American Cancer Society
Run For Dad

Sponsorship Opportunities

Father's Day | June 19, 2016 | Mercer County Park, West Windsor, NJ

RUN FOR DAD™
support the fight against prostate cancer

American Cancer Society
DeterminiNation™

Find more at www.RunForDadNJ.Net Follow us at www.Facebook.com/runfordad

In 2015, approximately 228,800 men in the US were diagnosed with prostate cancer and over 27,500 died from the disease. About one man in seven will be diagnosed with prostate cancer during his lifetime. New Jersey has the third highest incidence per capita of prostate cancer in the US. Even worse, in African American men, the incidence is roughly 60% higher than those of white or Asian men. There is good news however. **The 5-year survival rate for men whose prostate cancer is detected early is nearly 100% and 93% of men diagnosed with prostate cancer will live 10 years or more**. Education, awareness and personal action are saving lives and finding a cure.

RUN FOR DAD™

support the fight against prostate cancer

RUN FOR DAD is the American Cancer Society's premier community event to raise funds and build awareness about prostate cancer. Now in its 14th year, **RUN FOR DAD,** takes place every Father's Day in Mercer County. This event honors the memory of **Frank Simms**, event co-founder who lost his battle with prostate cancer in 2005.

Over 1,200 people attend this family fun event which consists of a 5K Run and 2-mile walk. Children 12 and under are invited to take part in the Kids Run For Dad, a series of races where they are all winners. Families enjoy the Kids Zone which features fun activities such as face painters, clowns, arts and crafts projects and more!

Our goal for 2016 will be to register over 1,500 participants and to raise awareness of prostate cancer, especially in the African-American and minority communities.

Frank Simms and Glenn Parker
Run For Dad Founding Members

To discuss how you can be a Run For Dad Sponsor, Contact Us Today!

Glenn Parker
Co-Chair, Run For Dad Committee
36 Otter Creek Road, Skillman, NJ 08558
609-333-0203 (o)
609-439-6905 (m)
glennparker@verizon.net

Peter Startz
Community Manager, Special Events
American Cancer Society, Eastern Division
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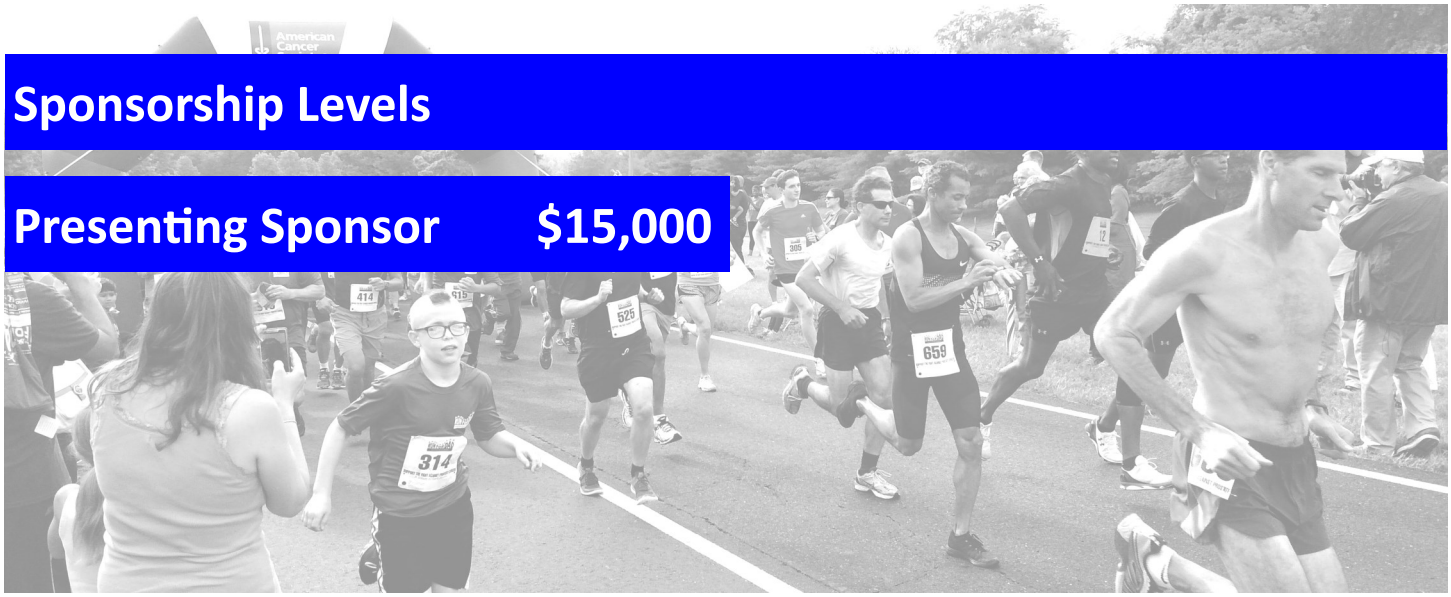
New York, NY 10001
212.237.3809 (o) Peter.Startz@Cancer.org

