

DR. SUSAN LOVE RESEARCH FOUNDATION  
2016 **Walk** with  **Love**<sup>™</sup>  
FOR A FUTURE WITHOUT BREAST CANCER

**NINTH ANNUAL**

**5K WALK/RUN**

**For a future without breast cancer<sup>™</sup>**

**Sponsorship Opportunities**

DR. SUSAN LOVE RESEARCH FOUNDATION

Walk with Love™

FOR A FUTURE WITHOUT BREAST CANCER

Dear Potential Sponsor,

Dr. Susan Love Research Foundation announces Walk with Love 2016, our annual 5K Walk/Run event to be held on Sunday, May 1, 2016, in Pacific Palisades. We would like to extend to you an invitation to become a sponsor with the unique opportunity to contribute to a future without breast cancer.

More than \$4 billion dollars has been raised for breast cancer research, awareness, and education, but the **number of women dying from breast cancer has changed very little**. By shifting the focus and investment toward research to **find what causes breast cancer**, we can prevent it from happening, save countless lives, and spare millions of women from the trauma of treatment. **Dr. Susan Love Research Foundation** is dedicated to leading and facilitating research that can find what causes breast cancer. We're **doing research that isn't being done anywhere else**. With us you take **specific, meaningful action and see real results**. Supporting the work we do is the best investment you can make in stopping breast cancer before it starts.

Since its creation in 2008, Walk with Love has raised over \$890,000 for DSLRF's innovative breast cancer research, with the help of more than 5,000 supporters across the United States. Each dollar raised through Walk with Love means one more dollar towards powering innovative programs like the Army of Women and Health of Women [HOW], a first-of-its-kind online cohort study designed to identify new risk factors for breast cancer. Army of Women is a pioneering online recruitment tool that accelerates breast cancer research by partnering real women and men directly with the research community. While there are many treatments for breast cancer, all of us at DSLRF believe that prevention is the ultimate goal.

A summary of Walk with Love's sponsorship benefits are enclosed for your review. Our event team is happy to discuss a sponsorship opportunity that fits your budget and offers targeted exposure through this well-loved, community-supported, and national event. We hope to see you at the starting line on May 1 as thousands of supporters, friends, and families walk together to end breast cancer.

Sincerely,



Dr. Susan Love  
Chief Visionary Officer



Stephanie Twerdahl  
Director, Development

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## About Dr. Susan Love Research Foundation

Dr. Susan Love Research Foundation is a breast cancer research nonprofit dedicated to achieving a future without breast cancer by engaging the public and the scientific communities in innovative research on cause and prevention. We do this through performing and facilitating innovative and collaborative research, translating science to engage the public as informed partners, and inspiring novel research.

Dr. Susan Love Research Foundation invites you to **become part of a movement** to bring the public voice to breast cancer research with the goal of eradicating this disease once and for all.

## Numbers You Need to Know

<b>379,607</b> members in the Army of Women	<b>\$.81</b> of every dollar donated goes to research & programs	<b>99</b> research studies launched in the Army of Women
<b>53,064</b> participants in the Health of Women Study	<b>More than 3 million</b> women have a history of breast cancer in the U.S.	<b>213,840</b> new cases of inva- sive breast cancer diagnosed in the U.S. in 2015

## Walk with Love Event Details

**Date** Sunday, May 1, 2016

**Location** Palisades Recreation Center  
851 Alma Real Drive  
Pacific Palisades, California 90272

**Expected Attendance** 1,000

**Event Website** [Walk.DrSusanLoveResearch.org](http://Walk.DrSusanLoveResearch.org)

**Questions?** Contact Jackie Alm at [JAlm@DrSusanLoveResearch.org](mailto:JAlm@DrSusanLoveResearch.org) or  
(310) 828-0060 ext. 126

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# Walk with Love™

FOR A FUTURE WITHOUT BREAST CANCER

## Sponsorship At A Glance

<b>ACKNOWLEDGMENT</b>	<b>Presenting \$25,000</b>	<b>Premiere Platinum \$10,000</b>	<b>Platinum \$7,500</b>	<b>Gold \$5,000</b>	<b>Silver \$2,500</b>	<b>Friends of Love \$1,000</b>	<b>Event Vendor \$350</b>
Designation as Presenting Sponsor	○						
Opportunity for company leadership to open event on stage and lead off event	○						
Logo on Start/Finish banner Banner provided by DSLRF	○						
Prominent logo placement on Stage Banner Banner provided by DSLRF	○	○					
Opportunity to hand out samples/collateral to all participants and supporters	○	○	○				
Opportunity to host pre-WWL event	○	○	○				
WWL course presence Company logo at water stations, posts	○	○	○				
Company logo on official WWL website	○	○	○				
Company logo on official WWL t-shirts	○	○	○				
Recognition in pre- and post- event digital communications (250,000 recipients)	○	○	○	○			
Branded sponsor materials in gift bags	○	○	○	○			
Preferred placement of company name and logo on all promotional event materials	○	○	○	○			
Verbal recognition during Opening Ceremony	○	○	○	○	○		
Company name on official WWL t-shirts	○	○	○	○	○	○	
Company name on official WWL website and day-of signage	○	○	○	○	○	○	○
Complimentary participant entries	<b>15</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>7</b>	<b>5</b>	<b>2</b>
Exhibition space at WWL Family Festival Presenting sponsors receive prime spaces	○	○	○	○	○	○	○
Company banner displayed on booth Banner provided by sponsor	○	○	○	○	○	○	○

