



Dear Potential Sponsor,

We're delighted to announce that the 3rd Annual Runway For A Cure DC – Living Out Loud in Style, a Breast Cancer Awareness event, is scheduled for Saturday August 17, 2019 at 2:30 – 6:00 pm at the Marriott Renaissance.

Runway for a Cure DC Incorporated is a 501(c)(3) public charity that gives back to organizations and individuals who are making a difference in the lives of women and men who have been diagnosed with breast cancer or who are in need of mammogram screening in underserved communities.

Our donations are used to pay for the mammogram screenings of uninsured patients and to provide financial support for survivors who struggle to pay their household financial obligations.

This year we're looking to triple our donations to the cause so that more women or men can get screened, know their status early, and seek treatment because early detection saves lives. The average 3D mammogram screening can cost up to \$350. Last year, we were able to donate to the Breast Care For Washington Fund to help cover costs associated with mammogram screening for up to 6-7 patients. This year our goal is to increase that number to cover the cost of mammogram screening for 15-20 uninsured women or men.

Breast Care for Washington DC (BCW) and For 3 Sisters were the 2018 beneficiaries of our donations. Here are some highlights from our beneficiaries over the last two years:

"Thank you so much for your generous donation and we appreciate it so much. It will definitely go to helping women right here in our community and for a small organization like ours, this donation will make a big impact! We can pay for 4 mammograms for uninsured women through the money you raised!! "

-- Liz Davey, Vice President, Development and Communications BCW

"Thank you again for your generosity and all you're doing to support people affected by breast cancer!"

-- Shannon Moneymaker, Executive Director, For 3 Sisters

Sponsorship packages can include: exhibit space, inclusion in the event's media marketing, logo or ad placement on marketing collateral, onsite signage, discounts to partnering events, and product sales opportunities.

We love to work with our sponsors to help market their services, spread the word about their community involvement, and expand their reputations as organizations that promote breast cancer awareness. To find out more about our sponsorship packages, send an email to info@runwayforcuredc.com.

Look forward to working with you,

Raymia Henderson



Director, Runway for a Cure DC

SPONSORSHIP PACKAGES

	Survivor Champion	Survivor Advocate	Survivor Loyalist	Survivor Friends & Family	Survivor Supporter
Value	\$2,000	\$1000	\$600	\$350	Up to \$250
Title Sponsor Benefits					
Recognition as a title sponsor in all event communications and materials	X	X			
Engraved Breast Cancer Awareness Art Glass award presented at event	X				
Exclusive banner and vendor table at the event	X	X			
Opportunity to speak to attendees during show to advertise your business	X				
Name and logo placement:					
General T-shirts (2 per sponsor)	X	X	X		
Ad space on event website	X	X	X		
General Step and Repeat Event Signage at the Event (size based on sponsor level)	X	X			
Special Event branded apparel & products (2 Runway for a Cure DC branded polo shirts)	X	X			
Event Program Listing with Logo and Ad Space	X	X	X		
Event Program Listing (Honorable Mention of Supporters by Name)				X	X
Promotion:					
Your Company Website Links on Event Page	X	X	X		
Social Media Recognition	X	X	X		



	Survivor Champion	Survivor Advocate	Survivor Loyalist	Survivor Friends & Family	Survivor Supporter
Media promotion and press releases	X	X			
Local TV or radio interviews	X				
Event Day Benefits:					
VIP Seating (4 seats each)	X	X	X		
General Admission Seating at the event (2 seats each for \$150 and up)				X	X
Hospitality Suite Access for Light Hors and Open Bar	X	X	X	X	
Ability to place marketing items in the participants swag bags	X	X	X	X	
Sponsor Recognition/Mentions during event to attendees by host/hostess	X	X			
Group Sponsor Photo Opportunity with Beneficiaries	X	X	X		
Year Long Benefits:					
Ability to have members participate in annual planning sessions	X				
Invitation to annual sponsor appreciation event	X	X	X	X	X



***In-Kind Opportunities**

Many of our sponsors may be in a position to provide us with great products and services in exchange for sponsorship recognition. If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact info@runwayforacuredc.com. In-kind items received in the past include discounted pipe and drape for event décor.

MEDIA FACT SHEET

Runway for a Cure DC provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a sponsorship.

Note: The data in this section reflects 2018 usage and planned activities for this year's event

- Website – www.runwayforacuredc.com
 - This site will be the official site used for sponsor advertising
- Social Media – Facebook/Instagram/Twitter/Pinterest
 - 2800+ of fans/followers of the Runway for a Cure DC and affiliated pages
 - 2018 goal to grow the Runway for a Cure DC social media followers by 20%
- Online Advertising
 - Eventbrite Registration # Runway for a Cure DC – An Evening of Couture
 - <https://runwayforacuredc.eventbrite.com>
 - 5,007 Site Visits
 - 150+ guests
- 2018 Sponsors
 - Century21 Envision Realty
 - Choice Settlement Group
 - Washington Nationals
 - Tito's Vodka
 - Stitched MGM
 - Elements Watches



SPONSORSHIP FORM

Please complete the following form to confirm your chosen sponsorship level. Completed forms can be returned to Raymia Henderson, Director info@runwayforacuredc.com. Please don't hesitate to contact us with any questions (301)922-5499.

CONTACT INFORMATION:

Company Name *(as you wish to be acknowledged)*

Contact Person's Name

Company Email Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP OPPORTUNITIES:

____ \$2,000 Survivor Champion ____ \$1000 Survivor Advocate ____ \$600 Survivor Loyalist

____ \$350 Survivor Friends and Family ____ Up to \$250 Survivor Supporter

PAYMENT INFORMATION:

____ Please send me an invoice

____ I have enclosed a check made payable to
Runway for a Cure DC Incorporated 14302 Hampshire Hall Ct Upper Marlboro, MD 20772

____ Pay via PayPal www.PayPal.Me/runwayforacuredc

____ Pay via Eventbrite at <https://3rdrunwayforacuredcsponsorships.eventbrite.com>

____ Pay via CashApp \$runwayforacuredc

\$ _____
Total Sponsorship Commitment Authorized Sponsor Signature Date