



ACT. DONATE. GET INVOLVED.



“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, that’s all who ever have.” - Margaret Mead



2017 Partnership Opportunities





Dear Friend of Komen Kentucky,

Greetings on behalf of all of us at Komen Kentucky, as well as all the survivors and pioneers we so proudly serve.

As board president, I would like to invite you and your organization to partner with Komen Kentucky (serving Kentucky and Southern Indiana) and make a very bold goal of reducing deaths from breast cancer by 50% by 2026, a reality.

I would like you to consider becoming a Komen Partner by investing in our 2017 signature events as a sponsor, or a number of other ways that allows you to maximize your association with our brand and promote your support of our organization and all the women in this community. In return we would like to be a reciprocating partner and help you utilize the brand power of Komen in your organization and community to show you are in touch with one of the major concerns facing "ALL" women, which is reducing the chance that they will hear the words, **YOU HAVE BREAST CANCER.**

With one in eight women in the U.S. being diagnosed with breast cancer during her lifetime, this is on the mind of EVERY woman and your help is needed in offering support to those facing the disease and in finding the cures. We feel we are a great brand and organization to partner with to show your employees, customers and/or community that you are with them in this life long concern and fight. One of our largest sponsors recently stated to me, " This cause fits perfectly with both our employee base and our consumer base because women play such an important role in both aspects of our business". Yes men can also get breast cancer and while at a much lesser rate than women, we provide support for all.

This booklet lists partnership/ investment opportunities for your consideration. We look forward to discussing how we can assist you in maximizing your opportunity to partner in saving the lives of women in your workplace, community and your life.

With sincere appreciation for your consideration,

A handwritten signature in black ink, appearing to read "Bob Iezzi", written over a horizontal line.

Bob Iezzi
Komen Board President

Our Story

One woman's promise to a dying sister in 1982 to do everything in her power to end breast cancer forever has now grown into Susan G. Komen[®], the world's largest nonprofit source of funding for the fight against breast cancer.

Komen is the ONLY organization that addresses breast cancer on multiple fronts such as research, community health, global outreach, and public policy initiatives to make the biggest impact against this disease.

Local Impact

When you support Komen Kentucky, you can feel good knowing that **75% of your money STAYS LOCAL**; the other **25% funds critical breast cancer research**. We have the strength and support of a global organization, but the focus and connections of a local one.



By sponsoring Komen Kentucky events, you not only increase your company's visibility and community goodwill, you also help provide breast cancer screenings, treatment support services, education, and survivorship programs for the women and men in our 111-county service area.

Since 1999: We have invested more than \$11 million locally in mammograms, mobile mammography units, lymphedema sleeves, patient navigators, transportation for patient screenings/treatment, educational materials for the medical and non-medical community, and survivorship support programs and services.



And contributed more than \$4 million to global breast cancer research

A Komen grant has touched every major breast cancer breakthrough for the past 35 years.



Komen Kentucky proudly serves 107 counties in Kentucky and 4 in Southern Indiana.

The highlights of our event sponsorships are included in this booklet. For more information on the complete packages, or to have customized benefits to meet your marketing goals, please contact contact us at our office locations:

Louisville (Main) Office

1201 Story Ave | Ste 205
Louisville, KY 40206
502.495.7824

Lexington Office

207 N Upper St | Ste D
Lexington, KY 40507
589.368.7133

PINK TIE GALAS



Elegant, yet festive galas in Louisville and Lexington attract top business and community leaders to enjoy fine food, fun dancing and competitive silent and live auctions. These are great events to make an impact with a select group of individuals committed to helping us meet our bold goal of reducing breast cancer deaths by 50% in the U.S. by 2026.





**13th Annual
Louisville Pink Tie Gala
Saturday, November 4, 2017**

**18th Annual
Lexington Pink Tie Gala
Saturday, February 4, 2018**





All Komen Kentucky Pink Tie Gala Sponsorships include:

-  Company logo/name* on slideshow
-  Company logo/name* listed on website, social media and e-marketing
-  Verbal acknowledgement at event
-  Invitation to annual grant award breakfast

**logo/name determined by investment level*

Benefit	Title	Presenting	Platinum	Gold	Silver	Bronze
Logo on Invitation	X	X				
Media Recognition	X	X				
Ad in Program	Full Page	1/2 Page	1/2 Page	1/4 Page	1/8 Page	Logo
Seats	40 Preferred	30 Preferred	20 Preferred	14 Preferred	10	4
Lexington	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500
Louisville	\$40,000	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000

Exclusive opportunities and table sponsorships available.

RACE FOR THE CURE®

Presented by:


NATIONAL SPONSORS









American Airlines 





The Race for the Cure brings together thousands of people from across the state and Southern Indiana to raise awareness and much-needed funds for local breast cancer services and critical global research. The event recognizes survivors, celebrates the friends and family members who have helped them through their battles, and remembers lost loved ones.