Sponsorship Levels



Presenting Sponsor $15,000

RIGHTS AND BENEFITS

Opportunity to engage in co-branding partnership with the American Cancer Society, America's highly trusted source of cancer information

Right to promote sponsorship in company materials (Society to provide images)

Prominent exposure on event day

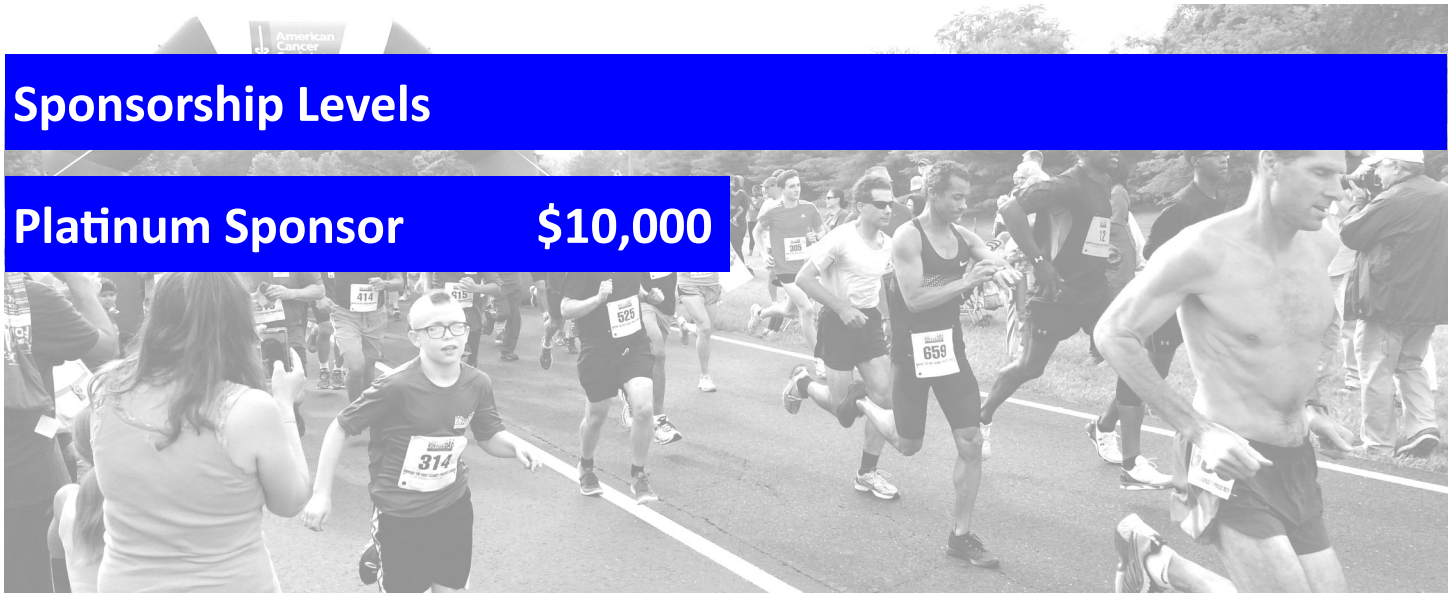
- Reserved premium table for company representatives
- Opportunity to distribute Society-approved company products from your promotional table
- Verbal recognition during pre-race activities
- Speaking opportunity during pre-race activities
- Co-branded banner (provided by Society)
- Up to 15 entries for company employees

BRAND RECOGNITION

Company Logo featured on:

