

A photograph of two young women smiling and holding lit candles at a candlelight walk. They are wearing pink ribbons. The background is a blurred crowd of people, many wearing pink shirts, under a soft, warm light.

# Partnership Opportunities

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**LOWCOUNTRY**

[komenlowcountry.org](http://komenlowcountry.org)

843-556-8011



**“Our Mission** is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.”

**“Our Vision** is a world without breast cancer.”

# Susan G. Komen: Our Story



Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current

number of breast cancer deaths by 50 percent in the U.S. by 2026. Komen was founded in 1982 by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Komen Lowcountry is working to better the lives of those facing breast cancer in the local community. Through events like the Komen Lowcountry Race for the Cure®, Komen Lowcountry has invested more than \$7 million in community breast health programs in 17 SC counties and has helped contribute to the more than \$920 million invested globally in research. For more information, call (843) 556-8011 or visit [KomenLowcountry.org](http://KomenLowcountry.org).



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# More Than Pink

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# Lowcountry Affiliate of Susan G. Komen



## Our Story

The Lowcountry Affiliate of Susan G. Komen has been serving our community since 1995. Our first grant was to the Medical University of South Carolina. Since then, we have funded more than 220 grants to local non-profits serving those in need.

We have provided more than \$7 million in funding to community health programs and invested more than \$3 million in global breast cancer research. We are a 501(c)3 non-profit supported by private donations and sponsorships. We do not receive direct funding from Komen's National headquarters or federal grants..

## Our Promise

Did you know that breast cancer is the most common cancer in young women between the ages of 15-54 in South Carolina? Or that African American women are more likely to die from the disease than White women, even though White women are more likely to be diagnosed? At Susan G. Komen, we know that ending breast cancer is about more than finding the cures. It's about overcoming the financial, social and cultural conditions that prevent women and men from getting life-saving care. We believe that IF you live should not be determined by WHERE you live.

## Our Reach

Komen Lowcountry is here to assist more than 800,000 women and their families from the coast to the PeeDee regions.

We serve 17 counties and more than 1.6 million South Carolinians, most of whom live in medically underserved regions. As your local partner of Susan G. Komen, we are members of the world's largest grassroots network of breast cancer survivors and advocates.



### Komen Lowcountry 17-County Service Area:

Allendale, Bamberg, Barnwell, Beaufort, Berkeley, Calhoun, Charleston, Colleton, Dorchester, Florence, Georgetown, Hampton, Horry, Jasper, Marion, Orangeburg, Williamsburg

# What we Fight and How we Fight

## Breast Cancer

Breast cancer is a type of cancer where cells in the breast tissue divide and grow without normal control. It is a widespread and random disease, striking women and men of all ages and races. It is the most prevalent cancer in the world today. In 2016, an estimated 246,660 cases of invasive breast cancer will be diagnosed in the U.S. alone. The exact cause of the disease is unknown, and at this time, there is no cure.

But there is hope. Thanks to heightened awareness, early detection through screening, improved treatment methods and increased access to breast health services, people have a greater chance of survival than ever before.



Metastatic breast cancer (MBC) is an advanced stage (stage IV) of breast cancer where tumor cells have spread to other parts of the body, such as the bones, liver, lungs or brain. Most breast cancer deaths are a result of metastasis.

In the 1970s, only 10 percent of women survived five years after a diagnosis of metastatic breast cancer. Today, because of research and the discovery of new and more-effective treatments, this has increased to an average of 25 percent. But, treatment for metastatic breast cancer is not effective for everyone, in part because we do not know what causes cancer cells to spread. Komen is dedicated to understanding why metastasis occurs and how to stop it. We have invested more than \$166 million in over 400 research grants and more than 40 clinical trials focused on MBC.

In addition to research, Komen is a founding member of the Metastatic Breast Cancer Alliance- more than 30 organizations working to unify efforts to improve the lives and outcomes for those living with MBC.

## Forever Fighters

## National Research and Grants

We've transformed how the world treats and talks about this disease and have helped turn millions of breast cancer patients into breast cancer survivors. Since 1982, we've funded more than \$889 million in research, more than \$1.95 billion in medical care, community and provider education, and psychosocial support, serving millions in over 60 countries worldwide.

Komen Lowcountry has invested more than \$3 million in Susan G. Komen's research programs. Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. In SC alone, Komen has awarded more than \$1.5 million to SC researchers at MUSC, Clemson and USC. Thanks to the generosity of our donors and supporters, we're funding lifesaving research in all areas of breast cancer, from basic biology to prevention to treatment and to survivorship. And with continued support, this scientific research will address some of the most pressing issues in breast cancer today.



## Our Investment in Local Communities

75 percent of net proceeds generated by Komen Lowcountry stays in our local communities. We are a grant-making organization providing funding for the uninsured, underinsured and medically underserved in need of breast cancer screening, diagnostic, and treatment support services. These programs have reached hundreds of thousands of South Carolinians with financial aid and resources to fight breast cancer.

