

# BE MORE THAN PINK<sup>™</sup>

SPONSORSHIP OPPORTUNITIES

# 2018

20<sup>TH</sup> ANNIVERSARY  
Susan G. Komen Central Valley  
RACE FOR THE CURE<sup>®</sup>



SUNDAY, OCTOBER 7, 2018  
CHUKCHANSI PARK, 1800 TULARE ST., FRESNO

Presented by:

**Bank of America** 

NATIONAL SPONSORS

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# Susan G. Komen®

## Above All, TOGETHER, We Can Make A Difference

20th Anniversary

Susan G. Komen Central Valley Race for the Cure®

Susan G. Komen® is setting an aggressive goal – a Bold Goal – to reduce the current number of breast cancer deaths in the U.S. by 50 percent by 2026. All women and men, regardless of race, ethnicity, place of residence or socio-economic status, should be empowered to take personal action and access appropriate breast health services. Many women still face barriers to screening, diagnosis and treatment services. Through innovative ideas and collaboration, Susan G. Komen® Northern and Central California will make a significant impact on the lives of women and men across the state, and ultimately, save lives. Komen Northern and Central California (Komen NCCA) breast health and mobile mammography initiative seeks to serve diverse, underserved communities with high breast cancer mortality rates by providing community organization and direct education, as well as enabling screening and navigation services, and targeted marketing and awareness.

### About Susan G. Komen®

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026.

#### REACHING THOSE IN NEED EVERY DAY

Every year locally, Komen helps to provide:

**305**

Breast cancer screenings

**12,836**

Educated about breast health/cancer

**354**

Patient navigation services

**260**

Diagnostic testing

**111**

Breast cancers detected through Affiliate grants

**690**

Clinical breast exams

### 2017-2018 Grant Recipients

These projects have been selected, with the help of an independent Grant Review Panel, as those that will have the greatest impact in serving uninsured or underinsured women in our 29-county service area. Please note that Susan G. Komen® is not a direct service provider.

- Sac Cultural Hub Media Foundation
- Shifa Community Clinic
- Adventist Health
- Central California Legal Services/Fresno Health Consumer Center



Susan G. Komen, Nancy G. Brinker



Carolyn Jorgensen  
Founder  
Komen Central Valley Race

## ADDITIONAL OPPORTUNITIES TO PARTICIPATE

### TEAMS

Teams consist of ten or more people who preregister as one group for the Race. Teams may be comprised of families, friends, coworkers, church and civic groups, children, schools or any combination thereof. Team awards will be given in various categories. For more information, please email [teamschair@sbcglobal.net](mailto:teamschair@sbcglobal.net)

### VOLUNTEERS

The Race is organized and managed by volunteers. Help is needed during the months before the Race and on Race weekend. Please visit the 'Get Involved' section of our website.

When you sponsor the Race for the Cure, you are **MORE THAN PINK.**

**KOMEN'S BOLD GOAL IS TO REDUCE THE CURRENT  
NUMBER OF BREAST CANCER DEATHS BY**

**50%**

**IN THE U.S. BY 2026**

## Corporate Sponsorship

- Your Race day message will reach an estimated 2,000
- You receive booth space and signage
- These packages range in price from \$1,500 to \$20,000
- Your name and logo may appear on t-shirts, Race posters and Chukchansi's big screen based on the level of sponsorship

## In-Kind Sponsorship

- You can help us underwrite Race expenses through in-kind support.
- Areas of support needed include: advertising and media coverage, digital photography, printing and copying, signage, course underwriter, food and beverages, awards, gifts and entertainment.\*
- In-kind sponsorship is available at all levels
- The Race Committee must approve all in-kind donations

It is possible to combine the above sponsorship for an even greater impact. If you wish to discuss becoming a sponsor, please contact Lisa Thompson, Race Director at [lthompson@komenNCCalifornia.org](mailto:lthompson@komenNCCalifornia.org) or call (559) 229-4255. For more information visit our website at [www.KomenNCCalifornia.org](http://www.KomenNCCalifornia.org).

