



**PURPLEPARADE**

A 5k run/walk benefiting Destroy Pancreatic Cancer

**DESTROY  
PANCREATIC  
CANCER**

# SPONSOR GUIDE

SECOND ANNUAL 5K RUN/WALK BENEFITING  
DESTROY PANCREATIC CANCER

Proceeds from Purple Parade will help us in accomplishing our mission to fund a desperately needed clinical trial in Atlanta, GA in collaboration with TGen and Piedmont Cancer Institute.

***WE WON'T STOP UNTIL WE DESTROY PANCREATIC CANCER!***

**SATURDAY, MAY 19, 2018 - 7:30AM**

**12025 Etris Rd, Roswell, GA**

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



# EVENT MARKETING AND PROMOTION

## Target Market

- Up to 500 runners and walkers of all ages
- Pancreatic cancer survivors, patients and healthcare providers
- Atlanta area business owners and families

## Event Promotion

### Collateral Materials:

- Professional event flyers, posters, postcards and signs
- High-quality event t-shirt
- Professionally designed race page at [destroypancreaticcancer.org](http://destroypancreaticcancer.org)
- Actively maintained social media presence

### Advertising and Marketing:

- Ongoing recognition on Destroy Pancreatic Cancer website and weekly social media posts
- Event posted to local running event websites
- Public relations to include press release, 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
- Active.com listing

## 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 on event day
- Opportunity to give a speech to participants prior to race start





# 2018 CORPORATE SPONSORSHIP OPPORTUNITIES



Dear Sponsors,

My name is Victoria and Destroy Pancreatic Cancer was founded by my papa, John Couvillon. Just two days after his dream of launching this foundation came true, he passed away unexpectedly from this terrible disease.

Since then, I have made it my mission to continue his work to Destroy Pancreatic Cancer. Our first annual Purple Parade was a big success, and we raised \$20,000. This year, my goal is to raise \$40,000 and get us closer to funding the first Destroy Pancreatic Cancer clinical trial in collaboration with TGen and Piedmont Cancer Institute.

Please join us. More than 53,000 Americans will be diagnosed this year and only 9% of them will survive five years. We have no time to waste!

I thank you for your support and look forward to seeing you on race day!

Victoria



# 2018 CORPORATE SPONSORSHIP OPPORTUNITIES

## Title Sponsor - \$6,000

- Race named after title sponsor. For example: Atlanta Healthcare Purple Parade.
- Corporate logo in prominent location of all printed promotional materials, foundation website, race registration website, all race websites where race is listed, official t-shirt and start/finish line
- Company named as title sponsor in any media mentions, including print, radio and tv
- Corporate logo included in email blasts, direct mail, social media, advertising and other marketing efforts
- Opportunity to display products or services day of the race 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

## Presenting Sponsor - \$4,000

- Corporate logo or name in prominent location of all printed promotional materials, foundation website and official t-shirt
- Company named as presenting sponsor in any media mentions, including print, radio and tv
- Corporate logo included in email blasts, direct mail, social media, advertising and other marketing efforts
- Opportunity to display products or services day of the race and provide promotional material to be included in runner race bags
- Three minutes to speak to race participants prior to race start
- Rights to use Purple Parade and DPC logo
- Six complimentary registrations

## Start & Finish Line Sponsor - \$3,000

- 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 any media mentions, including print, radio and tv
- Corporate logo or name included in email blasts, direct mail, social media and other marketing efforts
- Opportunity to display products or services day of the race and provide promotional material to be included in runner race bags
- Three minutes to speak to race participants prior to race start
- Rights to use Purple Parade and DPC logo
- Four complimentary registrations



# 2018 CORPORATE SPONSORSHIP OPPORTUNITIES

## Gold Sponsors - \$1,500

- Corporate logo included in printed promotional materials, foundation website and official t-shirt
- Corporate logo 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 Sponsors - \$750

- 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 Sponsors - \$300

- 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 Sponsor - \$1,000
- Race Bag Sponsor - \$1,000
- T-Shirt Sponsor - \$1000
- Awards Sponsor - \$500
- Race Photographer Sponsor - \$500
- First-Aid Sponsor - \$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](http://destroypancreaticcancer.org) or call Kristen Myers at 404-591-4182.

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



# 2018 CORPORATE SPONSOR REGISTRATION

Organization name:

Contact name:

Address:

City:  State:  Zip:

Phone:  Email:

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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:**

info@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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