- "Proud Sponsor" event signage as Presenting Sponsor
- Listed as Presenting Sponsor in one (1) local print advertisement
- All printed collateral materials
    - 10,000 Brochures to be mailed and distributed throughout the local communities
    - 2,000 Posters (must be signed on by March 1, 2016)
- Photo booth banner and/or step and repeat (Event photos shared on Run For Dad Facebook Page)
- All emails to event participants (1,200+)
- Home Page of event website
- Sponsor page of event website
- All volunteer and day of participant event shirts
- Inclusion in pre– and post-event news releases
- Total of 8 name mentions in official event program

Sponsorship Levels



Platinum Sponsor $10,000

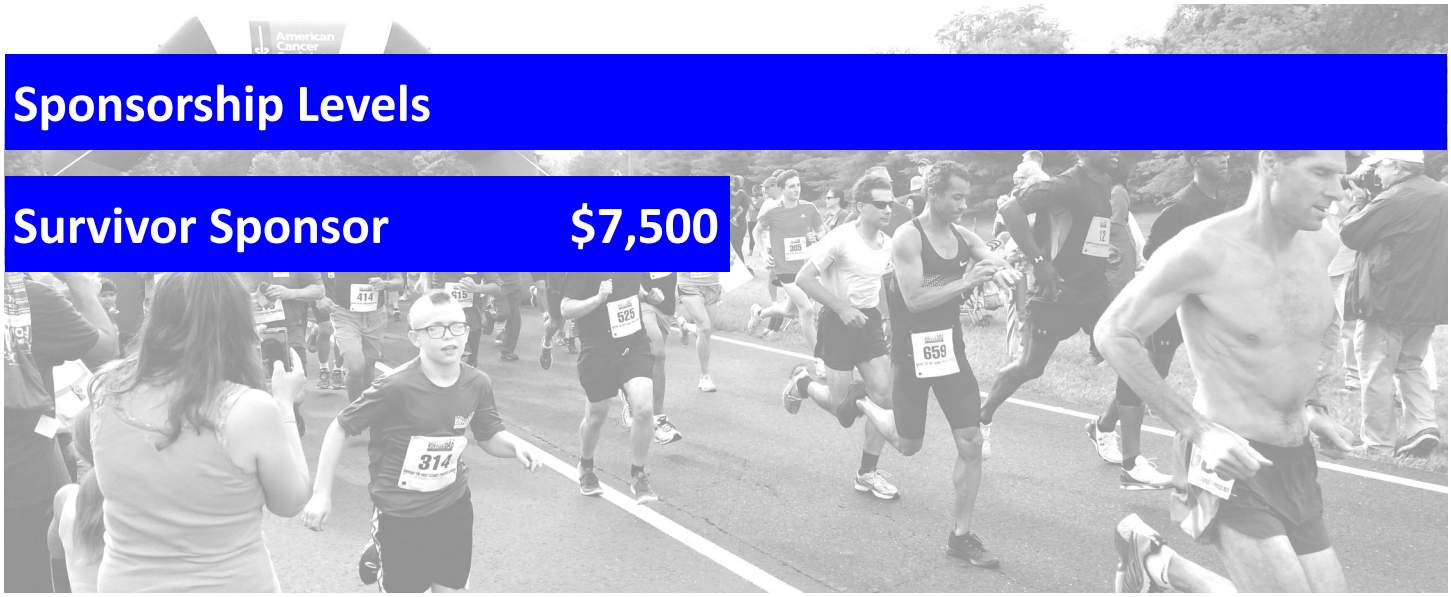
RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (Society to provide images)
- Prominent exposure on event day
    - Verbal recognition during pre-race activities
    - Reserved premium table for your company representatives
    - Opportunity to display company banner
    - Opportunity to distribute Society-approved company products from your promotional table
- Up to 10 complimentary entries for company employees

BRAND RECOGNITION

- Company Logo featured on:
    - "Proud Sponsor" Event Signage as Platinum Sponsor
    - All printed collateral materials
        - 10,000 Brochures to be mailed and distributed throughout the local communities
        - 2,000 Posters (must be signed on by March 1, 2016)
    - Sponsor page of event website
    - All volunteer and day of participant event shirts
- Inclusion in pre–and post-event news releases
- Total of 6 name mentions in official event program

Sponsorship Levels



Survivor Sponsor $7,500

By Becoming our **Survivor Sponsor,** you'll receive the opportunity to connect with many people in our community touched by prostate cancer. The Survivor tent is highly publicized both before and at the event. All survivors in attendance are invited to come to the tent for special recognition and perks, which generates solid foot traffic throughout the event and will help your organization get noticed as a dedicated partner in the fight against prostate cancer.

