

PURPLESTRIDE SAN ANTONIO 2012

NOVEMBER 3 - O.P. SCHNABEL PARK



	PRESENTING (1 available) \$5,000	GOLD (6 available) \$2,500	SILVER (unlimited) \$1,000	FRIEND (1 per company) \$500	IN-KIND* (budget-relieving)
COMPLIMENTARY REGISTRATIONS	20	10	5	2 registrants; up to 3 volunteers	0 registrants; up to 3 volunteers
COMPANY NAME IN EVENT TITLE (E.G. "PURPLESTRIDE PRESENTED BY ABC COMPANY")	√				
USE OF EVENT LOGO FOR PROMOTION	√	√	√	√	√
EXCLUSIVE CHANCE TO HOST PRE-PACKET PICK UP	√				
PERMISSION TO DISTRIBUTE PRESS RELEASE	√	√	√		
CORP. SUPPORT PAGE OF NATIONAL WEBSITE	Logo (one year)				
SPONSOR BANNER	Logo	Logo	Logo	Name	Name
T-SHIRTS	Logo	Logo	Name		
EVENT WEBSITE	Logo & link	Logo	Name		
PRINT COLLATERAL	Logo	Name			
EXCLUSIVE : EVENT & START-FINISH BANNER	Logo				
EXCLUSIVE BRANDING : SURVIVOR / VIP AREA	Logo				
EXCLUSIVE BRANDING: SPONSORED ELEMENT				Name	Name
PARTICIPATE IN ON-STAGE CEREMONIES	√				
THANKED FROM STAGE	√	√	√	√	√
IN PRE- AND POST-EVENT E-MAILS TO REGISTRANTS (Up to seven emails)	Logo & link	Logo			
IN REGIONAL E-BLAST (Three e-blasts)	Name				
OPTION FOR FUNDRAISING MATCH EMAIL ("ABC will match donations made before XX date.")	√	√			
INVITATION TO MEET SURVIVORS AND VIPS	√	√	√		
BOOTH (SAMPLING OR COUPON DISTRIBUTION)	Choice of location	√	√		
EXCLUSIVE OPPORTUNITY TO PROVIDE GIFT BAG	√				
PRODUCT OR COUPON IN GIFT BAG (IF AVAILABLE)	√	√			
OPTION TO PROVIDE FUNDRAISING INCENTIVE(S)	√	√			
RECOGNITION ON LOCAL SOCIAL MEDIA	Every mention	2 times	1 time		
ROUTE MAP	Logo	Name			

The charitable deduction of sponsorship fees will be limited by the fair value ascribed to the complimentary registrations received.

*The Pancreatic Cancer Action Network determines at its sole discretion what qualifies as budget-relieving in-kind donations. Budget-relieving donations include: printing, qualifying food, water, tent/table/chair rentals, timing chips and security. If budget-relieving in-kind donors desire additional sponsorship level benefits, the Pancreatic Cancer Action Network will provide a cash credit towards that sponsorship level at 100% of the fair market value of the goods donated. For purposes of the cash credit, fair market value will be established at the lowest purchase price available to the organization. Additional cash funding will be required to meet the sponsorship level of the desired benefits. The value of donated in-kind goods that are not budget-relieving may not be used to reduce the cash cost of sponsorship levels. The Pancreatic Cancer Action Network will provide an acknowledgment letter that describes, but does not value, the in-kind donation. As each donor's tax situation is different, we recommend that you consult with your tax advisor to determine your tax relief.

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SPONSOR CONTRACT / IN-KIND DONATION

Company Name _____

Street Address _____

City _____ State _____ Zip Code _____

Contact First Name _____ Contact Last Name _____

Tel _____ F _____ E-mail Address _____

LEVEL

Presenting

Friend

Gold

In-Kind

Silver

How would you like your company listed? _____

PAYMENT METHOD

CHECK

Please make check payable to Pancreatic Cancer Action Network. Please include event name.

CREDIT CARD

Please select one: VISA MC AmEx Disc

Card # _____

Exp. Date (required) _____ CID# _____

Name as it appears on card _____

Signature _____

CASH

IN-KIND DONATION

Description of item(s) _____

Estimated fair market value \$ _____

Donation will be delivered

Donation enclosed

Pick up donation

TOTAL AMOUNT ENCLOSED OR CHARGED \$ _____

This agreement, signed by a duly authorized representative of the company, will constitute a binding contract for the sponsorship amount indicated. By signing this agreement, you acknowledge that you have read and agree to all Pancreatic Cancer Action Network sponsorship terms and conditions. This agreement will become effective upon acceptance by the Pancreatic Cancer Action Network. Payment is due within 30 days of signing. A receipt will be distributed for tax purposes.

SIGNATURE OF AUTHORIZED REPRESENTATIVE _____

PRINT NAME _____ **DATE** _____

For more information, please contact Guillermo Dekat at gdekate@pancanvolunteer.org or (210) 858-5636.

