

ARE YOU INSPIRED TO SAVE A LIFE?



“Breast cancer used to be something people didn’t talk about ... I know. And from my long experience I also know that a foundation like Komen for the Cure, whose commitment is to increase understanding and ensure local areas receive funding for essential programs is an invaluable friend and community partner for patients and families.”

- Shirley Schwartz, Endwell;
Stage 4 survivor diagnosed at age 53, now 83!

“Are you going to die, Mommy?” Eight years later the answer is still ‘No!’ That’s why I’ve spent the last seven years working with the Twin Tiers Susan G. Komen for the Cure Affiliate. I turned 50 this year & I believe with all my heart & soul, we will find a cure in my lifetime! Each new day is a GREAT day!”

- Birgitte Honeywell, Horseheads;
Stage 1 survivor diagnosed at age 42, now 52

“Individuals and businesses who support their local Susan G. Komen Race for the Cure demonstrate that they understand the importance of research, community and hope. Supporting the Race is a wonderful way to reach out and say we’re all in the fight against breast cancer together.”

-Nicola W. Pytell, Elmira;
Stage 2 survivor diagnosed at age 36, now 42

WHERE THE PROMISE BEGAN

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested more than \$1.3 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

PROMISE

Susan G. Komen for the Cure promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

TWIN TIERS REGION AFFILIATE OF SUSAN G. KOMEN FOR THE CURE®

The Twin Tiers Region Affiliate of Komen for the Cure is working to better the lives of those facing breast cancer in the local community. They join more than a million breast cancer survivors and activists around the globe as part of the world’s largest and most progressive grassroots network fighting breast cancer.

Through events like the Komen Twin Tiers Race for the Cure®, we invested over \$130,000 in local breast health and breast cancer awareness projects in nine counties in New York and Pennsylvania — in 2009 alone. Up to 75 percent of net proceeds generated by the Affiliate stays in our service region. The remaining income goes to the national Susan G. Komen for the Cure Grants Program to fund research.

For more information, visit www.twintierskomen.org.



2010 SPONSORS - Thank you!

PRESENTING SPONSOR

Chemung Canal Trust Company

DIAMOND

Chemung Canal Trust Company
Corning, Incorporated

GOLD

Arnot Health
Multi Media Services Business Printers
The Satori Group LTD
Sam’s Club - Big Flats

SILVER

Crystal City Party Center
Excellus Blue Cross/Blue Shield
Guthrie Corning Hospital/Breast Care Center
Twin Tiers Young Professionals

BRONZE

Arnot Mall
Burns Matteson Capital Management
LaFrance Equipment Corporation
Watkins Glen International

CRYSTAL

Adecco
Cameron Manufacturing & Design, Inc.
Corning Community College
Dresser Rand
EDS Heads
Howell Liberatore & Wickham, Inc.
IVY Obstetrics & Gynecology Associates, PC
Southern Tier Plastic Surgery Associates, PC
Sunbelt Snacks and Cereals
Twin Tiers Women’s Health Team
The Winston Goldman Group of morgan stanley smith barney
Women’s Health Services of Elmira, PC

MEDIA SPONSORS

Broadcast Media:

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Newschannel 36 (ABC)
Pembroke Pines Media Group
Route 81 Radio
WATS/WAVR
WETM-TV (NBC)
WYDC Big Fox
WTIX-TV
WENY2-TV
WBE-TV
WBNG-TV
WWLZ

Print Media:

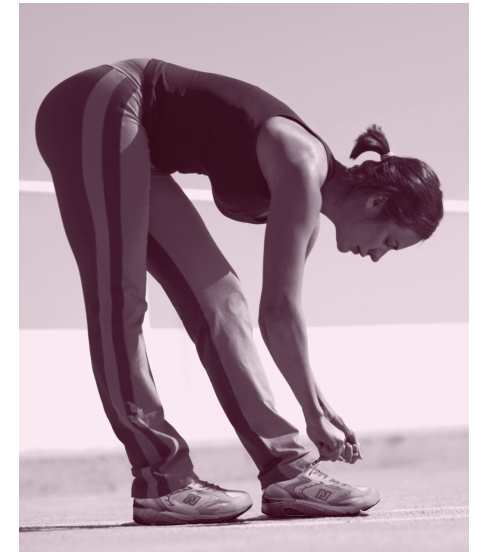
Horseheads Shopper
Dundee Observer/
Watkins Review
Daily Review
Ithaca Journal
Morning Times
Chronicle Express
Hornell Evening Tribune
Star-Gazette
Steuben Courier
Advocate
Wellsville Daily Reporter
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BECOME A 2011 RACE SPONSOR



Presented by

SERIES SPONSORS



SPONSORSHIP OPPORTUNITIES



SUNDAY, MAY 15, 2011

5K RUN/WALK • 1 MILE FAMILY WALK

www.twintierskomen.org

GET INSPIRED. GET INVOLVED.