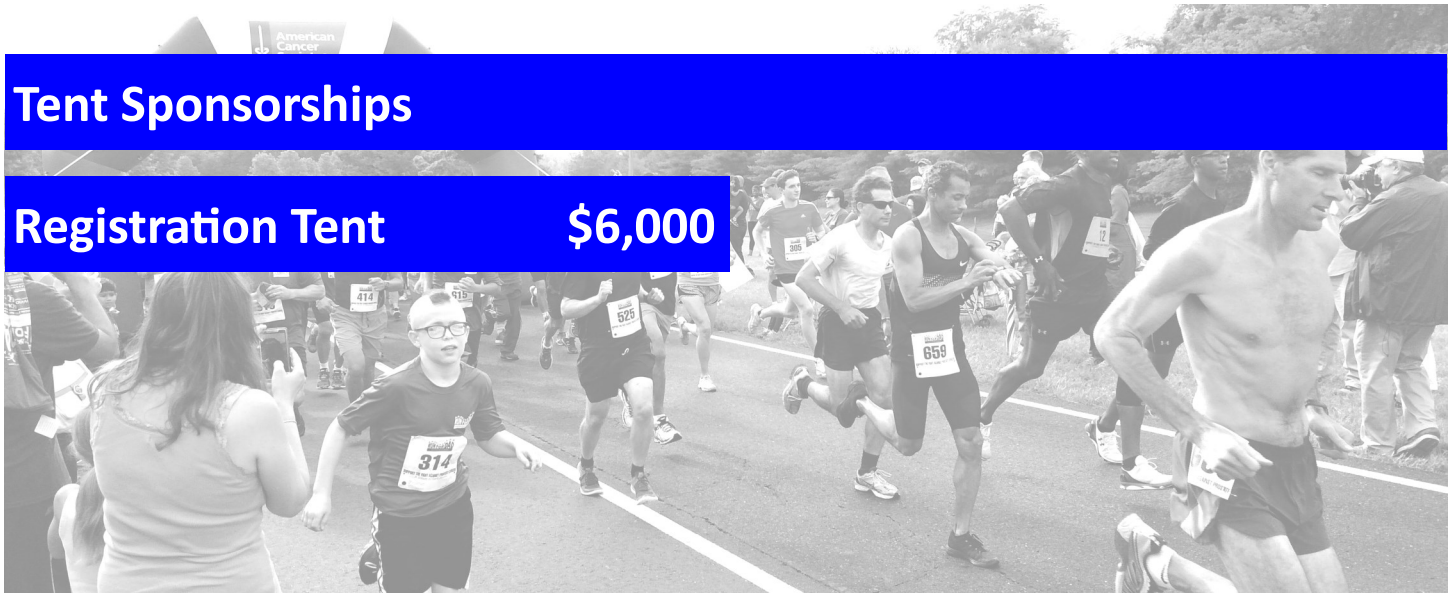
BENEFITS

- Verbal recognition during pre-race activities
- "Proud Sponsor" Event signage as Survivor Sponsor
- Co-branded banner (provided by the society) prominently displayed at survivor tent
- Opportunity to display company banner
- Reserved premium table for your company representatives
- Opportunity to distribute Society-approved company products from your promotional table
- Up to 8 complimentary entries for company employees

BRAND RECOGNITION

- Company name featured on the sponsors page of the event website
- "Proud Sponsor" Event Signage as Platinum Sponsor
- Company Logo featured on:
    - All printed collateral materials
        - 10,000 Brochures to be mailed and distributed throughout the local communities
    - All volunteer and day of participant event shirts
- Total of 4 name mentions in official event program

