



PURPLE PARADE

A 5k run/walk benefiting Destroy Pancreatic Cancer

**DESTROY
PANCREATIC
CANCER**

SPONSOR GUIDE

FIRST ANNUAL 5K RUN/WALK BENEFITING
DESTROY PANCREATIC CANCER

Join us in providing HOPE AND A PLAN to all pancreatic cancer patients. Proceeds from Purple Parade will fund research and clinical trials, as well as provide critical support to patients and their families.

WE WON'T STOP UNTIL WE DESTROY PANCREATIC CANCER!

SATURDAY, OCTOBER 21, 2017

Run/walk under the covered bridge at the beautiful
Gerrard Landing Park, Alpharetta, Georgia.

destroypancreaticcancer.org



EVENT MARKETING AND PROMOTION

Target Market

- 250 runners and walkers of all ages
- Families who want to enjoy a beautiful morning along the groomed trails of the Chattahoochee River
- Pancreatic cancer survivors, patients and healthcare providers
- Atlanta area business owners

Event Promotion

Collateral Materials:

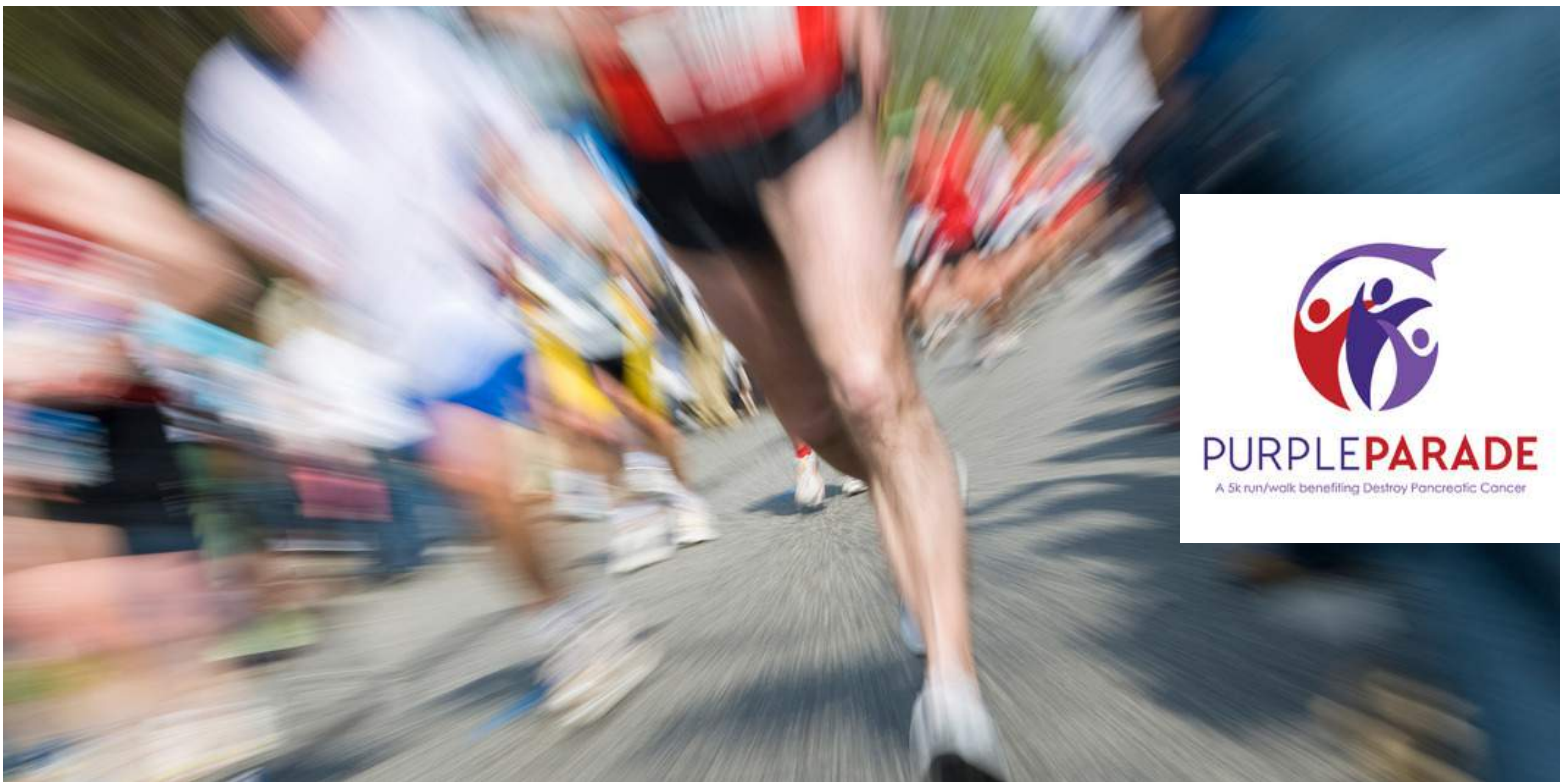
- Professional event brochures, flyers, posters, postcards and signs
- High-quality event t-shirt
- Engaging landing page on destroypancreaticcancer.org website

Advertising and Marketing:

