Free event registrations
- Logo on Thank you banners posted at event site
- Logo on Water stations on 5k/10k trail
- Logo on signage throughout 5k/10k trail
- Logo on promotional posters
- Logo 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 HERS prior to event

3. Teams with 25 or more walkers will receive a tent

#### Platinum - \$2,500

- Three 3'x8' banners throughout the walk site<sup>1</sup>
- Booth for on-site product display and promotion<sup>2</sup>
- Receive a team area on event day<sup>3</sup>
- Event day acknowledgement by emcees
- Listing on KAB website
- 4 Free event registrations
- Logo on Water stations on 5k/10k trail
- Logo on signage throughout 5k/10k trail
- Logo on promotional posters
- Logo on participant T-shirts
- Logo on registration brochures

#### Gold - \$1,000

- Booth for on-site product display and promotion
- Receive a team area on event day<sup>3</sup>
- Event day acknowledgement by emcees
- Listing on HERS website
- Listing on KAB website
- 2 Free event registrations
- Logo on promotional posters
- Logo on participant T-shirts
- Logo on registration brochures

#### Silver - \$500

- Receive a team area on event day<sup>3</sup>
- Event day acknowledgement by emcees
- Listing on KAB website
- Logo on promotional posters
- Logo on participant T-shirts
- Logo on registration brochures

#### Bronze - \$250

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

Specific items may be underwritten through sponsorship:

- *Parking* (\$2,500) - includes all Platinum benefits, plus signage at all park entrances and parking areas
- *T-shirts* (\$2,500) - includes all Platinum benefits, plus signage at registration & t-shirt distribution areas
- *Run Clock rental* (\$500) - includes all Silver 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

- Diamond - \$15,000       Gold - \$1,000
- Ruby - \$5,000             Silver - \$500
- Platinum - \$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 \_\_\_\_\_

Expiration Date \_\_\_\_\_

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](http://www.HERSKeepAbreast.org)

**\*Sponsor deadline for logo inclusion in event promotional materials is June 15, 2010**

DETACH & RETURN WITH YOUR SPONSORSHIP