We appreciate your support and will work with you to create a package to suit your needs.

*\*In-kind donations of products and services not considered essential to the Race will be categorized at half of the retail value for sponsorship purposes.*

# Targeted

# Marketing Packages

## Teams

\$1,000 Cash

Target Market: over 100 teams

- Sponsor may provide banner for Team Central
- Opportunity to provide giveaway items in team captain bags.



## Survivor

\$1,500 Cash

Target Market: 225 plus breast cancer survivors & guests

- Sponsor may provide banner for survivor hospitality tent
- Opportunity to provide giveaway items in survivor gift bags.



# 2018 SPONSORSHIP LEVELS

COMPANY VISIBILITY	Affiliate \$20,000	Race \$15,000	Diamond \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,500
Representation at select 2018 Affiliate Events	•	•				
Right to use Affiliate logo with Affiliate Approval	•	•				
Opportunity to speak at Race Day Ceremonies and/or Check Presentation	•	•				
Banners Displayed at Race Site (Sponsors provide banners with grommets)	8	6	4			
150 Race Posters	Logo	Logo	Logo	Logo	Name	Name
2,000 Adult Race T-Shirts	Logo	Logo	Logo	Logo	Name	
Opportunity to have breast health awareness program presented to employees	•	•	•	•	•	•
Complimentary Race Entries**	15	15	10	6	2	1
Komen NCCA Race Website Recognition	Logo/Link	Logo/Link	Logo/Link	Logo/Link	Name/Link	Name Only

## RACE DAY RECOGNITION

2,000 Race Bibs	Logo	Logo				
2,000 Race Day Programs	Logo	Logo	Logo	Logo		
Logo on Chukchansi's Big Screen	Logo	Logo	Logo	Logo		
Public Address Recognition	•	•	•	•	•	
Insert Gift item in 225 Survivor Gift Bags	•	•	•	•	•	•
Insert Gift Item in 150 Team Captain Gift Bags	•	•	•	•	•	•
Sponsorship Recognition Award	•	•	•	•	Framed Certificate	Certificate
Complimentary V.I.P. Passes to Hospitality Area	15	15	10	6	2	1
Reserved Exhibit Space and Product Sampling at Race	20x20	20x20	10x10	10x10	Table	Table

\*\*The value of the entries will be deducted from total amount that is acknowledged.

**DEADLINE:** For inclusion on Race T-Shirts and Posters, signed contract must be received by July 20, 2018.

# Thank You..... to our 2018 Sponsors

- KSEE 24 • 93.7 KISS Country • Y101 • MACY's • PEPSI •
- Clovis Community-Marjorie E. Radin Breast Care Center • Bitwise Industries •
- Saint Agnes Medical Center • cCare • Borges USA-Star Fine Foods • Pathology Associates •
  - FOODS CO • The Fresno Bee • Cargill • Blue Corvus Photography • Cyclebar Fresno •
- Adventist Health Breast Care • Gaslamp Popcorn • Nobel Credit Union •
- ITSolutions • Summit Surgical • Sun-Maid • EHS Central Valley • Fresno Grizzlies •

**SPONSORSHIP AGREEMENT FOR THE  
KOMEN CENTRAL VALLEY RACE FOR THE CURE®**

**SPONSOR REF. NO.:**

**\*\*CONFIDENTIAL\*\***

**KOMEN AFFILIATE:** Susan G. Komen® Northern and Central California  
**KOMEN AFFILIATE ADDRESS (STREET, CITY, STATE, ZIP):** PMB 551 5730 N First St. #105 Fresno, 93710  
**CONTACT:** Lisa Thompson **TELEPHONE:** (559) 229-4255  
**EMAIL ADDRESS:** lthompson@komenNCcalifornia.org **WEBSITE:** komenNCcalifornia.org  
**SPONSOR:** \_\_\_\_\_  
**SPONSOR ADDRESS (STREET, CITY, STATE, ZIP):** \_\_\_\_\_  
**CONTACT:** \_\_\_\_\_ **TELEPHONE:** \_\_\_\_\_  
**EMAIL ADDRESS:** \_\_\_\_\_ **WEBSITE:** \_\_\_\_\_  
**SPONSOR NAME TO APPEAR IN ACKNOWLEDGEMENTS (if different than above):** \_\_\_\_\_  
**RACE(S):** Komen Central Valley Race for the Cure **RACE DATE(S):** 10-7-18  
**RACE LOCATION(S):** Chukchansi Park (1800 Tulare Street)

