

**SPONSORSHIP OPPORTUNITIES**

**RACE TO BEAT  
WOMEN'S  
CANCERS  
RUN | WALK**



**SUNDAY, SEPTEMBER 4, 2022 | NORTH PARK**



# ABOUT THE RACE TO BEAT WOMEN'S CANCERS

**JOIN US** for the 2<sup>nd</sup> annual **Race to Beat Women's Cancers 5K Run/Walk**. For more than two decades, A Glimmer of Hope Foundation, UPMC Magee-Womens Hospital, UPMC Hillman Cancer Center and Magee-Womens Research Institute & Foundation have worked together as leaders in the fight against breast cancer. Now, you can join us in battling all women's cancers, including breast, cervical, ovarian and uterine cancers, by sponsoring this premier event. Your partnership will play a major role in our efforts to advance women's cancer research and patient care. You will receive high brand visibility in the community, reaching a large audience of women and families who are moved by this cause. The following pages outline important information a information about our host partners and available sponsorship opportunities. We are proud to say that 100% of event proceeds will go to fund women's cancer research and patient care right here in Pittsburgh. **We invite you to consider sponsoring the Race to Beat Women's Cancers and help us to change the future for women in Pittsburgh and around the world.**

Your investment in women's cancers:

- Allows researchers to make **groundbreaking discoveries** that lead to improvements in cancer care
- Enables the **development of advanced medical therapies, surgical techniques** and **innovative treatment options** that give women more choices
- Helps us **provide hope** for countless families
- **Supports survivors** with services and medical care after treatment
- Raises funds that will stay in Pittsburgh, while also **fueling discoveries** that have **global reach**



HOSTED BY:



UPMC | MAGEE-WOMENS HOSPITAL

UPMC | HILLMAN CANCER CENTER

MAGEE-WOMENS RESEARCH INSTITUTE & FOUNDATION

# THE RACE TO BEAT WOMEN'S CANCERS

Magee-Womens Research Institute & Foundation envisions a future free of cancer. To achieve this, we foster an environment that embraces basic, translational and clinical research, all dedicated to bringing new discoveries into improved patient care. Our research focuses on breast and gynecological cancers, such as ovarian, cervical and uterine cancers.

**Our research and support of women's cancer patients includes:**

Preventing the development of cancer

Learning why cancer develops, and then spreads

Understanding why certain women's cancers resist hormone therapy

Evaluating a woman's cancer risk, and reducing that risk

Developing and testing new biomarkers to help predict and diagnose cancers

Identifying and testing new therapies for women's cancers

Utilizing new imaging techniques and integrating them into screening programs

From the study of genetic mutations that increase a woman's chance of developing cancer to understanding the role stress plays in cancer development, the work our researchers conduct translates to improved patient care.

The Race to Beat Women's Cancers recognizes the importance of funding laboratory research while supporting women currently facing a breast, ovarian, uterine or cervical cancer diagnosis. **Together, we will beat these diseases.**



## TEAMING UP TO BEAT WOMEN'S CANCERS

The fight to defeat women's cancers is a team effort that begins with the **Women's Cancer Research Center (WCRC)**, a collaboration between UPMC Hillman Cancer Center and Magee-Womens Research Institute (MWRI). The WCRC's mission is to reduce the incidence and death from women's cancers. This mission is achieved through the development and fostering of vibrant basic, translational and clinical research aimed at translating novel discoveries into improved patient care.



As the largest research institute in the United States devoted to women's health and reproductive biology, **Magee-Womens Research Institute (MWRI)** is an interactive community of top-tier researchers from the University of Pittsburgh and physician-scientists from diverse disciplines who work with clinicians at UPMC, an integrated global health care enterprise. With partnerships in more than 20 countries, we focus on expanding our understanding of reproductive biology and women's health and translating discovery into diagnostics, treatment and disease prevention that promote wellness around the world.



**UPMC Hillman Cancer Center** is western Pennsylvania's only National Cancer Institute designated Comprehensive Cancer Center and an international leader in cancer research, clinical care and education. As one of the largest integrated community cancer networks in the United States, Hillman treats more than 140,000 people each year at more than 70 centers in Pennsylvania, Ohio, New York, Maryland and also has international locations in Ireland and Italy. With over 300 faculty researchers and more than 2,000 staff across UPMC and the University of Pittsburgh, we are exceptionally well positioned to contribute to the global effort to reduce the burden of cancer. Our mission as a premier National Cancer Institute-designated Comprehensive Cancer Center is to provide the highest level of clinical care to our patients while performing cutting edge cancer research.



Located right across the street from MWRI is **UPMC Magee-Womens Hospital**, nationally ranked by U.S. News & World Report for excellence in gynecology. As one of the nation's top hospitals specializing in women, UPMC Magee-Womens combines a wealth of specialty services with a traditional focus on gynecologic and obstetric services. UPMC Magee-Womens offers services for both men and women including cardiology, geriatrics, urology, bone and joint, bariatric surgery and spine surgery, to name just a few.