MAIL FORM AND PAYMENT TO:

Pancreatic Cancer Action Network ATTN: PurpleStride San Antonio 2012
1500 Rosecrans Avenue, Suite 200, Manhattan Beach, CA 90266



SPONSOR TERMS

Sponsoring parties must agree to all of the terms and conditions below to sponsor a Pancreatic Cancer Action Network event. Please initial after each item to indicate that you have read and agree.

1. The Pancreatic Cancer Action Network hereby grants sponsoring party(s) the right to be an Official Sponsor of the Event. **Sponsoring party(s)** shall have the right to use the name of the Event, the Pancreatic Cancer Action Network's trademarks associated with the Event, in advertising on the effective date of this signed contract until 30 days after the Event. However, **sponsoring party(s)** must refer to the Event by its full name, including the name of the title sponsor, if any. All such materials are subject to the Pancreatic Cancer Action Network's prior written approval.

Initial: _____

2. **Sponsoring party(s)** will not grant any of its rights hereunder to any third party nor allow any tie-in partner of **sponsoring party(s)** to refer to its official status hereunder without the Pancreatic Cancer Action Network's prior written approval. **Sponsoring party(s)** will notify the Pancreatic Cancer Action Network in writing if they learn of any unauthorized use of the Event name or trademarks.

Initial: _____

3. The Pancreatic Cancer Action Network shall have the right to use **sponsoring party(s)** trademarks in advertising and promoting the Event. **Sponsoring party(s)** shall have the right to use the Event trademarks on merchandise in connection with **sponsoring party's** promotion of your sponsorship of the Event, provided any merchandise produced by **sponsoring party(s)** shall be of high quality consistent with our outstanding public image. All such materials are subject to the Pancreatic Cancer Action Network's prior written approval.

Initial: _____

4. Each party represents and warrants that it is free to enter into this Agreement without violating the rights of any person, that its trademarks do not infringe the trademarks or trade names of any person and that it will comply with all laws and regulations pertinent to its business.

Initial: _____

5. In the event that the Event does not take place due to any cause beyond the reasonable control of the parties, this Agreement shall terminate and the Pancreatic Cancer Action Network's only obligation shall be to return to **sponsoring party(s)** the Licensing Fee paid to the Pancreatic Cancer Action Network hereunder less any direct out-of-pocket expenses incurred by the Pancreatic Cancer Action Network prior to the date of termination.

Initial: _____

6. This Agreement does not constitute a partnership or joint venture or principal-agent relationship between us. This Agreement may not be assigned by either party. It shall be governed by the laws of the State of California. It is complete and represents the entire agreement between the parties.

Initial: _____

COMPANY NAME: _____



LOGO SUBMISSION GUIDELINES FOR SPONSORS

Logos will be included on print material as well as on the event website according to signed sponsor agreements and logo submission due dates. Please see your signed sponsor agreement for details.

Please be sure to follow these guidelines when submitting your logo:

- Submit your logo as a vector-based file, either “.eps” or “.ai.”
- Convert all text to outlines.
- Images should not include gradients. T-shirts are printed in one color with no gradients.
- Submit both full-color and 1-color versions of your logo whenever possible.
- We cannot use a PDF unless created from a vector program (please check with your designer).
- We cannot use images embedded in Word documents, or images pulled off the internet.

If your company does not have an .eps or .ai version of your logo, we reserve the right to substitute a text version of your name in place of your company logo (as necessary).

If you do not have a vector-based file, please talk with your graphic designer. Please do not try to create a vector-based file by pasting a JPG into an .eps or .ai document. You cannot create a vector-based file from a JPG.

WHAT IS VECTOR-BASED?

A vector-based file allows us to scale the size of the logo for banners and brochures without any loss of quality. JPGs become pixelated and blurry when enlarged. Our T-shirts are printed with white ink on a purple background; there are no gradients. A vector-based file allows us to convert the logo to a one-color version, if necessary, but retain the integrity of the design.

IN THE EVENT THAT WE CANNOT OBTAIN A LOGO IN A USABLE FORMAT, WE MAY SUBSTITUTE A TEXT LISTING OF THE COMPANY NAME.

PRINT DEADLINES:

- Print Promotion: October 21
- T-shirts & Event-day Banners: October 21

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Join our family of esteemed corporate supporters by becoming a sponsor at one of our volunteer fundraising events in your community. Our army of passionate volunteers plan and coordinate signature fundraising events for thousands of participants in over 70 cities across the country. These dynamic events present valuable sponsorship opportunities for your business, and contribute millions of dollars toward our mission to advance research, support patients and create hope.

Make a commitment in your community and know that you're in good company!



