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**PINK RIBBON
RUN & WALK**
Breast Cancer
Coalition of
ROCHESTER



Pink Ribbon Run & Family Fitness Walk

Women's 5K Road Race and Family 2.5M Fitness Walk
Mother's Day ~ Sunday, May 13, 2012 at 9:00am

P R E M I E R S P O N S O R S H I P L E V E L S

EXCLUSIVE BENEFITS TO GOLD RIBBON SPONSORS **\$5000**

- **Name in all pre and post publicity including all television and radio advertising, press releases and promotional material**
- **Inclusion in post event article in BCCR Newsletter Summer 2012. Circulation > 10,000**
- **Premier size and placement of name and logo on t-shirts**
- **Premier size and placement of name and logo on event banners at event entrance and start/finish line**
- **Exclusive VIP placement of sponsor provided banner**
- **Special recognition at awards ceremony**
- Name and logo included on all posters
- Race/Walk promotional materials delivered to location of your choice
- Link to website on BCCR's Race/Walk web page

VALUE-ADDED BENEFITS TO SILVER RIBBON SPONSORS **\$2500**

- **Name and logo included on all posters**
- Race/Walk promotional materials delivered to location of your choice
- Link to website on BCCR's Race/Walk web page

VALUE-ADDED BENEFITS TO BRONZE RIBBON SPONSORS **\$1000**

- **Race/Walk promotional materials delivered to location of your choice**
- **Link to website on BCCR's Race/Walk web page**

COMMON BENEFITS TO PINK RIBBON & ALL SPONSORS **\$500**

- Recognition in BCCR Newsletter Summer 2012. Circulation > 10,000
- Name and logo on event t-shirt
- Name and logo in event brochure
 - *Direct mail to BCCR mailing list and all previous participants > 12,000*
 - *Distributed through selected local businesses, organizations and corporations*
 - *Distributed at all upcoming BCCR programs and events*
 - *Name and logo on event banners at event entrance and start/finish line*