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## Presenting Sponsor

***As a Presenting Sponsor of Walk with Love 2016, you will receive:***

Designation as a Presenting Sponsor of Walk with Love 2016

Opportunity for company leadership to open event (welcome statement or congratulations) on stage and lead off event

Opportunity to hand out company-branded samples and/or collateral to all participants and supporters

Company logo on Start/Finish line, provided by Dr. Susan Love Research Foundation

Prime placement of company logo on Stage Banner. High-resolution assets must be received by April 15, 2016

Walk course presence (company logo and products at water stations, directional posts.) Assets must be received by April 15, 2016

Company logo on official Walk with Love 2016 website. Assets must be received by April 15, 2016

Company logo on official Walk with Love 2016 t-shirts. High-resolution assets must be sent by April 1, 2016

Recognition as Presenting Sponsor and prime logo placement on promotional event materials, including event flyers, participant correspondence, and the Foundation Annual Report

Recognition as Presenting Sponsor in all pre- and post-event e-blasts and digital communications to our highly engaged participants, supporters, donors, members, and volunteers (225,000+)

Company-branded materials inserted in gift bags. Materials must be received by April 15, 2016

Verbal recognition during Opening Ceremony

Fifteen (15) complimentary participant entries

Prime exhibition space at Walk with Love Family Festival

Company banner displayed on booth (provided by sponsor)

If you plan to sell items at the booth, 20% of sales must be donated to Dr. Susan Love Research Foundation

**\$25,000**

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## Premiere Platinum Sponsor

***As a Premiere Platinum Sponsor of Walk with Love 2016, you will receive:***

Prominent placement of company logo on Stage Banner. High-resolution assets must be received by April 15, 2016

Opportunity to hand out company-branded samples and/or collateral to all participants and supporters

Walk course presence (company logos and products at water stations, directional posts). High-resolution assets must be received by April 15, 2016

Company logo on official Walk with Love 2016 website. Assets must be received by April 15, 2016

Company logo on official Walk with Love 2016 t-shirts. Assets must be received by April 1, 2016

Recognition as Premiere Platinum Sponsor in all pre- and post- event e-blasts and digital communications to our highly engaged participants, supporters, donors, members, and volunteers (225,000+)

Company-branded materials inserted in gift bags. Materials must be received by April 15, 2016

Prominent placement of company logo on promotional event materials, including event flyers, participant correspondence, and the Foundation Annual Report

Verbal recognition during Opening Ceremony

Twelve (12) complimentary participant entries

Prominent exhibition space at Walk with Love Family Festival

Company banner displayed on booth (provided by sponsor)

If you plan to sell items at the booth, 20% of sales must be donated to Dr. Susan Love Research Foundation

**\$10,000**

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## Platinum Sponsor

***As a Platinum Sponsor of Walk with Love 2016, you will receive:***

Opportunity to hand out company-branded samples and/or collateral to all participants and supporters

Walk course presence (company logos and products at water stations, directional posts). High-resolution assets must be received by April 15, 2016

Company logo on official Walk with Love 2016 website. Assets must be received by April 15, 2016

Company logo on official Walk with Love 2016 t-shirts. Assets must be received by April 1, 2016

Recognition as Platinum Sponsor in all pre- and post- event e-blasts and digital communications to our highly engaged participants, supporters, donors, members, and volunteers (225,000+)

Company-branded materials inserted in gift bags. Materials must be received by April 15, 2016

Prominent placement of company logo on promotional event materials, including event flyers, participant correspondence, and the Foundation Annual Report

Verbal recognition during Opening Ceremony

Twelve (12) complimentary participant entries

Prominent exhibition space at Walk with Love Family Festival

Company banner displayed on booth (provided by sponsor)

If you plan to sell items at the booth, 20% of sales must be donated to Dr. Susan Love Research Foundation

**\$7,500**

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## Gold Sponsor

***As a Gold Sponsor of Walk with Love 2016, you will receive:***

Recognition as Gold Sponsor in all pre- and post- event e-blasts and digital communications to our highly engaged participants, supporters, donors, members, and volunteers (225,000+)

Company-branded materials inserted in gift bags. Materials must be received by April 15, 2016

Company name on official Walk with Love 2016 website, collateral, and the Foundation Annual Report. Assets must be received by April 15, 2016

Company name on official Walk with Love 2016 t-shirts. High-resolution assets must be received by April 1, 2016