Tent Sponsorships



Registration Tent $6,000

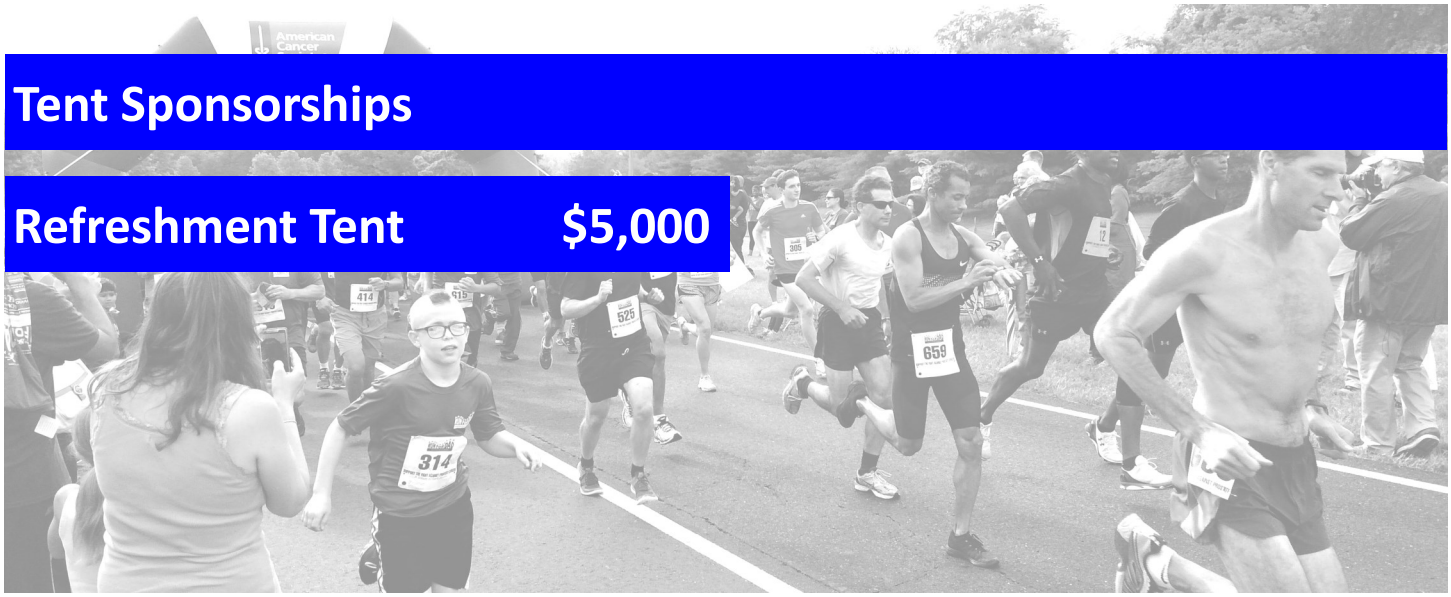
BENEFITS

- Verbal recognition during pre-race activities
- Co-branded banner (provided by the society) prominently displayed at survivor tent
- Opportunity to display company banner
- Reserved premium table for your company representatives
- Opportunity to distribute Society-approved company products from your promotional table
- Registration Tent Sponsors receive 5 complimentary registrations for company employees

BRAND RECOGNITION

- Company banner will be prominently displayed at the Registration Tent and viewed by all participants and volunteers at check-in
- Company name featured on the sponsors page of the event website
- Company Logo featured on:
    - All printed collateral materials
        - 10,000 Brochures to be mailed and distributed throughout the local communities
    - All volunteer and day of participant event shirts
- Total of 4 name mentions in official event program