**SPONSORSHIP CONTRIBUTION** (check all that apply):  Cash payment in the amount of \_\_\_\_\_  In-kind donation described below  
**DESCRIPTION OF IN-KIND DONATION** (attach additional sheets if necessary) \*:

Quantity	Item Description	Fair Market Value Per Item	Total Fair Market Value of the Donation (Col.1 x Col.3)	Item Necessary for Race(s)? (Y/N)

\* Komen Affiliate may require Sponsor to provide additional documentation to support the value of in-kind donations prior to accepting such donations.

**TOTAL FAIR MARKET VALUE OF SPONSORSHIP CONTRIBUTION\*\*:** \_\_\_\_\_  
\*\* Sponsor should contact its tax advisor to determine the tax-deductible amount, if any, of the Sponsorship Contribution for federal income tax purposes.  
**VALUE OF SPONSORSHIP CONTRIBUTION FOR SPONSORSHIP LEVEL** (reflecting any reduction due to lack of necessity\*\*\*): \_\_\_\_\_  
\*\*\* For the sole purpose of determining the Sponsorship Level of the Sponsor, in the event an in-kind donation is not necessary for the Race(s), the Total Fair Market Value of the Donation may be reduced by one-half. Such reduction shall not have an impact on the fair market value or tax-deductible amount of the Sponsorship Contribution.

**CASH SPONSORSHIP CONTRIBUTION PAYMENT METHOD:**  Check payable to Komen Northern and Central California Affiliate  
**SPONSORSHIP CONTRIBUTION PAYMENT SCHEDULE:**  
 Full amount of Sponsorship Contribution due and payable to Komen Northern and Central California Affiliate upon execution of this Agreement.  
 Payment of the full amount of the Sponsorship Contribution due and payable to Komen Northern and Central California Affiliate on or before. **SEPTEMBER 7, 2018**  
• Sponsor's failure to make the contribution on the due date indicated above shall result in a forfeiture of those Sponsorship Benefits set forth on Schedule B to this Agreement.  
**SPONSORSHIP LEVEL/BENEFITS:** See Schedule A to this Agreement (attached)

**KOMEN AFFILIATE PERMISSION FOR SPONSOR TO USE THE FOLLOWING MARKS** (check all that apply):  
 Komen Affiliate name  Komen Affiliate Race for the Cure® name(s)  Susan G. Komen Race for the Cure® logo (must be used in close proximity to Komen Affiliate name)  
• The marks selected above (collectively, "Komen Marks") may be used by the Sponsor during the term of this Agreement for the sole purpose of promoting the Sponsorship.  
• Sponsor will present to Komen Affiliate for its approval (which approval shall not be unreasonably withheld), prior to printing, distribution, publication, display, or use, any and all promotional materials and scripts of all statements, oral or written, to be made by Sponsor, its agents or spokespersons, which use or refer to any Komen Marks.  
• Sponsor shall not use the Komen Marks in advertisements or promotions that contain a reference to any entity that is not an authorized local or national sponsor of the Race(s).  
• Sponsor may only distribute sponsorship materials and statements in the following service area of Komen Affiliate (if this Agreement applies to more than one Race, please specifically describe the distribution area for each Race): \_\_\_\_\_  
• Sponsorship materials and statements must state that the Komen Marks are registered trademarks of Komen and must be consistent with both parties' outstanding public images.  
• Sponsorship materials and statements may only refer to each Race in the following form: "Local Sponsor of the Susan G. Komen Central Valley Race for the Cure" (or "\_\_\_\_\_-Level Sponsor of the Susan G. Komen Central Valley Race for the Cure"). If this Agreement covers more than one Race location, please set forth the additional Race names in the "SPECIAL TERMS/OTHER" section below.