Ten (10) complimentary participant entries

Priority exhibition space at Walk with Love Family Festival

Company banner displayed on booth (provided by sponsor)

If you plan to sell items at the booth, 20% of sales must be donated to Dr. Susan Love Research Foundation

**\$5,000**

## Silver Sponsor

***As a Silver Sponsor of Walk with Love 2016, you will receive:***

Company name on official Walk with Love 2016 website, collateral, and the Foundation Annual Report. Assets must be received by April 15, 2016

Company name on official Walk with Love 2016 t-shirts. High-resolution assets must be received by April 1, 2016

Verbal recognition during Opening Ceremony

Seven (7) complimentary participant entries

Exhibition space at Walk with Love Family Festival

Company banner displayed on booth (provided by sponsor)

If you plan to sell items at the booth, 20% of sales must be donated to Dr. Susan Love Research Foundation

**\$2,500**



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## Friends of Love Sponsor

***As a Friends of Love Sponsor of Walk with Love 2016, you will receive:***

Exhibition space at Walk with Love Family Festival

Company name on Walk with Love 2016 t-shirts. High-resolution assets must be received by April 1, 2016

Five (5) complimentary participant entries

Company banner displayed on booth (provided by sponsor)

If you plan to sell items at the booth, 20% of sales must be donated to Dr. Susan Love Research Foundation

**\$1,000**

## Event Vendor

***As an Event Vendor of Walk with Love 2016, you will receive:***

Exhibition space at Walk with Love Family Festival

Two (2) complimentary participant entries and ability to create custom team t-shirt

Company banner displayed on booth (provided by sponsor)

If you plan to sell items at the booth, 20% of sales must be donated to Dr. Susan Love Research Foundation

**\$350**

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## Product Sponsor

***As a Product Sponsor of Walk with Love 2016, you will receive:***

Recognition as Product Sponsor in all pre- and post- event e-blasts and digital communications to our highly engaged participants, supporters, donors, members, and volunteers (470,000+)

Brand exclusivity for the area of your choice

Brand exposure to more than 1,500 walkers, runners, supporters, and donors

Company logo on official Walk with Love 2016 website. Assets must be received by April 15, 2016

Company logo printed on event-day signage and t-shirts. High-resolution assets must be received by April 1, 2016

<b>ADVERTISING</b>	<b>APPAREL</b>	<b>AUDIO/VISUAL</b>
<b>ENTERTAINMENT</b>	<b>FOOD</b>	<b>PHOTOBOOTH</b>
<b>PRODUCT SAMPLES</b>	<b>RAFFLE PRIZE</b>	<b>RENTALS</b>
<b>SIGNAGE</b>	<b>TEAM PRIZES &amp; PLAQUES</b>	<b>WATER</b>

**Donate in-kind goods or services at least  
\$5,000 in value**

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## In-Kind Sponsor

*As an In-Kind Sponsor of Walk with Love 2016, you will receive:*

Recognition as In-Kind Sponsor of Walk with Love 2016 in thank-you article in Foundation e-newsletter

Brand exposure to more than 1,500 walkers, runners, supporters, and donors

Company name on official Walk with Love 2016 website

Company name printed on event-day signage

<b>ADVERTISING</b>	<b>APPAREL</b>	<b>AUDIO/VISUAL</b>
<b>ENTERTAINMENT</b>	<b>FOOD</b>	<b>PHOTOBOOTH</b>
<b>PRODUCT SAMPLES</b>	<b>RAFFLE PRIZE</b>	<b>RENTALS</b>
<b>SIGNAGE</b>	<b>TEAM PRIZES &amp; PLAQUES</b>	<b>WATER</b>

**Donate in-kind goods or services**

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## Past Sponsors Keeping You in Good Company



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## Corporate Sponsor Form

Company \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### **Please indicate Sponsorship Level**

- Presenting Sponsor      \$25,000
- Premiere Platinum Sponsor      \$10,000
- Platinum Sponsor      \$7,500
- Gold Sponsor      \$5,000
- Silver Sponsor      \$2,500
- Friends of Love      \$1,000
- Event Vendor      \$350

Product Sponsor. Please indicate partnership opportunity:

\_\_\_\_\_ Qty \_\_\_\_\_

In-Kind Sponsor. Please indicate partnership opportunity:

\_\_\_\_\_ Qty \_\_\_\_\_

### Payment Information

Sponsorship Amount: \$ \_\_\_\_\_

Check

Visa

MasterCard

American Express

Discover

Name on Card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please send checks and materials to:

Dr. Susan Love Research Foundation  
16133 Ventura Boulevard, Suite 1000  
Encino, CA 91436

2016 Walk with Love Corporate Sponsor Form  
Tax ID # 77-0009065

For questions about Walk with Love Corporate Sponsorships or to send your materials digitally, contact:

Jackie Alm  
Coordinator, Development and Special Events  
[JAlm@DrSusanLoveResearch.org](mailto:JAlm@DrSusanLoveResearch.org)

310-828-0060 ext. 126