Tent Sponsorships

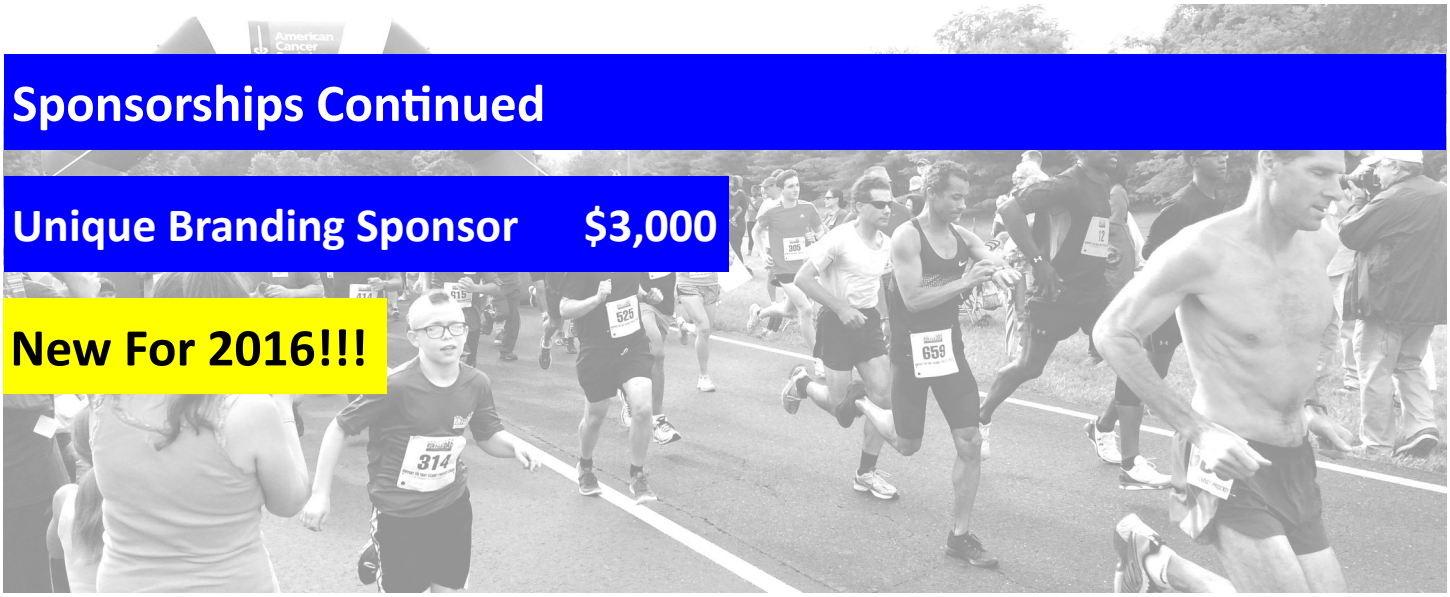


Refreshment Tent $5,000

BENEFITS

- Your company will enjoy highly visible signage at water stations and the refreshment tent available to over 1,200 participants throughout the event
- Co-branded banner (provided by the society) prominently displayed at Refreshment tent
- Company logo will appear on Run For Dad Website home page as the Official Refreshment Sponsor
- Company Logo featured as a sponsor on all participant and volunteer t-shirts
- Total of 2 name mentions in official event program
- Reserved premium table for your company representatives
- Opportunity to distribute Society-approved company products from your promotional table
- Company Logo featured on:
    - All printed collateral materials
    - 10,000 Brochures to be mailed and distributed throughout the local communities
    - All volunteer and day of participant event shirts

Sponsorships Continued



Unique Branding Sponsor $3,000

New For 2016!!!

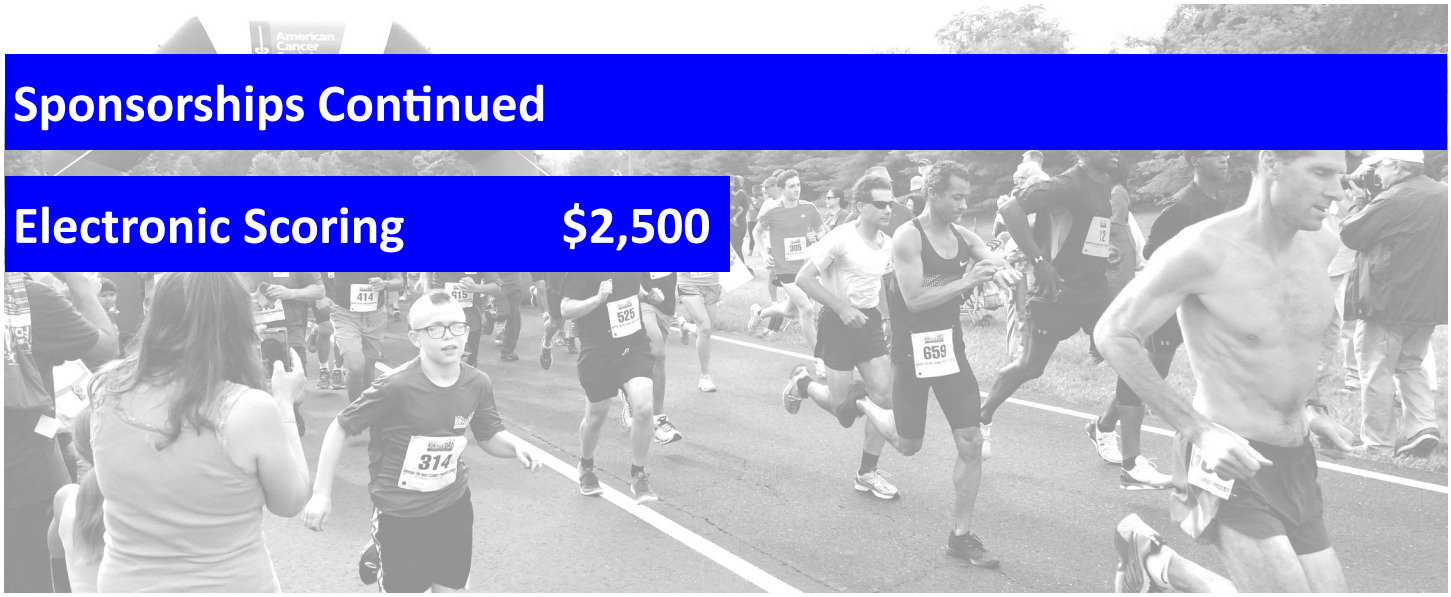
Help enhance the overall **Run For Dad** experience by underwriting one unique apparel or merchandising item for the 2016 Run For Dad Event. Actual item is TBD. Past items have included, baseball hats, back-packs, and drink cozies. Items will be distributed for free to all survivors taking part in the event and available for purchase by all others. Profits generated by these sales will go to support research and programs provided by the American Cancer Society.

