SUSAN G. KOMEN® SAN DIEGO’S
MORE THAN PINK
ANNUAL DINNER
FRIDAY, MAY 29, 2020
OUR MISSION

Susan G. Komen® San Diego has one clear mission:

Save lives by meeting the critical needs in San Diego County and investing in breakthrough research to prevent and cure breast cancer.

Your generous sponsorship helps us provide free breast cancer services and support to uninsured or underinsured women and men in San Diego County for every step of the breast cancer journey.

- Breast Cancer Screening & Diagnostic Fund
- Financial Assistance Fund
- Public Policy
- Education and Outreach
- Breast Health Collaborative
- Research

In San Diego,

6 women a day are told they have breast cancer and
1 woman a day will pass away.

African-American women have a 41% higher mortality rate than their Caucasian counterparts.
PINK

is important and, if you ask us, there’s not enough pink as long as 41,000 women and men continue to die each year in the U.S. from breast cancer.

However, pink is more than just a color; it represents the impact that each person is making in the fight against the most frequently diagnosed cancer worldwide.

Our Annual Dinner will be held on Friday, May 29, 2020 at the Hyatt Regency La Jolla at Aventine. We will bring together over 350 attendees demonstrating what it means to be MORE THAN PINK. Attendees will include business leaders in San Diego’s biotech and life science industries, executive level hospital administrators, healthcare and wellness professionals, medical professionals, local philanthropists, elected officials, and people whose lives have been impacted by or are passionate about the fight against breast cancer.

DATE
FRIDAY, MAY 29, 2020

LOCATION
HYATT REGENCY LA JOLLA AT AVENTINE
3777 LA JOLLA VILLAGE DRIVE
SAN DIEGO, CA 92122

TIME
INTERACTIVE RECEPTION 5:00-6:30 P.M.
DINNER & PROGRAM 6:30-9:00 P.M.

ATTIRE
BUSINESS COCKTAIL WITH A POP OF pink.
Pink & Silver Sponsor
$25,000
- Recognition as the presenting sponsor on all collateral materials
- Opportunity for a speaking role at the dinner
- Public recognition and thank you
- Sponsor provided takeaway gift for attendees
- (2) tables for ten guests (20 tickets)
- Valet parking
- Special recognition at events throughout the year
- Table side service
- Cover recognition & full-page ad
- Logo prominently placed on:
  - E-communication
  - (3) Social media highlights
  - Event program
  - Event presentation
  - Event website
  - Post-event message to attendees
  - On-site recognition

Rose Sponsor
$15,000
- Public recognition and thank you
- Sponsor-provided takeaway gift for attendees
- (1) table for ten guests (10 tickets)
- Valet parking
- Full-page ad
- Large logo placed on:
  - E-communication
  - (2) Social media highlights
  - Event program
  - Event presentation
  - Event website
  - On-site recognition

Ruby Sponsor
$10,000
- Sponsor-provided takeaway gift for attendees
- (1) table for ten guests (10 tickets)
- Valet parking
- Half-page ad
- Medium logo placed on:
  - E-communication
  - (1) Social media highlight
  - Event presentation
  - Event website
  - On-site recognition

Blush Sponsor
$5,000
- (1) table for ten guests (10 tickets)
- Valet parking
- Quarter-page ad
- Small logo placed on:
  - E-communication
  - Group social media
  - Highlights
  - Event program
  - Event presentation
  - Event website
  - On-site recognition

Sherbet Sponsor
$2,500
- (1) Table for ten guests (10 tickets)
- Valet parking
- Company name placed on:
  - Event program
  - Event presentation

Coral Sponsor
$1,250
- (4) Tickets
- Valet parking
- Onsite recognition

Primrose Sponsor
$750
- (2) Tickets
- Valet parking
- Onsite recognition

Vip Tickets & Tables
$250/$2,500
Early Bird (before 4/30/20)
$300/$3,000
Regular VIP (after 4/30/20)
- Valet parking
- Commemorative lapel pins

General Tickets & Tables
$200/$2,000
Early Bird (before or on 4/30/20)
$250/$2,500
Regular (after 4/30/20)

SOCIAL MEDIA: Sponsor to provide photo and message. Posts will be made within a three-month span before/after the event.

MEDIA & PRINT EXPOSURE: Deadline for logo or name inclusion on all printed materials 4/17/2020.
## Custom Underwriting Opportunities

<table>
<thead>
<tr>
<th>Custom Underwriting</th>
<th>Advertisement</th>
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<tbody>
<tr>
<td><strong>Valet</strong></td>
<td>$10,000</td>
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<tr>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>• Sponsor-provided takeaway gift for attendees</td>
<td>Full-page ad</td>
</tr>
<tr>
<td>• Table for ten guests (10 tickets)</td>
<td>$1,250</td>
</tr>
<tr>
<td>• Valet parking</td>
<td></td>
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<tr>
<td>• Half-page ad</td>
<td></td>
</tr>
<tr>
<td>• Logo placement at valet stand</td>
<td>Half-page ad</td>
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<tr>
<td>• Medium logo placed on:</td>
<td>$750</td>
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<tr>
<td>• E-communication</td>
<td></td>
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<tr>
<td>• (1) Social media highlight</td>
<td></td>
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<tr>
<td>• Event program</td>
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<td>• Event presentation</td>
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<td>• Event website</td>
<td></td>
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<tr>
<td>• On-site recognition</td>
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<table>
<thead>
<tr>
<th><strong>Pink Parting Gift</strong></th>
<th>$5,000</th>
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<tbody>
<tr>
<td>$5,000</td>
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</tr>
<tr>
<td>• Sponsor-provided takeaway gift for attendees</td>
<td>Quarter-page ad</td>
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<tr>
<td>• Table for ten guests (10 tickets)</td>
<td>$250</td>
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<td>• Valet parking</td>
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<td>• On-site recognition</td>
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<table>
<thead>
<tr>
<th><strong>Birthday Cake</strong></th>
<th>$2,500</th>
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<tr>
<td>$2,500</td>
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<tr>
<td>• Co-branded logo on birthday cake</td>
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<tr>
<td>• (4) tickets</td>
<td></td>
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<tr>
<td>• Valet parking</td>
<td></td>
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<tr>
<td>• Company name placed on:</td>
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UNMATCHED EXPOSURE
FOR SPONSORS, INCLUDING:

MEDIA CAMPAIGN
Komen is promoted throughout Southern California with numerous television spots, news stories, and promotional Race Day coverage. Media coverage extends into radio, print, and online, reaching hundreds of thousands annually.

160,000
active email subscribers receiving branded Race information.

“CONSUMERS WANT TO FEEL THE IMPACT OF CORPORATE EFFORTS CLOSE TO HOME IN THEIR LOCAL COMMUNITIES.”


If you saw a product that gave part of its funds to Susan G. Komen, how likely would you be to do the following?

CAUSE-RELATED MARKETING MAKES SENSE

86% of consumers report a positive impression of a company or brand that supports the breast cancer cause.

75% of surveyed consumers would try a new brand if their purchase supported a cause they believe in.

92% would buy a product with a social and/or environmental benefit if given the opportunity and more than two-thirds (67%) have done so in the past 12 months.

10x Cause-related ads increase perception of shared values by a factor of 10 and increased intent to buy by 2x.

“Our email campaign that included Komen San Diego yielded the highest open rate out of all our email campaigns in 2017!”

— Brook Trujullo, Hilton San Diego Bayfront

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