THE KOMEN RACE IN ELMIRA, NY

The Komen Twin Tiers Race for the Cure® had its first regional incarnation as the Health Run, held at the Arnot Mall in Horseheads, NY, and in 2003 moved to downtown Elmira. Since 1999, proceeds from the Race have been used to invest more than \$725,000 in local breast health and breast cancer awareness projects in six counties in New York (Chemung, Steuben, Schuyler, Tompkins and Tioga) and three in Pennsylvania (Tioga, Potter and Bradford). Supported services include funding for thousands of low-cost or no-cost mammograms and ultrasounds.



BENEFITS OF INVOLVEMENT

In 2010, nearly 2,600 runners and walkers participated in The Komen Twin Tiers Race for the Cure® and the event raised over \$125,000 - our biggest Race to date! When you make an investment as a local Race sponsor, your organization will:

- Build employee morale, company pride and civic responsibility by supporting a great cause and proven charitable organization
- Reach an audience of at least 2,500 people on one day, with your logo featured on participant T-shirts and recognition on signage and announcements during the event
- Receive high visibility during pre-Race promotions and on Race day
- Align with one of the top regional fundraising events

TEAMS

Individuals representing a workplace, school, neighborhood, organization or club can join together and enter the Race as a team. Teams benefit from enhanced convenience, and are eligible for special awards. Your team's Race packets will be packed together so one person can pick them up. Teams must have a minimum of ten members and register no later than May 6, 2010 (all team members must complete individual entry forms and pay the individual entry fee). Register and manage your team online at www.twintierskomen.org

CORPORATE SPONSORSHIP PACKAGES

	Diamond \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Crystal \$500	Water Station* \$1,000
RACE DAY BENEFITS						See panel at right for details
Company official speaks at Race Day ceremonies/on stage	✓					
Logo on Komen-produced banner at start/finish line	✓	✓				
Company-provided coupon / sample / giveaway in participant packets or at registration**	✓	✓	✓			
Logo on Komen-produced signage along Race route	✓	✓				
Corporate logo/name on Komen-produced stage banner	LOGO	LOGO	NAME			
Company-provided banners displayed at Race	3	1	1	1		1
Race event display space (company-provided tent or table in sponsor tent)	TENT	TENT	TABLE	TABLE	TABLE	TABLE
Invite to Survivor breakfast	✓	✓	✓			
Complimentary Race entries (quantity)	10	8	6	4	1	2
VISIBILITY						
Logo on Race Bibs	✓					
Company logo/name on select Race advertisements	✓	NAME				
Recognition on local Press Releases	✓	✓	✓			
Logo/name recognition in at least one email blast	LOGO	LOGO	NAME	NAME		NAME
Right to link to Race website	✓	✓	✓	✓	✓	✓
Company logo, brief profile and/or link on Race section of www.twintierskomen.org	LOGO/LINK/ PROFILE	LOGO/LINK/ PROFILE	NAME/LINK	NAME	NAME	NAME
Logo/name on over 2,500 T-shirts	LOGO	LOGO	LOGO	LOGO	NAME	LOGO
Logo/name on 7,500 entry forms	LOGO	NAME	NAME	NAME	NAME	NAME
Company recognition on PA system during Race event	✓	✓	✓	✓	✓	✓
Logo/name on post-Race recognition ad in local papers	LOGO	LOGO	LOGO	NAME	NAME	LOGO
Invite to post-Race sponsor recognition reception	✓	✓	✓	✓	✓	✓
COMPANY/EMPLOYEE PARTICIPATION						
Employee volunteer and Race Team opportunities	✓	✓	✓	✓	✓	✓
Complimentary on-site breast health workshop / materials	✓	✓	✓	✓	✓	✓

**Items sampled/distributed at registration, packet pick-up and/or day of race must be approved by the Twin Tiers Race for the Cure Committee. The deadline to submit an item for approval is April 15, 2011. To submit an item, please email twintierskomenforthecure@gmail.com.



*WATER STATION - 3 AVAILABLE, \$1,000 EACH

There are three (3) highly visible water stations on the course. Each sponsor has the opportunity to staff a station with company volunteers. Stations are located at the 1-mile marker, at the 2-mile marker and at the finish line. Benefits include:

- Corporate banners at water station
- Logo on race-course map
- Permission to provide company-branded paper cups for water station
- Permission to provide company-branded table cloth

IN-KIND SPONSORSHIPS

We need many products and supplies to mount our Race, and we encourage in-kind donations. Please inquire at twintierskomenforthecure@gmail.com.