BENEFITS

- Company Logo featured on:
    - Your company logo will be cobranded with ACS And Run For Dad logos on all “unique” items.
    - All printed collateral materials
    - 10,000 Brochures to be mailed and distributed throughout the local communities
    - All volunteer and day of participant event shirts
- Logo will appear on the Run for Dad website as “Supporting Sponsor”
- Reserved premium table for your company representatives
- Opportunity to distribute Society-approved company products from your promotional table

    * Note: Unique items do not include volunteer and participant event day T-shirts

Sponsorships Continued

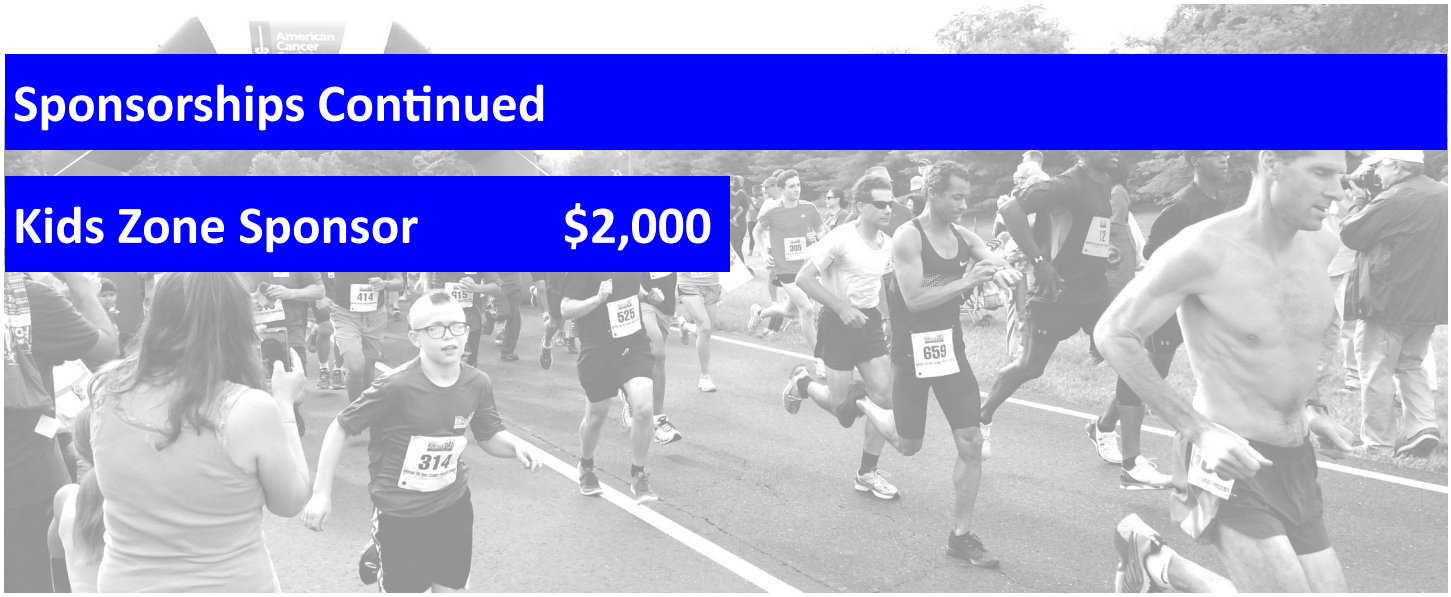


Electronic Scoring $2,500

BENEFITS

- Your company logo will be prominently displayed at the 5K finish line and viewed as the official sponsor for CompuScore, the latest technology for 5K runs.
- Logo will appear on the Run for Dad website homepage as the “Electronic Scoring Sponsor”
- Reserved premium table for your company representatives
- Opportunity to display company banner
- Opportunity to distribute Society-approved company products from your promotional table
- Company Logo featured on:
    - All printed collateral materials
    - 10,000 Brochures to be mailed and distributed throughout the local communities
    - All volunteer and day of participant event shirts