The proximity of UPMC Magee-Womens, Hillman and MWRI allows for unparalleled collaboration between basic, translational and clinical researchers. Because of this close partnership, the science happening within MWRI and Hillman moves from bench to bedside, expanding and improving treatment options for women here in Pittsburgh and around the world.

These entities are proud to support and facilitate innovative research as well as patient care initiatives. Science is hope, and together we can provide a future full of hope for millions of women.





For more than 20 years, A Glimmer of Hope Foundation has supported world-class breast cancer research at Magee-Womens Research Institute & Foundation. Our commitment to breast cancer patients extends to UPMC Magee-Womens Hospital, where we have invested in a variety of initiatives designed to ensure patients have all the resources they need to fight their battle with breast cancer. This extends from proper diagnostic testing to transportation resources and patient resources to help mitigate the side effects of treatment. We have also supported researchers at Magee-Womens Research Institute working on metastatic breast cancer research. A Glimmer of Hope Foundation has received tremendous support because of the transparency of the programs we support, the satisfaction people receive from seeing their contributions at work, and the knowledge that the funds we raise stay in Pittsburgh.



# CORPORATE ENGAGEMENT AND VOLUNTEERING

Show your community support by signing up your company for one of these opportunities and help support our Race to Beat Women's Cancers. Contact Alexis Curran at 1-800-454-6746 or [info@symbolofthecure.com](mailto:info@symbolofthecure.com) if you would like to discuss further.

## CREATE A COMPANY TEAM

Employees from companies of all sizes can make a difference by participating in the Race to Beat Women's Cancers 5K Run/Walk. Benefits include:

- **Team-building** - A team is a fun way to create camaraderie in your office.
- **Networking** - Encourages co-workers to meet peers from other departments.
- **Leadership skills** - Employees can volunteer to act as Team Captains.
- **Health and wellness** - Encourages co-workers to get out and run/walk on event day.
- **Philanthropy** - Supporting women's cancers is a great way to give back to your local community and support employees who may be facing this diagnosis.

## Getting Started - Here's all you need to do:

- You need at least one designated person — or more, depending on the size of your company — to sign up as a Team Captain. The Team Captain(s) should recruit additional walkers, set up the team fundraising webpage, and keep everyone excited and motivated.
- People who run or walk on your team raise more money than individual participants, so consider splitting your team by division or department. A little friendly fundraising competition is sure to drive your dollars sky high!

## Matching Gifts

Does your company offer a charitable matching gift program? If so, make sure each team member fills out the proper paperwork to get their contributions appropriately matched. Watch your fundraising dollars double or triple overnight.

## VOLUNTEERING

If your company has a corporate volunteer program, you can offer this event as a way for your company to market and support the cause. The success of this event will rely on the generosity and kindness of volunteers.



## SPONSORSHIP OPPORTUNITIES

Each opportunity offers either your logo or name on promotional advertising, materials and digital marketing, as well as the ability to receive exposure from the audiences of A Glimmer of Hope Foundation (GOH), UPMC Magee-Womens Hospital, UPMC Hillman Cancer Center and Magee-Womens Research Institute & Foundation (MWRIF).

Opportunity	Presenting \$30,000	Platinum \$20,000	Gold \$10,000	Silver \$5000	Bronze \$2500	Supporter \$1000
Race bib	Logo					
Race poster	Logo	Logo	Logo	Name		
Race T-shirt	Logo	Logo	Logo	Name	Name	
Race Website	Logo w/ link	Logo w/ link	Logo w/ link	Name w/ link	Name	Name
Race Outdoor Billboards Includes Media over \$20K	●					
Logo on local media outlets (i.e. TV/radio)	●					
Logo in electronic printable media	Logo	Logo	Logo	Name	Name	
Company use of Race Logo for your own sponsor promotion of the race	●	●				
Logo in MWRIF and GOH e-newsletter and individual email blasts	Logo	Logo	Logo	Name	Name	
Logo in social media promotions (Facebook, Twitter, Instagram, LinkedIn)	Logo	Logo				
Company mentions on MWRIF and GOH social media	3	2	1			
Company Rep provides welcome on stage	●					
Public recognition announcement from stage	●	●	●			
Company provided banner at main area	●	●				
Company recognition poster on Race Day	Logo	Logo	Logo	Name	Name	Name
Complimentary tables at race to exhibit	2	2	1	1	1	
Recognition on finish line banner	●	●				
Complimentary race entries	20	15	10	8	6	2
VIP Parking Passes for Race*	4	3	2			
Mention in MWRIF annual report	●	●	●	●	●	●

\*VIP parking may be revised should we reach maximum participant capacity. Other arrangements will be made.

**SPONSORSHIP DEADLINE:** Sponsorship opportunities can be customized to work with your budget and ideas. A completed sponsorship contract must be received by Monday, May 2, 2022 for inclusion in printed materials. We cannot guarantee inclusion on printed material for commitments after that date. Any questions, please contact Alexis Curran at 1-800-454-6746 or [info@symbolofthecure.com](mailto:info@symbolofthecure.com).

