



**Susan G. Komen Missouri
and
Siteman Cancer Center**

**Sponsorship Proposal
January 2020 - December 2020**

Susan G. Komen Missouri
1002 Hi-Pointe Place
St. Louis, MO 63117

PROPOSAL TO SITEMAN CANCER CENTER LOCAL PRESENTING PARTNER OPPORTUNITY

THE OPPORTUNITY

Komen Missouri is seeking a local presenting partner for its signature annual fundraising event, the MORE THAN PINK Walk. We feel there's no one better suited for this opportunity than Siteman Cancer Center. Siteman is an international leader in cancer treatment, research, prevention, education and community outreach. Siteman's work aligns perfectly with Susan G. Komen, the world's largest organization funding education, screening, treatment and research to end breast cancer forever. Komen Missouri is proud to have partnered with Siteman in the Race for the Cure and the MORE THAN PINK Walk for over 20 years.

Siteman is a leader in serving women with breast cancer in our region. By partnering with Komen Missouri, Siteman Cancer Center will demonstrate to current and potential patients that you care about one of their greatest health risks. We would be honored to have Siteman as the leading partner in our key effort to raise even more funds to achieve the Bold Goal of reducing breast cancer deaths by 50% by 2026.

The Local Presenting partnership is a year-round opportunity. We will be pleased to work closely with you to strategically highlight Siteman's partnership with Komen in support of your marketing and community benefit goals.

PARTNERSHIP BENEFITS

As local presenting partner of the MTP Walk, Siteman Cancer Center is entitled to the following rights and benefits:

- LOGO LOCKUP - Siteman Cancer Center name will be locked up with the MTP Greater St. Louis Walk logo designating Siteman as local presenting partner of the event on all locally-produced Walk promotional material and event assets including but not limited to Walk advertisements and promotional materials, Team Captain toolkit, Walk maps, Walk banners and signage.

Proposed lockup:



Locally presented by
Siteman Cancer Center

- OPPORTUNITY TO HOST PUBLIC REGISTRATION EVENT - Komen Missouri will collaborate with Siteman to promote a public Walk registration event at a location of your choice. We will support the event with promotional posts on social media and in electronic communications with our supporters. We also will provide volunteer support on the day of the event to answer questions and facilitate registrations.

- REACH THOUSANDS OF PARTICIPANTS BEFORE EVENT – Dr. Tim Eberlein or another Siteman leader will record a script for a courtesy call to be deployed one week before the MTP Walk to an estimated 6,000 Walk registrants. Sample script: *Hi, this is Dr. Tim Eberlein, calling on behalf of Susan G. Komen from Siteman Cancer Center – the local, presenting sponsor of the 2020 Greater St. Louis MORE THAN PINK Walk. Siteman is a proud partner of Komen Missouri because as the region’s leader in cancer care and research, we also believe we can all do MORE to end breast cancer. Remember, there’s still plenty of time to register and fundraise at www.komenmissouri.org/STLWalk, so if you haven’t sent out emails or linked your participant center to Facebook, now is the perfect time to do that! Together, we have the power to save lives! See you downtown on June 13th!*
- EVENT T-SHIRTS – In addition to top-billing logo recognition as local presenting partner on the backs of all Walk T-shirts, Siteman will have the opportunity to imprint its logo on the sleeves of shirts at a cost of approximately 30 cents per shirt. Options include survivor/Metastatic shirts, volunteer/committee shirts, \$100+ fundraiser shirts or any combination thereof.
- START LINE RECOGNITION – Siteman Cancer Center logo will be printed on a banner hung at the top of the large, inflatable archway that all Walkers pass beneath as they start their Walk.



- BRANDED TENT PLACEMENT ON PARTNER ROW – Siteman will have priority placement of a 30’ x 10’ tent alongside other Walk partners. Komen Missouri will provide tent at no additional cost if needed. Siteman will have the right to distribute free promotional giveaway items or do other activation activities in this space (product sales and fundraising activity are not permitted).
- CO-BRANDED LOGO ON WALK STAGE LECTERN – Siteman will enjoy premium visibility with its name prominently displayed with the Walk logo on the sign displayed on the lectern on stage, used at the Opening Ceremony. This is a key focal point of the event, photographed by thousands!
- INCLUSION IN PRE-WALK ANNOUNCEMENTS AND PROGRAM – Siteman will be mentioned a minimum of two times during the pre-walk “Voice of God” announcements. Siteman also may choose one representative to be interviewed onstage to welcome participants approximately 30 minutes before the beginning of the Opening Ceremony.



- SITEMAN PATIENT TO PRESENT TOP FUNDRAISER JERSEY – Siteman may choose one breast cancer patient or survivor to be introduced onstage and to present a #1 jersey to the Walk’s top fundraiser.
- BANNER AT POST-WALK CELEBRATION – Siteman will be allowed to hang a banner with branding/messaging of their choice in the area where the post-Walk celebration will take place. Siteman must produce this banner at their own expense.
- VIP PARKING PASSES – Siteman will receive up to 10 complimentary VIP parking passes for the day of the Walk.

- PR/MEDIA OUTREACH – Komen Missouri will pursue an aggressive public relations and media outreach plan to generate interest in and support for the MORE THAN PINK Walk. As presenting local sponsor, Siteman will have the first right of refusal to provide representatives as experts in media stories and patients/survivors for human interest profiles.

- YEAR-ROUND PARTNERSHIP AFFILIATION WITH KOMEN MISSOURI AS FOLLOWS:
 - Year-round rights to use the Komen Missouri MORE THAN PINK Walk name and logo throughout Siteman’s internal and external marketing/communication
 - Siteman Cancer Center logo on homepage of Komen Missouri website
 - Siteman Cancer Center logo on thousands of breast health awareness cards provided at health fairs and community events throughout the year
 - Siteman Cancer Center logo on pop-up banner used at multiple health fairs and community events throughout the year and displayed daily in the Komen Missouri office
 - Siteman Cancer Center logo on printed publicity material for Dine Out for a Cure
 - One complimentary table for eight people at Komen Missouri Trivia Night
 - Opportunity to nominate a company executive to participate in the Komen Missouri BigWigs campaign during October and invitation to BigWigs kickoff party for up to 10 people
 - Company recognition in at least two social media posts per year, coordinated with your PR/marketing team to ensure optimal timing/messaging
 - Opportunity for a Komen Missouri representative to speak at employee or client event and to host meetings at Komen Missouri office

INVESTMENT

The local presenting partnership for the MORE THAN PINK Walk is an annual commitment of \$50,000. Should Siteman agree to this partnership, Komen Missouri will offer the right of first refusal to continue the partnership at this level of investment for three consecutive years. Komen Missouri also will agree to incur the expenses to produce new banners and signage that reflect the Walk logo locked up with the Siteman name.