- Ongoing recognition on Destroy Pancreatic Cancer website
- Event posted to local running event websites
- Public relations to include press releases, as well as potential local print, web, radio and tv presence
- Brochures and flyers distributed at local fitness clubs, medical offices and sporting goods stores
- Direct mail and email distribution to residents and businesses in Atlanta
- Extensive race promotion email campaign
- Weekly social media posts

Benefits to Major Sponsors

- Recognition in press release, website, email campaigns, print materials and signage resulting in thousands of brand and media "impressions"
- Opportunity to display and distribute products and services
- Opportunity to give a speech to participants prior to race start



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2017 CORPORATE SPONSORSHIP OPPORTUNITIES



Dear Sponsors,

I am Victoria and Destroy Pancreatic Cancer's founder John Couvillon is my dad. Shortly after he passed away, I decided that I wanted to continue my papa's work of finding a cure for pancreatic cancer. I came to the conclusion that the most fun and efficient way to raise money for this cause would be to have a fun run. That is how the idea of Purple Parade came to be.

I believe that no child, wife or husband, mother or father, brother or sister, or any loved one should have to lose someone to this horrible disease. Until we work together and take a stand, very few advances will be made in curing this "death sentence." Please join us in my papa's mission to destroy pancreatic cancer! I look forward to seeing you on race day!

Thank you from the bottom of my heart for your support,

Victoria



Title Sponsor - \$5,000

- Race named after title sponsor. For example: Atlanta healthcare Purple Parade
- Corporate logo or name in prominent location of all printed promotional materials, foundation website and race registration page, all race websites where applicable, official t-shirt, as well as the start and finish line
- Company named as title sponsor in all press releases and any media mentions, including print, radio and tv
- Corporate logo or name included in all emails, blasts, direct mail, social media and all other marketing efforts
- Opportunity to display products or services day of the race (table/signage included) and provide promotional material to be included in runner race bags
- Five minutes to speak to race participants prior to race start
- Rights to use Purple Parade and DPC logo
- Eight complimentary registrations

This sponsorship has been reserved



2017 CORPORATE SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$2,500

- Corporate logo or name in prominent location of all printed promotional materials, foundation website and official t-shirt
- Company named as presenting sponsor in press releases and announcements, including print, radio and tv
- Corporate logo or name included in email blasts, newsletters, email, social media and other marketing efforts
- Opportunity to display product or service on race day of the race and provide promotional material to be included in runner race bib
- Three minutes to speak to race participants prior to race start
- Rights to use Purple Parade and DPC logo
- Four complimentary registrations

Start & Finish Line Sponsor - \$2,500

- Corporate logo or name in prominent location of all printed promotional materials, foundation website and official t-shirt
- Corporate logo displayed prominently at start/finish line
- Company named as sponsor in press releases and announcements, including print, radio and tv
- Corporate logo or name included in email blasts, newsletters, email, social media and other marketing efforts
- Opportunity to display product or service on race day of the race and provide promotional material to be included in runner race bib
- Three minutes to speak to race participants prior to race start
- Rights to use Purple Parade and DPC logo
- Three complimentary registrations



2017 CORPORATE SPONSORSHIP OPPORTUNITIES

Gold Sponsor - \$1,000

- Corporate logo or name included in printed promotional materials, foundation website and official t-shirt
- Corporate logo or name included in majority of email blasts, direct mail, social media and other marketing efforts
- Opportunity to provide promotional material to be included in runner race bags
- Rights to use Purple Parade and DPC logo
- Two complimentary registrations

Silver Sponsor - \$500

- Corporate name included on foundation website and official t-shirt
- Corporate logo or name included in selected email blasts and social media posts
- Opportunity to provide promotional material to be included in runner race bags
- Rights to use Purple Parade and DPC logo
- One complimentary registration

Bronze Sponsor - \$250

- Name included on foundation website
- Name included in selected email blasts and social media posts
- Opportunity to provide promotional material to be included in runner race bags

Underwriting Opportunities

- Breakfast sponsorship and/or provision of breakfast - \$1,000
- Race bag sponsorship and/or provision of race bags - \$1,000
- Timing sponsorship - \$350
- First aid sponsorship - \$250

**We thank you for your support and will do everything we can to honor you prior to and on race day.
Sponsor recognition is in direct proportion to the contribution level.**

To learn more about Purple Parade and Destroy Pancreatic Cancer, please visit destroypancreaticcancer.org or call James Thaw at 954-552-6063.

Destroy Pancreatic Cancer is a registered 501(c)(3) non-profit organization.
Gifts are deductible per IRS regulations.



2017 CORPORATE SPONSOR REGISTRATION

Organization name:

Contact name:

Address:

City: State: Zip:

Phone: Email:

Sponsorship level:

Sponsorship cost:

Signature:

Address check and mail to:

Destroy Pancreatic Cancer
1455 Lincoln Parkway, Suite 350
Atlanta, Georgia 30346

To pay by credit card, email form to:

jthaw@destroypancreaticcancer.org
*We will call you to process your credit card payment.

Terms:

The sponsor understands that the event will be held rain or shine. In the event the race must be cancelled due to unforeseen circumstances that make it unsafe or impossible as determined by local authorities, the foundation will do its best to reschedule the event. Destroy Pancreatic Cancer will make every attempt to honor the benefits listed in each sponsorship category, but sponsor understands that this may not always be possible. All sponsorship payments are final and no refunds will be given.

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