

# Partnership Opportunities

SUSAN G.  
KOMEN®  
MISSOURI



SUSAN G. KOMEN  
**MORE  
THAN PINK**  
Greater St. Louis WALK.

Presented by:  
**Bank of America**



**Saturday, June 8, 2019 • Downtown St. Louis**



research + care + community + action

# OUR BOLD GOAL

Reduce the number of breast cancer deaths by 50% in the U.S. by 2026

Susan G. Komen Missouri is part of a global network of affiliates working toward achieving the common vision of a world without breast cancer.

We rely on the generous support of individuals and companies in our community to battle breast cancer on the local front, serving women and men who otherwise would not have access to live-saving breast health education, screenings, diagnostics and treatment.

FIND BREAKTHROUGHS FOR THE BREAST CANCERS THAT KILL

STRATEGIC IMPERATIVES

HELP PEOPLE AND COMMUNITIES MOST AT RISK

## RESEARCH

- GRANTS / FUNDING
- CLINICAL TRIALS
- PARTNERSHPS

## CARE

- SCREENING
- DIAGNOSTICS
- TREATMENT
- NAVIGATION

## COMMUNITY

- SUPPORT SERVICES
- LOCAL IMPACT
- VOLUNTEERING

## ACTION

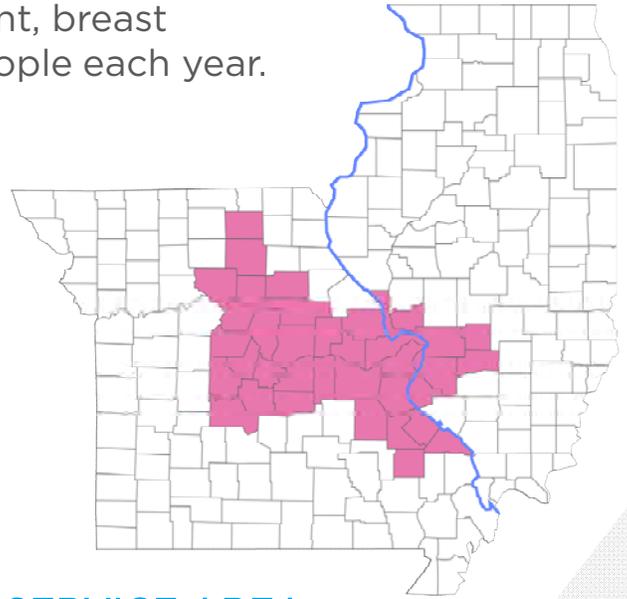
- ADVOCACY
- EDUCATION
- EVENTS

# OUR COMMUNITY NEED AND IMPACT

Despite advances in detection and treatment, breast cancer continues to affect thousands of people each year.

Consider this data from our Missouri/Illinois metro area alone:

- **7 women are diagnosed** with breast cancer **EVERY DAY**
- **10 women lose their lives** to breast cancer **EVERY WEEK**
- **78 women are diagnosed** with late-stage breast cancer **EVERY MONTH**
- **508 women lost their lives** to breast cancer in Missouri **LAST YEAR**



## YOUR SUPPORT AT WORK

Komen Missouri has invested more than \$30 million in community breast cancer screening, breast health education and patient treatment services and more than \$10 million in breast cancer research since 1999.



## OUR SERVICE AREA

Komen Missouri serves 38 counties in eastern Missouri and southwestern Illinois:

### MISSOURI

Adair  
Audrain  
Boone  
Callaway  
Camden  
Chariton  
Cole  
Cooper  
Franklin  
Gasconade  
Howard  
Jefferson  
Lincoln  
Macon  
Madison  
Maries  
Miller  
Moniteau  
Monroe  
Montgomery  
Morgan  
Osage

### ILLINOS

Bond  
Calhoun  
Clinton  
Jersey  
Madison  
Monroe  
St. Clair  
St. Louis  
St. Louis City  
St. Francois  
St. Genevieve  
Warren  
Washington



# CONNECT WITH OUR FAMILY

Your partnership is a solid investment, not only in the well-being of the people in your community, but also in those close to you. Breast cancer in some way touches the lives of your customers, clients, colleagues, friends, neighbors and/or family members.