Amgen
 BJ's Wholesale Club
 Capital One Bank
 Century 21
 Charles Schwab
 Chevron Products Company
 CITGO Petroleum Corporation
 Dick's Sporting Goods, Inc
 Genentech
 H & R Block
 Heinz North America
 Jack in the Box
 Loaf n Jug
 Merrill Lynch

Panera Bread
 Pepsi-Cola General Bottlers, Inc.
 Pfizer Inc.
 PNC Bank
 Southwest Airlines
 Taco Bell
 Tommy Hilfiger USA Inc.
 United HealthCare Services, Inc.
 UPS
 Vitamin Water/Glaceau
 Waffle House
 Walgreens
 Wells Fargo
 Yelp

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MEDIA SPONSOR

BENEFITS

	PLATINUM	SILVER
RECOGNITION ON EVENT PUBLICITY AND PRINT MATERIALS	Logo as Platinum Sponsor	Name as Silver Sponsor
EVENT T-SHIRT	Logo	Name
SIGNAGE AT EVENT	Prominent with logo recognition	Name
OPENING CEREMONIES	Opportunity to speak	Name announced

	PLATINUM	SILVER
PRINT/WEB	<ul style="list-style-type: none"> • Pre- and post-event feature stories • Online ad (four-week min.) • 3 print ads (half-page min.) 	<ul style="list-style-type: none"> • Pre-event feature story • Online ad (two-week min.) • 3 print ads (quarter-page min.)
RADIO	<ul style="list-style-type: none"> • Air PSA 30 times in 3 weeks • Pre- and post-event feature stories • Banner ad on website 	<ul style="list-style-type: none"> • Air PSA 10 times in 3 weeks • Live mentions 10 times in 3 weeks • Prominent link on website
TELEVISION	<ul style="list-style-type: none"> • Air PSA 30 times in 3 weeks • Pre- and post-event feature stories • Banner ad on website 	<ul style="list-style-type: none"> • Air PSA 10 times in 3 weeks • Live mention 10 times in 3 weeks • Prominent link on website

Company Name _____

Street Address _____

City _____ State _____ Zip Code _____

Name of Contact _____

Tel _____ Fax _____ E-mail _____

How would you like your company listed? _____

LEVEL

PLATINUM

SILVER

This agreement, signed by a duly authorized representative of the company, will constitute a binding contract for the media sponsorship indicated. By signing this agreement, you acknowledge that you have read and agree to all Pancreatic Cancer Action Network sponsorship terms and conditions. This agreement will become effective upon acceptance by the Pancreatic Cancer Action Network.

SIGNATURE OF AUTHORIZED COMPANY REPRESENTATIVE _____

PRINT NAME _____ **DATE** _____

For questions, contact Katie Walthall at kwalthall@pancanvolunteer.org or (210) 274-0133.

Please mail completed form to:

PurpleStride San Antonio 2012 c/o Katie Walthall
66 Brees #81, San Antonio, TX 78209

Please Note: Logo must be submitted as high resolution (300 dpi) in .eps or .ai format. If this format is not submitted, event may need to substitute text version of company name in place of logo.

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ENVISION A WORLD WHERE PANCREATIC CANCER DOES NOT TAKE THE LIFE OF ONE MORE FATHER, MOTHER, SISTER, BROTHER OR FRIEND.

Every year across the country, thousands of people participate in PurpleStride, the signature fundraiser for the Pancreatic Cancer Action Network. PurpleStrides contribute millions of dollars to our mission to advance research, support patients and create hope. PurpleStride is a time to honor loved ones who are battling or have lost the fight with pancreatic cancer. For participants, it's a journey toward hope filled with inspiration.

ABOUT PURPLESTRIDE SAN ANTONIO

- PurpleStride San Antonio 2011 was wildly successful, with over 800 participants, and over \$56,000 raised for the Pancreatic Cancer Action Network.
- Planned and run exclusively by volunteers, so more of your dollars go directly to the cause.
- One of over 50 PurpleStrides held across the country.
- 5K timed run, family fun walk, children's activities, entertainment, refreshments and more!
- Goal: Over 1,000 participants
- Goal: Raise \$78,000 total.

JOIN US! NOVEMBER 3, 2012 O.P. SCHNABEL PARK

The Pancreatic Cancer Action Network is the only national organization creating hope in a comprehensive way, through research, patient support, community outreach and advocacy for a cure.



YOUR SUPPORT AT WORK LOCALLY

- Our Patient and Liaison Services program provides local patients and families with free information about treatment options, clinical trials and more.
- Our Education and Outreach volunteers inform local medical professionals and researchers about the latest pancreatic cancer breakthroughs.
- Our Advocacy team works with local government representatives to ensure continued federal research funding for pancreatic cancer.

SPONSORSHIP OPPORTUNITIES

Engage your customers and employees in this powerful community event as an event sponsor.

PRESENTING SPONSOR: Strongest co-branding, exposure and access to passionate supporters participating in the event, and website and mailing list exposure post-event

GOLD SPONSOR: Extensive recognition in high-traffic areas and event promotion.

SILVER SPONSOR: Logo on event materials and signage

FRIEND OR IN-KIND SPONSOR: Recognition limited to one element at the event (e.g., directional sign, water station).

FOR SPONSORSHIP INFORMATION:

Guillermo Dekat at gdekat@pancanvolunteer.org
or (210) 858-5636.

VISIT WWW.PURPLESTRIDE.ORG/SANANTONIO