**SPONSOR PERMISSION FOR KOMEN AFFILIATE TO USE THE FOLLOWING SPONSOR MARKS:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
• Prior to the date of **July 20, 2018** Sponsor must provide to Komen Affiliate a high-resolution, digital image of the Sponsor's marks set forth above (collectively, "Sponsor Marks"). Sponsor's failure to submit the images required on the due date indicated above shall result in a forfeiture of those Sponsorship Benefits set forth on Schedule B to this Agreement.

**SPECIAL TERMS/OTHER:** \_\_\_\_\_  
By executing this Agreement, Sponsor agrees to be bound by the Standard Terms and Conditions as set forth on Page 2 of this Agreement and all attachments hereto, which are hereby incorporated herein as if set forth in their entirety. All terms set forth in all bold and capitalized letters herein shall have the meaning specifically designated above. The signatories to this Agreement hereby warrant that they have read and agree to the terms, conditions and provisions of this Agreement, including the Standard Terms & Conditions and Schedules, and have full power and authority to sign for and bind their respective organizations.

EFFECTIVE THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, \_\_\_\_\_ (the "Effective Date").  
\_\_\_\_\_  
**By:** \_\_\_\_\_  
Name/Title: \_\_\_\_\_  
**By:** \_\_\_\_\_  
Name/Title: \_\_\_\_\_  
**By:** \_\_\_\_\_  
Name/Title: \_\_\_\_\_

## STANDARD TERMS AND CONDITIONS

1. **Susan G. Komen.** Komen Affiliate is a non-profit organization exempt from federal income tax pursuant to Internal Revenue Code §501(c)(3). Komen Affiliate is affiliated by agreement with The Susan G. Komen Breast Cancer Foundation, Inc. db/a Susan G. Komen ("Komen"). Sponsor and Komen Affiliate agree that Komen is an intended third party beneficiary under this Agreement.

2. **Term of Agreement.** The term of this Agreement shall begin on the Effective Date and shall end on completion of the last Race set forth on Page 1 of this Agreement; provided, however, that the provisions of Sections 5, 6, 7, 10, 12, 13, 14, and 15 shall survive termination of this Agreement.

3. **Sponsor Contributions.** Sponsor shall receive the Sponsorship Benefits set forth in Schedule B of this Agreement in consideration for the Sponsorship Contribution. Komen Affiliate may require Sponsor to provide additional documentation to support the value of in-kind donations prior to accepting such donations as credit toward the Sponsorship Contribution. The total value of any goods and services provided by Sponsor as part of its sponsorship of the Race(s) shall be designated in this Agreement. As indicated on Page 1 of this Agreement, all cash Sponsorship Contributions shall be either (i) sent to Komen Affiliate by check at the address set forth on Page 1 of this Agreement; or (ii) transmitted through ACH transfer to an account designated in writing by Komen Affiliate. All cash payments made to Komen Affiliate, whether by check or ACH transfer, shall reference the Sponsor Ref. No. set forth on Page 1 of this Agreement. All in-kind Sponsorship Contributions shall be delivered to Komen Affiliate in accordance with the delivery instructions provided by Komen Affiliate to Sponsor. In the event Sponsor has a presence at a Race, Sponsor shall present to Komen Affiliate for prior approval all items that are to be distributed by Sponsor at such Race.

4. **Komen Marks.** Komen Affiliate is a licensee of Komen with respect to the Komen Marks. Komen Affiliate grants to Sponsor a limited, non-exclusive sublicense to use the Komen Marks during the term of this Agreement. Sponsor may use the Komen Marks solely to promote its sponsorship of the Race(s) in conjunction with promotions, marketing and advertising, as agreed upon in advance by Komen Affiliate and in accordance with the terms of this Agreement. Sponsor shall not change or alter the Komen Marks in any way, including without limitation, in appearance or spelling or change the case of the letters. Sponsor is prohibited from transferring, sublicensing or assigning its rights to use the Komen Marks. At its sole discretion, Komen Affiliate may require the removal of the Komen Marks at any time from any materials developed in connection with the Race(s). Sponsor acknowledges and agrees that any materials, advertisements, promotional items, brochures, signage or other Komen-branded items provided by Komen Affiliate may not be used, reproduced, distributed or disseminated except as specifically authorized by Komen Affiliate and solely in accordance with Komen's standard terms of use, as may be amended from time to time. Komen Affiliate and Sponsor agree that all right, title and interest in and to the Komen Marks shall inure to the sole benefit of Komen.