Your partnership with Komen Missouri's MORE THAN PINK Walk offers the **valuable opportunity to promote your brand, gain exposure and align your organization's values** with an engaged group of people who are passionate about ending breast cancer.

**9,000+**



WALKERS, SURVIVORS,  
SPONSORS, VOLUNTEERS

**SOCIAL**



Komen Missouri has more than 16,000 followers on Facebook, Twitter and Instagram combined.



**WEBSITE**

The Komen Missouri website averages X,XXX visits each month.

**E-MAILS**



Komen Missouri has more than 93,000 individual subscribers to our electronic communications



**MEDIA IMPRESSIONS**

Through our work with a number of media partners, Komen Missouri has consistently delivered a significant amount of local TV, print and radio coverage for our signature annual event.

*"I love being at Komen Missouri events because it reminds me I belong to a special family of people who care about ending this disease as much as I do."*

- Alice Bartels, 13-year breast cancer survivor



research + care + community + action

# 2019 MORE THAN PINK WALK

## PARTNERSHIP OPPORTUNITIES

Benefits	Mission Partner \$25,000	Gold Partner \$15,000	Silver Partner \$10,000	Bronze Partner \$5,000	Exhibitor Partner \$2,500
Present one of eight specialty features of the MTP Walk	✓				
Year-round alignment and benefits with Komen Missouri (see following page for details)	✓				
Opportunity to host public registration event at company location	✓	✓			
Recognition on Walk marketing materials and registration forms	Logo	Name	Name	Name	
Recognition in Walk news release and media kit	Name	Name	Name	Name	
Recognition on Walk information page on Komen Missouri website	Logo	Logo	Logo	Name	
Recognition in team captain manual	Logo	Name	Name	Name	
Recognition on Walk T-shirts	Logo	Logo	Logo	Name	
Recognition on Walk signage	✓ on stage	✓	✓	✓	✓
Recognition on printed Walk-day map/program	Logo	Logo	Logo	Name	Name
Opportunity to distribute promotional items	✓	✓	✓	✓	✓
Banner displayed at post-Walk celebration (company provides)	✓	✓	✓	✓	✓
Walk-day parking passes and VIP Breakfast invitations	10	8	6	4	2
Opportunity to bring branded tent for placement on Partnership Row (Komen can provide tent if needed)	✓ 30' x 10'	✓ 20' x 10'	✓ 20' x 10'	✓ 10' x 10'	✓ must bring own tent/table/chairs

To ensure full benefits, sponsorship contracts must be received by March 31, 2019.  
 Contact: Suzanne Fontaine, Executive Director • 314.644.5400 • [sfontaine@komenmissouri.org](mailto:sfontaine@komenmissouri.org)



# MISSION PARTNERSHIP

Mission Partnership with Komen Missouri offers the opportunity to align with the local affiliate of the world's most well-known and respected breast cancer organization throughout the entire year.

This partnership positions your company as a premier champion in the fight against breast cancer in Missouri and Western Illinois.

Beyond premium benefits and exposure at the MORE THAN PINK Walk, your company will be recognized as a Mission Partner with its logo appearing in a lock-up array with other Mission Partners. This logo array will appear year-round in the following media:

- Homepage of Komen Missouri website
- Large banner displayed at all Komen-Missouri sponsored fundraising events
- Thousands of breast health awareness cards provided at health fairs and community events throughout the year
- Pop-up banner used at multiple health fairs and community events throughout the year and displayed daily in the Komen Missouri office
- Printed publicity material for Dine Out for a Cure (100+ locations)

## Mission Partners also receive the following benefits:

- One table for eight people at Komen Missouri Trivia Night
- Opportunity to nominate a company executive to participate in the Komen Missouri BigWigs campaign during October and invitation to BigWigs kickoff party for 10 people
- Company recognition in at least two social media posts per year, coordinated with your PR/marketing team to ensure optimal timing/messaging
  - Opportunity for a Komen Missouri representative to speak at employee or client event and to host meetings at Komen Missouri office

