ABOUT SUSAN G. KOMEN FOR THE CURE®
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 $2.2 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.

A NORTHEASTERN PENNSYLVANIA TRADITION
For over twenty years, Susan G. Komen Northeastern Pennsylvania Race for the Cure® has won the region’s heart and became the area’s largest 5K event. The Komen Northeastern Pennsylvania Race for the Cure® is a September tradition with mothers, fathers, families and friends joining together in the fight against breast cancer. Since our inception, more than 108,000 participants raced or walked with us helping us to raise more than $3 million for education, early detection screening, treatment programs and research grants. With your help, we’ve been able to provide much needed breast health services for medically underserved and uninsured women and men in Northeastern Pennsylvania since the first race began in September 1991.

The Running Ribbon is a registered trademark of Susan G. Komen for the Cure®

NORTHEASTERN PENNSYLVANIA COUNTIES SERVED

CONTACT INFORMATION
To register online, please visit www.komennepa.org or for additional information please contact us at
Race Hotline: 1-855-314-3897
125 N. Washington Avenue, Suite 260, Scranton, PA 18503
570-969-6072 (Tel) • 570-969-6520 (Fax)
admin.info@komennepa.org (Email)

THANK YOU TO OUR 2012 LOCAL RACE SPONSORS
Blue Cross of Northeastern PA
Cascades Tissue Group PA
City of Scranton-Be Part of the Solution
Doherty Marketing Company
Domino’s Pizza of NEPA
Ej the DJ
Eric Blomain, M.D.
Essential Eating Sprouted Foods
Fidelity Bank
First National Community Bank
Geisinger Community Medical Center
Geisinger Wilkes Barre
Gertrude Hawk Chocolates
Hematology Oncology Associates of NEPA, P.C.
Hilton Scranton & Conference Center
International Salt Company
Kane is Able Inc.
Lackawanna County Commissioners
Lamar Advertising
Magic 93
Maternal & Family Health Services
McGrath Merkel Quinn & Associates, P.C.
Met Life Volunteers
Moses Taylor Health Care System
Mrs. T’s Pierogies
Northeast Eye Institute
Northeast Radiation Oncology Centers
Northeastern Surgical Specialists, P.C.
Panera Bread
PDQ Print Center
Pennsylvania American Water
Roba Family Farms
Sweda Advertising
That Special Woman
The Mall at Steamtown
Times Shamrock Communications
Tobyhanna Federal Credit Union
Traditional Home Health and Hospice
Twenty-Five Eight Productions
Vfw Health Associates
Wayne Memorial Hospital
Wex Markets, Inc.
WNEP-TV- The News Station

BELIEVE IN THE PROMISE.
MAKE IT HAPPEN.

ONE GOAL: To End Breast Cancer

2013 Komen Northeastern Pennsylvania Race for the Cure®
SPONSORSHIP OPPORTUNITIES
SATURDAY, SEPTEMBER 21, 2013 – SCRANTON, PA

Photo courtesy of Ann Marie Webb

Photo courtesy of Ann Marie Webb
2013 Corporate Sponsorship Opportunities

Please note: Local Presenting Partner is limited to ONE CASH ONLY PARTNER
Corporate Contributions less than $1,000 will be considered a donation, not a sponsorship.

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship Amount</th>
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<tbody>
<tr>
<td>Premier</td>
<td>$30,000</td>
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<tr>
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<tr>
<td>Platinum</td>
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<tr>
<td>Gold</td>
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<tr>
<td>Silver</td>
<td>$2,500</td>
</tr>
<tr>
<td>Bronze</td>
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</tbody>
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- Named as Local Presenting Partner in all Media Exposure
- Partner may use Race Logo (only with prior Affiliate approval)
- Partner/Company Name and Logo on Race T-Shirt Sleeve (min. 6500)
- Partner/Company Name and Logo on Race T-Shirt Back (min. 6500)
- Partner/Company Name and Logo on Billboard (25)
- Partner/Company Name and Logo on Race Brochures (12,000)
- Partner/Company Name and Logo on Race Posters (1,000)
- Partner Name and Logo on Race Bibs (min. 6500)
- Partner Representative may Officially Start the Race
- Partner Representative may hold Finish Line Tape
- Company Name on Race T-Shirt (min. 6500)
- Company Representative introduced on Stage on Race Day
- Company may have Table Space on Race Day
- Name listed as Kid’s Corner Sponsor and provide giveaways
- Company can provide disposable signage throughout Race
- Company Recognition throughout Race Day Program
- Name listed in 2014 Sponsor Brochure and in all Web site exposure
- Complimentary Race Registrations

2013 Media Sponsorship Opportunities

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</table>

- Named as Local Presenting Partner
- Name / Logo on Race Posters (1,000)
- Name on Race T-shirt (6,500)
- Table Space on Race Day
- Partner may use Race logo (only with prior Affiliate approval)
- Name in 2014 Sponsor Brochure and in all Web site exposure
- Company can provide disposable signage throughout Race
- Company Recognition throughout Race Day Program
- Name / Logo on Registration Brochure

LIVES WE HAVE TOUCHED
Over the last two decades more than $3 million dollars have been awarded in local education, screening and treatment grants. The money you help raise through the Komen NEPA Race for the Cure® supports much needed breast health programs and services to uninsured and underserved women and men at the following hospitals and organizations.

GRANTEES OF THE NORTHEASTERN PENNSYLVANIA AFFILIATE OF SUSAN G. KOMEN FOR THE CURE®
A total of $291,525 has been awarded to the following organizations for fiscal year 2013.

- Allied Services Foundation
- Camp Bravehearts, Inc.
- Cancer Support Community of Greater Lehigh Valley
- Candy’s Place
- Casting for Recovery
- Evangelical Community Hospital-Thyra M. Humphrey’s Center for Breast Health
- Hughes Cancer Center-Pocono Medical Center
- Jersey Shore Hospital
- Jewish Community Center of Scranton
- Maternal & Family Health Services, Inc.
- Northeast Regional Cancer Institute
- Northeastern PA Corporation d.b.a. Hazleton General Hospital
- PAISBC-Physical Activity Intervention for Surviving Breast Cancer
- The Weller Center for Health Education

SUPPORTING OUR MISSION: USE OF FUNDS
Up to 75% of the net proceeds raised stay in Northeastern Pennsylvania while at least 25% goes toward Susan G. Komen for the Cure® National Research Grant Awards Program.

Every two minutes, one woman is diagnosed with breast cancer. Every 13 minutes, one woman dies of breast cancer. Approximately 2.9 million breast cancer survivors are alive today in the United States -- more than any other type of cancer.

We live here. We race here. We save lives here.

Facts: 100% of all Komen NEPA Race for the Cure® donations are dedicated to breast health programs and services. The organization does not receive any monies from the National Office. Most donations are received in the form of corporate sponsorships, which are presented to companies that support both the mission of the organization and the event. This program is designed to encourage and recognize these companies that support the mission of the organization and the importance of breast health.