5. **Sponsor Marks.** Sponsor grants Komen Affiliate a limited, non-exclusive license to the Sponsor Marks during the term of this Agreement, solely for acknowledging Sponsor's sponsorship of the Race(s). Sponsor represents and warrants that it owns the Sponsor Marks and Komen Affiliate's use of such marks in accordance with the terms of this Agreement shall not infringe on the rights of any third party. Komen Affiliate shall not sublicense or transfer the use of the Sponsor Marks to any person or entity without the prior written consent of Sponsor. It is Sponsor's responsibility to inform Komen Affiliate of any changes in the Sponsor Marks that occur following execution of this Agreement. Upon notice of such changes, Komen Affiliate shall make good faith efforts to make the necessary changes to new Race materials it creates, but shall not be required to make any changes to any Race materials that have already been created or are in the process of being created at the time such notice is given. Komen Affiliate and Komen agree that all right, title and interest in and to the Sponsor Marks shall inure to the sole benefit of Sponsor.

6. **Confidentiality.** Each party agrees to hold in strict confidence, during and for three (3) years after the term of this Agreement, all information, material, and data that have been disclosed one to the other during the term of this Agreement and is marked "Confidential", including the terms of this Agreement (other than Sponsorship Levels). Each party agrees that it will not use any such confidential information of the other party for any purpose not directly associated with the former party's obligations hereunder, without prior approval from the other party; provided, however, that each party may disclose such information without prior approval if required by law or court order.

7. **Indemnification.** Each party (the "Indemnitor") agrees to indemnify and hold harmless the other party (the "Indemnitee," and in the event Komen Affiliate is the Indemnitee, such term to include Komen) and against any and all costs, losses, demands, claims or expenses (including court costs and reasonable attorneys' fees) whatsoever brought by a third party against, or incurred by, the Indemnitee arising from: a) the negligence, intentional or willful misconduct of the Indemnitor; b) Indemnitor's performance or failure to perform pursuant to this Agreement; or c) any claim arising out of, or in connection with, any service or product sold or obligations hereunder provided by the Indemnitor in connection with the Race(s). In no event shall either party be liable to the other party for any indirect, special, or consequential damages (including, without limitation, damages for loss of profits or expected savings or other economic losses) arising out of or in connection with this Agreement or its subject matter, regardless of whether such party knows or should know of the possibility of such damages. The foregoing exclusions and limitations shall apply to all claims and actions of any kind, whether based on contract, tort (including, but not limited to, negligence), or any other grounds, regardless of the form of action.

### 8. **Insurance.**

(A) Sponsor shall maintain during the term of this Agreement commercial general liability insurance in the minimum amount of \$1,000,000.00 per occurrence to cover liability for bodily injury, property damage, death and advertising injury arising out of Sponsor's activities in connection with the Race(s).

(B) In the event (i) Sponsor's contribution includes an in-kind donation; and/or (ii) Sponsor (or its products) has a physical presence at a Race (excluding signage), Sponsor shall maintain during the term of this Agreement the following insurance in addition to the insurance coverage required in Subsection (A) above: (a) workers' compensation insurance in the amount required by the law of the state(s) in which the party's workers are located