In the past five years, our grants have provided more than 2,000 screening and diagnostic services and more than 16,000 treatment support services. Education programs have reached more than 1.2 million women and men.

## Our Investment in Global Research

25 percent of our net proceeds is invested in the Susan G. Komen Research Grants program, which funds the most innovative scientific programs around the world. We know every minute counts and that it is critical to move the science from the researchers' labs to the patients' bedsides.

Komen's current research grants include \$630,000 to researchers in South Carolina. Dr. Adam Soloff (MUSC) received \$450,000 to continue his work on a novel vaccine. Dr. Martina McDermott (USC) received \$180,000 for her work in targeted therapies. Since 1982, Komen has invested more than \$1.5 million in research programs in South Carolina.

## 2014-15 GRANTS OUTCOMES

- Provided **3,927** breast cancer screening, diagnostic and treatment support services

- Provided breast health education to more than **6,000** people
- Detected **20** breast cancers

# What Your Sponsorship Can Do



The Lowcountry Race for the Cure® is our primary fundraiser and has experienced tremendous growth over the past 20 years. This local event is the best of its kind and has raised millions of dollars to provide lifesaving services to our community and find the cures for breast cancer.

### Our Lowcountry Race for the Cure's Reach

In 2015, The Post & Courier provided an overview of our race participants. Lowcountry Race for the Cure participants are **twice as likely to be in the Power Elite Mosaic (20%)**. Power Elite are the wealthiest households living in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer. This is great news for our sponsors whose goal is to increase visibility with a more affluent market.

### PRESENTING SPONSOR \$15,000

- Logo on all print materials, media appearances, Race shirts, Race website, stage banner ad eBlasts
- Recognition on social media campaigns and e-mail
- Partner link on Affiliate homepage
- Opportunity to provide goodies and prizes for Survivor
- Bags
- Banners at Event Site and on Race Course\*
- 4 VIP Parking Passes
- 20 Complementary Race Entries
- Expo Space on Oct 21



# Sponsorship Levels: Cash & In Kind

|   | Diamond<br>\$15,000 | Platinum<br>\$12,500 | Gold<br>\$10,000   | Silver<br>\$7,500                       | Bronze<br>\$5,000                       |
|---|---------------------|----------------------|--|---|---|
| <b>Company Visibility and Recognition</b>                                 |                     |                      |  |   |   |
| Logo on print media, Race shirts, Race website, stage banner and eBlasts. | •                   | •                    | Logo on shirts and website, name on banner and print media | Name on shirts, website and print media | Name on shirts, website and print media |
| Recognition on social media campaigns and e-mail                          | •                   | •                    | •  | social media only                       | social media only                       |
| Partner link on Affiliate homepage  | •                   |                      |  |   |   |
| Opportunity to provide goodies and prizes for Survivor Bags               | •                   | •                    | •  | •                                       | •                                       |
| <b>Company On-Site Presence and Recognition</b>                           |                     |                      |  |   |   |
| 4' x 6' Banners on Race Course*   | 4                   | 2                    | 1  | 1                                       | 1                                       |
| VIP Parking Passes  | 4                   | 4                    | 2  | 2                                       | 2                                       |
| Complementary Race Entries  | 20                  | 15                   | 10   | 8                                       | 4                                       |
| <b>Other</b>  |                     |                      |  |   |   |
| Expo Space on Race Day  | •                   | •                    | •  | •                                       | •                                       |

# Sponsorship Levels: Specialized

|   | Survivor Celebration & Cafe<br>\$10,000                             | Kids for the Cure<br>\$7,000                      | Shuttle Sponsor<br>\$7,000                        | Suzy's Garden<br>\$7,000                          |
|---|---|---|---|---|
| <b>Company Visibility and Recognition</b>                             |   |   |   |   |
| Logo and name   | Logo on Race shirts, Race website's Survivor page, and stage banner | Name on print media, Race shirts and Race website | Name on print media, Race shirts and Race website | Name on print media, Race shirts and Race website |
| Recognition in print media, e-mail and social media campaigns         | •   | e-mail and social media campaigns only            | e-mail and social media campaigns only            | e-mail and social media campaigns only            |
| <b>Company On-Site Presence and Recognition</b>                       |   |   |   |   |
| Banner on Race Course   | •   | •   | •   | •   |
| VIP Parking Passes  | 4   | 2   | 2   | 2   |
| Complementary Race Entries  | 10  | 8   | 8   | 8   |
| <b>Specialized Perks</b>  |   |   |   |   |
| Banner and Signage at Survivor Cafe                                   | •   |   |   |   |
| Opportunity to Staff Survivor Cafe                                    | •   |   |   |   |
| Opportunity to speak at Survivor Celebration and Survivor Recognition | •   |   |   |   |
| Opportunity to provide goodies and prizes to Survivors                | •   |   |   |   |
| Logo on Kids for the Cure race bibs and shirts                        |   | •   |   |   |
| Signage on shuttles   |   |   | •   |   |
| Signage at Suzy's Garden  |   |   |   | •   |
| <b>Other</b>  |   |   |   |   |
| Expo space on Race Day  | •   | •   | •   | •   |