Sponsorships Continued

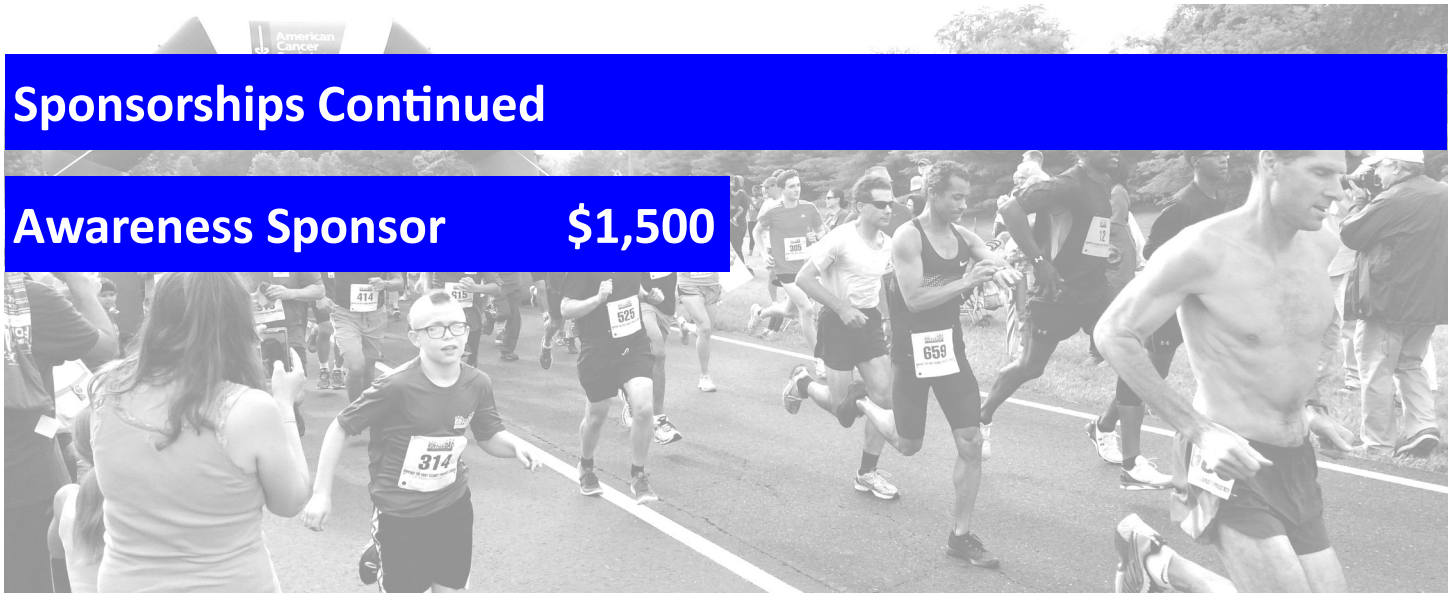


Kids Zone Sponsor $2,000

BENEFITS

- Your company banner will be displayed at the Kids Zone area, visited by hundreds of parents and children throughout the day.
- Reserved premium table for your company representatives
- Opportunity to distribute Society-approved company products from your promotional table
- Company Logo featured on:
    - All printed collateral materials
    - 10,000 Brochures to be mailed and distributed throughout the local communities
    - All volunteer and day of participant event shirts

Sponsorships Continued



Awareness Sponsor $1,500

As an **Awareness Sponsor,** together with the American Cancer Society, you will assist with actively raising and promoting cancer awareness , with a focus on Prostate Cancer and how it affects the community.

BENEFITS

- Reserved premium table for your company representatives
- Opportunity to distribute Society-approved company products from your promotional table
- Opportunity to display company banner

Company Logo featured on:

- All printed collateral materials
- 10,000 Brochures to be mailed and distributed throughout the local communities
- All volunteer and day of participant event shirts