and employers liability insurance with limits of not less \$1,000,000.00; (b) business automobile liability insurance with a minimum combined single limit of \$1,000,000.00 covering all owned, hired, rented, subcontracted and non-owned vehicles and equipment used by Sponsor; and (c) excess/umbrella insurance, excess to the insurance coverage required in Subsections (A) [general liability insurance] and (B) [business automobile liability insurance] above, with a limit of not less than \$5,000,000.00. Sponsor's workers' compensation insurance shall include a waiver of subrogation in favor of Komen and Komen Affiliate with respect to any losses arising from work performed by or on behalf of Sponsor. In the event a Sponsor is subject to the insurance requirements of this Subsection (B), Sponsor agrees to name Komen and Komen Affiliate as additional insureds on its commercial general liability insurance policy and any other policies required under this Subsection (B), solely with respect to the Race(s). Sponsor shall furnish a certificate of insurance to Komen Affiliate showing that such insurance policies are in place within thirty (30) days after the Effective Date of this Agreement. Furthermore, in the event a Sponsor is subject to the insurance requirements of this Subsection (B), Komen or Komen Affiliate shall name Sponsor as an additional insured on its commercial general liability insurance policy solely with respect to the Race(s) upon written request from such Sponsor. Unless due to the gross negligence or willful misconduct of either Komen or Komen Affiliate, neither Komen nor Komen Affiliate shall be responsible for any loss or damage to Sponsor's property.

(C) All insurance coverage shall be placed with insurers who have an AM Best's Insurance rating of A-VII or better. The minimum amounts of insurance coverage required in this Section 8 shall not be construed to create a limit of Sponsor's liability with respect to its indemnification obligations under this Agreement.

9. **Cancellation or Delay of a Race.** Komen Affiliate will use its good faith diligent efforts to conduct the Race(s) on the Race Date(s) set forth on Page 1 of this Agreement; provided, however, that Komen Affiliate shall not be responsible for damages that result from delays or postponements of a Race due to circumstances beyond its reasonable control; and in the event that a Race does not take place, the Sponsorship Contribution shall be treated as a donation to Komen Affiliate and shall not be refunded.

10. **Relationship of Parties.** The parties to this Agreement are not joint venturers, partners, agents, nor representatives of each other and such parties have no legal relationship other than as contracting parties to this Agreement. All individuals provided by or associated with Sponsor who perform services at the Race(s) shall perform such services at the direction of, under the supervision and control of, and for the benefit of Sponsor. Such individuals shall not perform such services on behalf of Komen Affiliate and shall not be agents or representatives of Komen Affiliate. Sponsor shall be responsible, as between Sponsor and Komen Affiliate, for any injuries or damages caused by or to said individuals.

11. **Assignment.** Neither party may assign, directly or indirectly, by operation of law, change of control or otherwise, this Agreement or any rights or obligations hereunder, without the prior written consent of the other party, which shall not be unreasonably withheld; provided, however, that Komen Affiliate may assign this Agreement to Komen or a Komen affiliate at any time without prior written consent. Any attempt to assign this Agreement in contravention of this Section 11 shall be void and of no force and effect.

12. **Dispute Resolution.** In the event of any dispute arising out of this Agreement, the parties shall use good faith efforts to resolve their differences amicably. In the event they are unsuccessful, the parties agree not to commence litigation until attempting to resolve their dispute through mediation. Either party may initiate the mediation process with thirty (30) days' prior written notice to the other party. The dispute shall be submitted to mediation in the city in which Komen Affiliate's principal place of business is located. Costs of mediation shall be borne equally by the parties. Mediation of the dispute shall be completed within fifteen (15) days of commencement, unless the parties extend the time by mutual agreement or unless the mediator declares the parties to be at an impasse. Notwithstanding the above, in the event that either party believes that immediate injunctive relief is required to protect its Marks, such party may invoke the immediate powers of the appropriate court of law without the requirement to first mediate the dispute.

13. **Governing Law and Venue.** This Agreement shall be governed by the laws of the State in which Komen Affiliate's principal place of business is located ("State of Choice") without regard to conflict of laws principles that may require the application of the laws of any other jurisdiction. With respect to any suit arising out of or in connection with this Agreement that is not resolved under Section 12 of this Agreement, each party consents and submits to the exclusive jurisdiction of competent state and federal courts in the State of Choice for any litigation or dispute arising under this Agreement and to the venue of such litigation or dispute in the city or county in which Komen Affiliate's principal place of business is located.

