

2018 SPONSORSHIP OPPORTUNITIES

ZERO
PROSTATE CANCER
RUN/WALK
BOSTON • 2018



We're Stronger Together.

Help end prostate cancer and keep families together.

Sunday, September 9, 2018
Newton, Massachusetts

ZERO PROSTATE CANCER RUN/WALK

BOSTON • 2018

5K Run/Walk
1 Mile Walk
Kids Superhero Dash for Dad

Sunday, September 9, 2018
Newton City Hall
1000 Commonwealth Ave.
Newton, MA 02459

Become a Partner

There are many ways your organization can partner with your local ZERO Prostate Cancer Run/Walk to help men and families fight the disease. Every sponsorship can be customized to maximize brand exposure and accomplish your marketing goals.

With the help of our sponsors, we have educated and supported thousands of patients and their families across the United States. Partner with us in 2018 to make a difference in your local community.

20,000+

**Participants Across More
than 40 Races and Events**

\$3.5M

**Fundraiser for Prostate Cancer
Research and Patient Support**



Where The Money Goes

Proceeds from the ZERO Prostate Cancer Run/Walk Series benefit prostate cancer research, early detection, and patient support programs locally and nationally. One of ZERO's signature patient support programs is ZERO360: Comprehensive Patient Support.

ZERO
360
**COMPREHENSIVE
PATIENT SUPPORT**

ZERO360 is a one-on-one case management service that helps alleviate the financial and emotional burdens prostate cancer patients face during treatment. This robust service goes above and beyond typical patient navigation programs with very specialized case managers who have experience in benefit enrollment, medical debt negotiation, and local resources for transportation and emotional support.











To learn more about ZERO360 and our other patient support programs, visit zerocancer.org/zero360.

About ZERO – The End of Prostate Cancer

ZERO
THE END OF PROSTATE CANCER

ZERO is the leading national nonprofit with the mission to end prostate cancer. ZERO advances research, improves the lives of men and families, and inspires action. We're building Generation ZERO, the first generation of men free from prostate cancer, through our national run/walk series, education and patient support programs, and grassroots advocacy. ZERO is a 501(c)(3) philanthropic organization, accredited by the Better Business Bureau, with regional chapters across the country. We dedicate 84 cents of every dollar to research and programs. For more information, visit www.zerocancer.org.

Sponsor Benefits

	PREMIER \$10,000	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,500	BRONZE \$750
Logo on Start/Finish Banner, Race Bib, and 3-up Race Flyer					
Mention by DJ/emcee throughout event. Pre-race social media promotion					
Table top/Booth Display at event					
Logo on Poster					
Logo/Name ONLY (Bronze) on Race Shirts	<i>LOGO</i>	<i>LOGO</i>	<i>LOGO</i>	<i>LOGO</i>	NAME ONLY
Logo/Name ONLY (Bronze) with Hyperlink on Event Registration Website	<i>LOGO</i>	<i>LOGO</i>	<i>LOGO</i>	<i>LOGO</i>	NAME ONLY
Complimentary VIP Entries	15	10	5	3	1



Special sponsorship recognition is available for major donations of goods and services, such as food, beverage, and advertising, depending on the cash value of the donation.



5K Run/Walk
1 Mile Walk
Kids Superhero Dash for Dad

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Additional Exclusive Sponsorship Opportunities Available



Kids Dash Sponsor

\$1,000

- Put your **logo** and a smile on our Kids Dash participants
- Receive Bronze level benefits, in addition to promotion on capes



Team Sponsor

\$500 for 20 entries (5K only)

- Pre-purchase registrations to build your team. ZERO will email you a specific registration code for distribution. T-shirts included.
- Unused registrations are nonrefundable. Additional entries can be purchased at a discounted rate.
- Will be recognized on our website and on the day of the event



Local Survivor/Caregiver Sponsor

\$7,500

- Celebrate our ZERO's Heroes by sponsoring the race day reception tent for prostate cancer survivors
- Dedicated tent for survivors and caregivers with recognition of sponsorship
- Receives Gold level benefits, plus additional benefits limited to this sponsorship only. (Excludes pharmaceutical companies)

Contact Info

Mary Lou Woodford
marylou@zerocancer.org
508-269-9444

Sponsorship Confirmation Form

We appreciate your support! Please complete the below form to acknowledge your sponsorship and/or in-kind donation. Clearly print your name and information exactly as it should appear on run/walk promotional materials.

Corporate logos must be submitted in an .eps vector-based graphic format **ONLY** and/or hi resolution jpg (min 300 dpi) to logos@zerocancer.org. Please include your Run/Walk city name and sponsor level in the subject line.

Sponsor Company: _____

Sponsor Company Representative Name: _____

Position/Title: _____

Email: _____

Address: _____

City: _____ State: _____ Zip _____

Phone: _____ Fax: _____

Sponsorship Amount: _____

Value of In-kind Donation/Description Sponsor: _____

Signature: _____ Date: _____



Please make checks payable to:
ZERO - The End of Prostate Cancer



Mail to:

ZPCR - Boston
P.O. Box 320861
Alexandria, VA 22320



CANCER
ZEROCANCER.ORG