

GET YOUR
REAR
IN GEAR®



**It's More
Than a Race.**



2021 SPONSORSHIP OPPORTUNITIES

ColonCancerCoalition.org



THE PROBLEM

1 in 23 develops
colon cancer.

51% of those 50-54
have not been screened.

1 in 5 colon cancer patients are
diagnosed between 20-54.

OUR GOAL

Prevent more lives from being
cut short by colorectal cancer.



THE IMPACT

Over **\$7 MILLION** granted
back into local communities to

- Increase
Awareness
Screening
Early detection
- Support patients
- **Save lives**

Our signature events draw thousands of participants and volunteers each year. Your company will get a high-profile commitment to fighting colon cancer, an opportunity to engage employees, stakeholders, and partners, and a variety of ways to promote your brand directly to our engaged audiences.

* CREATING CHANGE

- Fun versus fear-based messaging that is unique and optimistic.
- Promoting on-time colorectal cancer screening and educating all ages.

* LEADING THE WAY

- The leading colon cancer awareness, screening, and patient support organization.
- Impacting patient care and opening the dialogue about colon cancer.

* PASSIONATE PARTICIPANTS

- Dedicated to colon cancer awareness and the companies who get involved.
- Physicians and clinics become champions at our events.

* SOCIALLY VIRAL

- Photos from our events are shared at high rates on social media.
- Engaging the unengaged through clicks.

* IMPACTFUL GIVING

- **Funds raised stay in your community** to make an immediate impact.
- Over \$800,000 granted to local programs in 2019.

Volunteer-led events honor survivors, remember those we have lost, and help spread awareness about colon cancer. Events continue to grow in both numbers and passion!

Money raised is granted back to the communities where the events are held. The Colon Cancer Coalition works with your community to identify the greatest needs and invests in programs that will raise screening rates, educate the public, and provide support for patients and caregivers.

*The **Colon Cancer Coalition** is a leading source for colon cancer screening, education, and awareness.*

2021 • Partnership Opportunities

GET YOUR
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Prevention through Partnership

PRESENTING *Contact us for presenting exclusivity* **\$5,000**

- * Logo in paid advertising (*varies by market*)
- * Logo on Save the Date postcard (exclusive)
- * Premium logo placement on all printed materials
- * Premium logo placement on event website with link
- * Logo in event emails
- * Recognition in press releases
- * 10 complimentary race registrations
- * Premium logo placement on event T-shirt
- * Premium logo placement on sponsor banner
- * Additional logo signs on the course: 2
- * Advanced social media recognition
- * Opportunity to speak during event
- * Table or display space on-site the day of event
- * Premium sponsorship recognition on event day
- * Support from CCC to get your employees engaged in the event
- * Premium signage at all pre-events
- * Opportunity to have a giant inflatable colon for display at your location prior to the event (*pending availability*)

HERO **\$3,000**

- * Prominent logo placement on printed materials (*excluding save the date card*)
- * Prominent logo placement on event website with link
- * 5 complimentary race registrations
- * Prominent logo placement on event T-shirt
- * Prominent logo placement on sponsor banner
- * Additional logo signs on the course: 2
- * Advanced social media recognition
- * Table or display space on-site the day of event
- * Prominent sponsorship recognition on event day
- * Support from CCC to get your employees engaged in the event

CHAMPION **\$1,000**

- * Logo on printed materials (*excluding save the date card*)
- * Logo on event website with link
- * Logo on event T-shirt
- * Logo on sponsor banner
- * Additional logo signs on the course: 1
- * Advanced social media recognition
- * Table or display space on-site the day of event
- * Sponsorship recognition on event day

BLUE ZONE **\$750**

Kids' Fun Run | Start/Finish | Survivor Tent | Photo Booth | Water Stop | Inflatable Colon

Choose a specialty area to sponsor! Bring your company's flair to enhance the participant experience with music, games, treats, etc. while promoting your business.

- * Logo on printed materials (*excluding save the date card*)
- * Logo on event website
- * Logo on event T-shirt
- * Logo on sponsor banner
- * Signage with logo and presence in specialty area
- * Sponsorship recognition on event day
- * Social media recognition

MILE MARKER **\$500**

- * Name on printed materials (*excluding save the date card*)
- * Name on event website
- * Name on event T-shirt
- * Name on sponsor banner
- * Logo on mile marker sign at event
- * Sponsorship recognition on event day
- * Social media recognition

IN KIND *Event Day Food or Services Only* **varies**

- * Name on printed materials (*excluding save the date card*)
- * Name on event website
- * Name on event T-shirt
- * Name on sponsor banner
- * Social media recognition

DISPLAY ON RACEDAY **\$150**

- * Table or display space on-site the day of event

2021 • Partnership Agreement



Thank you for becoming a partner with the Colon Cancer Coalition's Get Your Rear in Gear® event and helping the fight against colon cancer, while reaching a wide geographic cross-section of people who are active in your community.

CONTACT INFORMATION:

Event City _____

Company Name _____
Print name as it should appear in publication

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Facebook Page: _____ Twitter @: _____ Instagram @: _____

SPONSORSHIP LEVEL:

- Presenting: \$5,000 Hero: \$3,000 Champion: \$1,000
- Blue Zone: \$750 Select Type: — Kids' Fun Run — Survivor Tent — Water Stop
- Start/Finish — Photo Booth — Inflatable Colon
- Mile Marker: \$500 Display on Raceday: \$150
- In-Kind Donation: Describe donation _____ Estimated value: \$ _____

PAYMENT INFORMATION:

- Please invoice
- Check enclosed payable to Colon Cancer Coalition (include city name in memo line). Check # _____
- Check to be mailed separately from _____ (company name)
- Charge my credit card:
 Name on card _____ Signature _____
 Credit card number _____ CVV _____ Exp. date _____

RETURN FORM & PAYMENT TO:

Chris Evans, Finance Director

Colon Cancer Coalition
 5666 Lincoln Dr., Suite 270
 Edina, MN 55436

Phone: 952-378-1237 Fax: 952-674-1179
 Email: chris@coloncancercoalition.org

LOGOS:

Send your logo in both Vector (EPS, etc.) and JPG format for inclusion on event materials to:

Kate Krebs, Outreach & Market Director

Email: kate@coloncancercoalition.org

Tax ID: 30-0377727

ColonCancerCoalition.org

Colon Cancer Coalition will not be held liable if the Event does not take place in whole or part through any Act of God or force majeure, including without limitation, weather, fire, flood, strike, labor dispute, civil unrest or similar cause beyond its reasonable control. All fees paid pursuant to Agreement shall be non-refundable apart from a Government ordered cancellation related to the COVID19 (Coronavirus) both Parties shall be fully discharged from any and all obligations contained within this Agreement.