14. **Notice.** Any notice shall be in writing and shall be effective (i) when personally delivered or transmitted via facsimile with receipt confirmed; (ii) the next business day following deposit with a reputable courier service for overnight delivery; or (iii) five business days following deposit in the United States mail, postage prepaid, registered or certified. All notices shall be forwarded to the address of each party listed on Page 1 of this Agreement.

15. **Entire Agreement.** This Agreement shall constitute the entire agreement of Sponsor and Komen Affiliate to be binding upon the parties as of the Effective Date. This Agreement supersedes any prior understandings or oral agreements between Sponsor and Komen Affiliate regarding the Race(s) and constitutes the entire understanding and agreement between the parties with respect to the Race(s). There are no agreements, understandings, representations or warranties between the parties other than those set forth in this Agreement. Should any section, or portion thereof, of this Agreement be held invalid by reason of any law, statute or regulation existing now or in the future in any jurisdiction by any court of competent authority or by a legally enforceable directive of any governmental body, such section or portion thereof shall be validly reformed so as to approximate the intent of the parties as nearly as possible and, if unreformable, shall be deemed divisible and deleted with respect to such jurisdiction; and this Agreement shall not otherwise be affected.

16. **Counterparts.** This Agreement may be executed in two or more counterparts, each of which shall be considered an original instrument. Each counterpart will be considered a valid and binding original. Once signed, any reproduction of this Agreement made by reliable means (e.g., photocopy, facsimile) is considered an original.

SCHEDULE A



# 2018 SPONSORSHIP LEVELS

COMPANY VISIBILITY	Affiliate \$20,000	Race \$15,000	Diamond \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,500
Representation at select 2018 Affiliate Events	•	•				
Right to use Affiliate logo with Affiliate Approval	•	•				
Opportunity to speak at Race Day Ceremonies and/or Check Presentation	•	•				
Banners Displayed at Race Site (Sponsors provide banners with grommets)	8	6	4			
150 Race Posters	Logo	Logo	Logo	Logo	Name	Name
2,000 Adult Race T-Shirts	Logo	Logo	Logo	Logo	Name	
Opportunity to have breast health awareness program presented to employees	•	•	•	•	•	•
Complimentary Race Entries**	15	15	10	6	2	1
Komen NCCA Race Website Recognition	Logo/Link	Logo/Link	Logo/Link	Logo/Link	Name/Link	Name Only

## RACE DAY RECOGNITION

2,000 Race Bibs	Logo	Logo				
2,000 Race Day Programs	Logo	Logo	Logo	Logo		
Logo on Chukchansi's Big Screen	Logo	Logo	Logo	Logo		
Public Address Recognition	•	•	•	•	•	
Insert Gift item in 225 Survivor Gift Bags	•	•	•	•	•	•
Insert Gift Item in 150 Team Captain Gift Bags	•	•	•	•	•	•
Sponsorship Recognition Award	•	•	•	•	Framed Certificate	Certificate
Complimentary V.I.P. Passes to Hospitality Area	15	15	10	6	2	1
Reserved Exhibit Space and Product Sampling at Race	20x20	20x20	10x10	10x10	Table	Table

Susan G. Komen Central Valley Race for the Cure® Sunday, October 7, 2018

**EXHIBIT SPACE REGISTRATION FORM**  
**RACE VENUE: CHUKCHANSI PARK**  
**ADDRESS: 1800 TULARE STREET**

Company/Organization Name: \_\_\_\_\_

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

**1. DO YOUR EXHIBIT PLANS INCLUDE FOOD OR BEVERAGE SERVICE?** Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, our Hospitality Committee will contact you for additional information necessary to apply for required permits. If your plans include the serving of food or beverage items, a complete menu must be submitted to the Hospitality Committee.

**2. EXHIBIT SPACE DETAILS**

Your exhibit space will be provided with table(s) and chairs. Please bring company branded table cloth.