## TARGETED SPONSORSHIP OPPORTUNITIES

Each opportunity offers either your logo or name on targeted promotional advertising, materials and digital marketing on various targeted items/service, as well as the ability to receive exposure from the audiences of A Glimmer of Hope Foundation (GOH), UPMC Magee-Womens Hospital, UPMC Hillman Cancer Center and Magee-Womens Research Institute & Foundation (MWRIF).

Sponsorship Level	Choose from these individual opportunities
\$10,000+	Promotional Advertising (i.e. digital marketing, radio sponsor, etc.) or Race T-shirts
\$7,500 - \$9,999	Tent Rentals or Shuttle Service
\$5,000 - \$7,499	Graphic Design or Printing and Signage or Stage Sponsor or Cover Survivor entries
\$2,500 - \$4,999	EMS/Police Support or Race Medals or Race Timing Service or Videography or Water/Gatorade for Participants
\$1,000 - \$2,499	Course Mile Markers (3) available or Stage Entertainment or Photography or Volunteer T-shirts and Refreshments

\$10,000+	\$7,500 - \$9,999	\$5,000 - \$7,499	\$2,500 - \$4,999	\$1,000 - \$2,499
<ul style="list-style-type: none"> <li>• Logo on electronic printable media</li> <li>• Logo on Race website with link</li> <li>• Logo on Race T-shirt</li> <li>• Logo on e-newsletters and individual email blasts</li> <li>• One company mention on MWRIF and GOH social media.</li> <li>• Eight (8) complimentary Race entries</li> <li>• Event day listing near stage and area sponsored</li> <li>• Recognition in Magee-Womens Research Institute &amp; Foundation's annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Name on Race website with Link</li> <li>• Logo on Race T-shirt</li> <li>• Name on e-newsletters</li> <li>• Six (6) complimentary Race entries</li> <li>• Event day listing near stage and area sponsored</li> <li>• Recognition in Magee-Womens Research Institute &amp; Foundation's annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Name on Race website with Link</li> <li>• Name on Race T-shirt</li> <li>• Four (4) complimentary Race entries</li> <li>• Event day listing near stage and area sponsored</li> <li>• Recognition in Magee-Womens Research Institute &amp; Foundation's annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Name on Race website</li> <li>• Name on Race T-shirt</li> <li>• Two (2) complimentary Race entries</li> <li>• Event day listing near stage and area sponsored</li> <li>• Recognition in Magee-Womens Research Institute &amp; Foundation's annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Name on Race website</li> <li>• Two (2) complimentary Race entries</li> <li>• Event day listing near stage and area sponsored</li> <li>• Recognition in Magee-Womens Research Institute &amp; Foundation's annual report</li> </ul>

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# RACE TO BEAT WOMEN'S CANCERS SPONSORSHIP CONTRACT


Please consider support for this annual event and check one of the following sponsorship levels:

- \$30,000: Presenting Sponsor       \$20,000: Platinum Sponsor       \$10,000: Gold Sponsor  
 \$5,000: Silver Sponsor       \$2,500: Bronze Sponsor       \$1,000: Supporter Sponsor

**We cannot sponsor at this time, but please accept this donation of \$** \_\_\_\_\_

Your Name		Your Title	
Primary Contact (if different than above)		Company Name (as you want it to appear in advertising)	
Street Address	City	State	Zip
Telephone	Email		
Fax	Tax ID / EIN		
Your Signature	Date		

## PAYMENT INFORMATION

- Check (please make check payable to MWRIF and note 5K Run/Walk)  
 Please Invoice  
 Credit Card Payment 

Names as appears on Card \_\_\_\_\_

Billing Address \_\_\_\_\_  Same as above

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Credit Card No. \_\_\_\_\_ Expiration \_\_\_\_\_ CVC \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

To be included in event advertising, forward commitment form by **Monday, May 2, 2022.**

**This form may be returned via email or mail to:**

Alexis Curran, Glimmer of Hope Foundation  
P.O. Box 908  
Wexford, PA 15090  
[info@symbolofthecure.com](mailto:info@symbolofthecure.com)  
1-800-454-6746

A Glimmer of Hope Foundation Tax ID - 25-1627978

# RACE TO BEAT WOMEN'S CANCERS TARGETED SPONSORSHIP CONTRACT

Please consider support for this annual event and check one of the following sponsorship levels:

\$10,000+     \$7,500 - \$9,999     \$5,000 - \$7,499     \$2,500 - \$4,999     \$1,000 - \$2,499

**We cannot sponsor at this time, but please accept this donation of \$ \_\_\_\_\_**

Your Name _____		Your Title _____	
Primary Contact (if different than above) _____		Company Name (as you want it to appear in advertising) _____	
Street Address _____	City _____	State _____	Zip _____
Telephone _____	Email _____		
Fax _____	Tax ID / EIN _____		
Your Signature _____	Date _____		

## PAYMENT INFORMATION

- Check (please make check payable to MWRIF and note 5K Run/Walk)
- Please Invoice
- Credit Card Payment 

Names as appears on Card \_\_\_\_\_

Billing Address \_\_\_\_\_  Same as above

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Credit Card No. \_\_\_\_\_ Expiration \_\_\_\_\_ CVC \_\_\_\_\_

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