All Komen Kentucky Race for the Cure Sponsorships include:

-  Company logo/name* on Race brochures
-  Company logo/name* on Race t-shirts
-  Opportunity to distribute goods on Race day
-  Company logo/name* on website, social media and e-marketing
-  Inclusion in Affiliate e-newsletter
-  Recognition in Pink Tie Gala program
-  Verbal acknowledgement on Race day
-  Invitation to annual grant award breakfast

**logo/name determined by investment level*

Benefit	Champion	Presenting	Platinum	Gold	Silver	Bronze	Partner in Pink
Media Recognition	X	X					
Logo at Start Line and Bibs	X	X					
Pre-Race Booth	X	X	X				
Company Banners at Race	6	5	4	3	2	1	
Booth at Race	20x20	20x20	10x20	10x20	10x10	10x10	10x10
Complimentary Race Entries	40	30	20	15	10	5	2
Investment	\$40,000	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500

22nd Annual Louisville Race for the Cure®

Saturday, October 14, 2017

Louisville Slugger Field,
401 E. Main St., Louisville, KY

6:00am	Expo/Team Tailgate Open	9:00am	5k Run/Walk
7:00am	Survivor Breakfast	9:30am	1-mile Walk
8:30am	Survivor Parade		

22nd Annual Lexington Race for the Cure®

Saturday, October 21, 2017

Robert F. Stephens Courthouse Plaza,
120 N. Limestone, Lexington, KY

6:30am	Expo Opens	9:00am	5k Run/Walk
7:00am	Survivor Breakfast	9:45am	1-mile Walk
8:15am	Survivor Parade		



- Exclusive Opportunities
Also Available:**
- Route
 - Hall of Fame Café
 - Hope Trolley
 - Survivor Medals
 - Race T-Shirt Sleeve (2)
 - Virtual Participation
 - Team Tailgate
 - Parade of Pink
 - Water Stops (3)
 - Kids' Zone

OTHER OPPORTUNITES

In-Kind Goods/Services or Designated Donations:

This booklet provides an overview of the sponsorship opportunities available with Komen Kentucky, but there are many other ways to support the organization. Consider providing financial or in-kind support for:

Advertising	Moving Services
Auction Items	Office Supplies
Awards and Plaques	Parking
Billboards	Portable Restrooms
Décor and Event Design	Postage and Mailing Services
Donor and Team Prizes	Printing, Production and Copying
Fork Lifts, Scissor Lifts, Golf Carts	Race Timing/Chips
Entertainment	Signage
Food and Beverage	Security
Graphic Design	Tents
Meeting Space	Web Design

Get Creative and Host Your Own Fundraiser:

Some of Komen Kentucky's largest donations come from individuals, companies, or schools who organize and plan their own events and fundraisers, such as:

- Bake Sales
- Bowlathons
- Chili Cook-Offs
- Class/Department Contests
- Concerts
- Dances
- Dress Down Days
- Employee/Student Giving
- Golf Scrambles
- Penny Wars
- Pink Out Events
- Poker Runs/Motorcycle Rides
- Raffles
- Silent Auctions
- Sporting Events

Host an on-site breast health education event for your organization

Komen will provide a medical professional as a speaker and educational materials for your attendees.

A variety of topics are available.

Contact us at mission@komenkentucky.org for more information, or to schedule your event.



How Komen Impacts the Community

By supporting Komen Kentucky, you are also supporting a wide variety of medical and non-medical breast cancer programs and services throughout the 111-county service area. Many people may not realize that Komen Kentucky serves as a funding source for 15 different organizations this year, as well as contributes to breakthrough global breast cancer research. Our partners may change from year to year based on community needs, grant applications, and funds available.



2017-18 GRANTEES

Flaget Memorial Hospital

Fund for the Arts — Komen Warriors

James Graham Brown Cancer Center — M. Krista Loyd Resource Center

James Graham Brown Cancer Center — M. Krista Loyd Resource Center

Mobile Unit Kentucky Cancer Link

King's Daughters Medical Center — Mobile Unit

Norton Healthcare — Lymphedema Garments

Norton Healthcare — Pat Harrison Cancer Resource Center

Norton Healthcare — Prevention and Wellness (Mobile Unit)

Norton Healthcare — Promotoras

Marcum and Wallace Hospital — Project COPE

Our Lady of Bellefonte Hospital

Saint Joseph — Yes, Mamm!

Saint Joseph Berea — Yes, Mamm!

University of Louisville Hospital — Lymphedema Clinic



Volunteering Makes a Difference



We are always looking for committed volunteers - please consider joining our team.

Volunteer Areas of Opportunity

- Administrative
- Committee Participation
- Fund Development
- Mission Outreach
- Special Event Support
- Technology Assistance



1201 Story Ave. | Ste. 205
Louisville, KY 40206
komenkentucky.org

Our Vision – a world without breast cancer.