What item(s) are you giving away on Race day? Susan G. Komen Central Valley reserves the right to approve and/or refuse any giveaway item.

**Sponsorships: Affiliate Presenting (\$20,000), Race Presenting (\$15,000)**

A 20' x 20' exhibit space will be reserved for your company.

**Tables (6x8 ft.) needed: # \_\_\_\_\_ Chairs needed: # \_\_\_\_\_**

**Diamond (\$10,000) Platinum (\$5,000), Gold (\$2,500), Silver (\$1,500): Your 10'x10' exhibit space will include one 8-foot table and two chairs.** Your exhibit space will be reserved with your company/organization name.

**3. COMPLIMENTARY RACE ENTRIES**

Komen Central Valley Race for the Cure encourages all sponsors to form a team and participate in the Race events! Your sponsorship entitles you to complimentary Race entries (check grid). For details, contact Teams Chair at: [teamschair@sbcglobal.net](mailto:teamschair@sbcglobal.net)

**4. COMPLIMENTARY VIP BREAKFAST ON RACE DAY**

All sponsors will receive complimentary VIP Continental Breakfast passes for the Pink Ribbon Café via email prior to Race. Please print and bring on Race day. If you do not receive your VIP passes by September 26, please contact Lisa Thompson at (559)-908-8646.

**5. BANNERS DISPLAYED AT RACE FINISH LINE (Affiliate and Race Presenting, Diamond Sponsors)**

Your chosen sponsorship level may entitle you to submit banners for the Race finish line. Banners must have grommets or ties and will be placed by the Operations Committee. Number of banners you may submit: Affiliate Presenting (8), Race Presenting (6) and Diamond (4)

**Will you be providing banners for display at the event? Yes \_\_\_\_\_ No \_\_\_\_\_**

Banners: Sponsor banners (including ties or grommets) will be displayed throughout the Race event site. **To ensure placement, the Race Committee must have your banners by 12pm October 6, 2018. Banners will not be accepted on Race Day.** Banners may be displayed in your exhibit area with ties, grommets or weights.

**Sponsors are responsible for their banners. Please remember to TAKE YOUR BANNERS WITH YOU once the event has concluded!**



## Komen Central Valley Race for the Cure Sunday, October 7, 2018

Susan G. Komen®, Northern and Central California Valley Affiliate and the Susan G. Komen Central Valley Race for the Cure® are not responsible for: materials left at the event site unattended; materials not removed from the event site immediately following the event; loss or damage to personal or company property.

Susan G. Komen®, Northern and Central California Valley Affiliate and the Susan G. Komen Central Valley Race for the Cure® reserve the right to make changes in facility layout or placement without prior notice.

Vehicles may be used in DESIGNATED areas for loading and unloading.

Vehicle and trailer parking is allowed only in designated parking lots.

**All vehicles must be removed from the Race event site by 6:30 a.m. on Race Day.**

### RACE EVENT SET-UP

Exhibit space set-up is scheduled for Saturday, October 6, 2018, between 12pm and 3pm. Overnight security is provided. Your cooperation in using this time to set up your exhibit is appreciated.

### IMPORTANT RACE EVENT DEADLINES

- 7/20/2018 Sponsorship campaign closes: Signed Sponsorship Agreements due. **Logo files due from new sponsors or sponsors who have made changes to their logos..** Names and logos of late entries will not appear on printed materials.
- **9/7/2018 Sponsorship monies due.**
- 10/6/2018 Sponsor banners delivered to **CHUKCHANSI PARK ADDRESS: 1800 TULARE STREET**-Sponsorship Chair
- 10/6/2018 Race Event Set Up: 12 p.m. to 3 p.m. Overnight security provided.
- 10/7/2018 **RACE DAY!**

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**Signature of Sponsor or Sponsor's Approved Representative**

Mail signed form to:

Komen Central Valley Race for the Cure

PMB 551 5730 N. First Street, Suite 105,  
Fresno, CA 93710

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**Date:**

For more information:

[www.komencentralvalley.org](http://www.komencentralvalley.org)

Click Komen Race for the Cure>Sponsors