\*Race course banner not to exceed 4' x 6' and must be provided by partner



# SFTC Sponsorship Levels

|  | Title Sponsor<br>\$7,500 | Gold<br>\$5,000   | Silver<br>\$2,500        | Bronze<br>\$1,000        | Court & Hole<br>Sponsor<br>\$500 | Court & Hole<br>Sponsor<br>\$200 |
|--|--------------------------|-------------------|--------------------------|--------------------------|----------------------------------|----------------------------------|
| <b>Sponsor Recognition</b>   |                          |                   |                          |                          |                                  |                                  |
| Logo on Registration Forms and Event Website                                     | •                        |                   |                          |                          |                                  |                                  |
| Company Name/Logo on sign at event check-in                                      | •                        | •                 | •                        | •                        | Name only                        | Name Only                        |
| Inclusion in all media promotions (radio, tv, social media, and print materials) | •                        |                   |                          |                          |                                  |                                  |
| Samples/Product information in participants' gift bags*                          | •                        | •                 | Product information only | Product information only |                                  |                                  |
| <b>SFTC Weekend Benefits</b>   |                          |                   |                          |                          |                                  |                                  |
| SFTC Weekend Accommodations  | 4 people, 2 rooms        | 4 people, 2 rooms |                          |                          |                                  |                                  |
| Tickets to SFTC BBQ/Oyster Roast   | 8                        | 8                 | 4                        | 2                        | 1                                |                                  |
| Admission to SFTC Reception and silent auction                                   | •                        | •                 | •                        | •                        | •                                | •                                |
| SFTC Golf event Complementary Entries  | 2 foursomes              | 2 foursomes       | 4 slots                  | 2 slots                  | 1 slot either tennis or golf     |                                  |
| SFTC Tennis event Complementary Entries  | 8 slots                  | 8 slots           | 4 slots                  | 2 slots                  | 1 slot either tennis or golf     |                                  |
| <b>Additional Benefits</b>   |                          |                   |                          |                          |                                  |                                  |
| Foursome of golf   | •                        |                   | •                        |                          |                                  |                                  |
| Complementary Tennis clinic  | 4 people                 | 4 people          | 4 people                 | 1 person                 | 1 person                         |                                  |
| Dinner for 4 at Coastal Provisions   | •                        | •                 |                          |                          |                                  |                                  |
| 2 \$100 gift cards to Wild Dunes Pro shops                                       |                          |                   | •                        |                          |                                  |                                  |

\*items provided by the sponsor

# Other Ways to Support our Affiliate

## BigWigs

The BigWigs campaign engages local corporate and community leaders as representatives in the fight against breast cancer. During the 6 week campaign, each BigWig will raise or give a minimum of \$2,000, which will be used to ensure access to essential breast health services and education programs, and support research to find the cures for breast cancer. Through this program, 75 percent of funds raised remain in local communities to help fund local breast cancer initiatives.



The contributions made from our community partners are very important to the people we serve. Susan G. Komen funds grants to local nonprofit organizations providing breast cancer education, screening, diagnostic, and follow-up services for underserved residents within our service area, as well as to fund national research in finding the cures. Organizations are encouraged to use an existing event or create a new event to raise money for the Lowcountry Affiliate of Susan G. Komen. If you are interested in organizing a third-party fundraising event, please contact us at 843-556-8011 or [fortheure@komenlowcountry.org](mailto:fortheure@komenlowcountry.org).

## Third Party Events

# DIY Fundraising

DIY Impact Projects are a fun new way to provide support for our community programs. Your event can be as grand as a wedding or as small as a lemonade stand. People who register receive a fundraising webpage, breast health information and much more- all geared toward enhancing fundraising efforts. It's easy to register, just click on the "Fundraise" button at the top right our webiste. Whatever you decide, your efforts make a big impact right here at home!



Our volunteers are the heart and soul of our organization. Are you a leader, a thinker, or a doer? Use your talents in our promise to save lives and end breast cancer forever! We need you now more than ever. Volunteers provide countless hours contributing their skills to further the Susan G. Komen mission. Every minute you spend helping gives another minute of hope to those affected by breast cancer. To sign up as a volunteer, please contact the Komen Lowcountry office at 843-556-8011 or [fortheCure@komenlowcountry.org](mailto:fortheCure@komenlowcountry.org).

## Volunteer

## VISION

A world without breast cancer

## MISSION

Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer

## GOAL

Reduce the current number of breast cancer deaths by 50% in the U.S. by 2026.



## We wish to thank our sponsors. You are More Than Pink!

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