

Maine Cancer Foundation's 5th Annual **Tri for a Cure** Race Series



Our Mission

Maine Cancer Foundation improves the health and well-being of Maine people by funding:

- Scientific laboratory, clinical and outcomes cancer research
- Professional and public education regarding knowledge and advances in cancer medicine
- Support programs for patients, survivors, their family and friends

100% of funds raised remain in Maine.

Since 1976, Maine Cancer Foundation has funded projects in Maine dedicated to reducing and eventually eliminating the devastating impact of cancer. In the past ten years, we have awarded nearly \$4.4 million in grants to Maine organizations for research, education and patient support programs.

We are proud of our Maine heritage and the fact that we invest all of our funds here in our state. There are many individuals and organizations that have made a measurable difference, and we are honored to be a part of that success. We look forward to continuing this important work until cancer no longer devastates our families, our neighbors, our workplaces. We hope we can count on your support in the coming year.



Tri for a Cure has quickly become a premiere event in Maine and an opportunity for women to challenge themselves physically while raising funds that will help their family, friends and neighbors who are battling cancer.

The 4th Annual Tri for a Cure was held under sunny skies on July 31, 2011 and raised a record \$1.1 million for Maine Cancer Foundation. In 2011, the all women's triathlon sold out in about 4 minutes, highlighting the popularity of the three sport event. Each participant was required to raise \$350, but many raised much more.

New this year, the Twilight 5K will offer both men and women the opportunity to get a taste for the race, running the same beautiful waterfront course at Southern Maine Community College. Each participant will be required to raise \$100 in donations and have a chance to win some great prizes!

There are several ways to participate as a partner in our 2012 Tri for a Cure Race Series.

Cash Partner

Cash sponsorships help us produce a quality and memorable race. These funds will allow Maine Cancer Foundation to apply revenues towards our mission of funding research and patient and education programs here in the state of Maine. 100% of our proceeds stay here in Maine. Partner benefits vary based on your commitment. All partnerships include a broad array of benefits where the partner will receive recognition and exposure statewide leading up to and on race day.

An invoice reflecting your cash donation will be supplied to all cash sponsors.

In-Kind

In-Kind sponsorships assist us in off-setting our event expenses. Contribution of product and services allows us to apply more revenue towards our mission.

Maine Cancer Foundation must approve all in-kind donations and will be based on race needs. All necessary event needs are valued at 100% of retail value. An invoice with the value of donation will be supplied to all in-kind partners.

PRE-RACE NEEDS:

Catering for Survivor Breakfast
Signage
Catering Services for Sponsor Appreciation
Volunteer Food
Advertising & Promotion

RACE DAY NEEDS:

Rental Services (Tents, tables, staging)
Bottled Water
Portable Toilets
Dumpster/Trash Collection
Prizes
Athlete Food

*Twilight 5K Partner \$1,000

This is a coed race, not just for women!

- Logo printed on athlete t-shirt
- Display table on race day
- Logo on all email blasts
- Logo on the website sponsor page
- Logo on all press releases
- 5 Free Entries — all entries require a \$100 fundraising minimum

Other Partner Opportunities

Survivor Partner \$2,500

Sponsor survivor meet & greet tent and race day activities for our survivors

- Sponsor meet & greet tent for survivors (tent provided by MCF)
- Decorate, advertise and display company in tent
- Company logo on survivor banner for footprints
- Host breakfast for 100 survivors on Race Day
- Company name on 100 survivor Bondi Bands with inspirational message
- 3 Tri for a Cure Race Registrations — all entries require a \$350 fundraising minimum

Display Partner \$300

- Display partners are available on Expo Day of the Tri for a Cure. The Expo is the day before the race where our 1,100 athletes come to the race venue to pick up their race packets. Display partners purchase space to display, sell or distribute products, samples or coupons.

Banners \$300

- Banners are hard corrugated plastic and measure 4'x8'. They will be displayed on fencing along the race route. Logos and design will need to be provided to MCF no later than 4/1/2012.

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	Motivational Partner \$15,000	Endurance Partner \$10,000	Determination Partner \$5,000	Strength Partner \$2,500	*Twilight 5K Partner \$1,000
PARTNER BENEFITS:					
Logo & Link Scrolling on Home & Fundraising Page	✓	✓	✓		
Logo on 150 foot banner on Bunker Lane	✓	✓			
VIP Parking Spaces	• 15 spaces	• 10 spaces			
Twilight 5K Sponsorship	✓	✓			✓
Finish Structure	✓	✓	✓		
Water Structure	✓	✓			
Press Releases	✓	✓	✓	✓	
Email Blasts	✓	✓	✓	✓	
Banners	• Three 4'x8' banners	• Two 4'x8' banners	• One 4'x8' banner		
Athlete T-shirt	✓	✓	✓	✓	
Logo & Link on Sponsor Page	✓	✓	✓	✓	
Display Booth:	• Expo • Event day	• Expo • Event day	• Expo	• Expo	
Free TFAC Entries	15	10	5	3	0
Free Twilight 5K Entries	15	10	0	0	5

Timeline and Commitments

- A complete Partner Agreement and receipt of logo is required prior to any benefits being delivered.
- Corporate Partner deadline is April 1, 2012
- Due to registration and printing deadlines, partner agreements received after January 15, 2012 are not guaranteed all sponsorship benefits listed above.
- We reserve the right to substitute benefits with those of equal or greater value in extenuating circumstances.

Free Partner Entries

All Partner Entries are free and include USAT membership.

- **All Partner Athletes must be registered by 04/01/2012 or registrations may be forfeited. No exceptions.**
- All free entries to **Tri for a Cure** require each athlete to meet the \$350 fundraising minimum.
- All free entries to **Twilight 5K** require each athlete to meet the \$100 fundraising minimum.



Maine Cancer Foundation's 5th Annual **Tri for a Cure** Race Series Partner Agreement

The Maine Cancer Foundation appreciates our Corporate Partners who embrace our mission in funding research and providing support through patient outreach and education in the state of Maine. Building our foundation, we move forward to create a spark in finding a cure and empowering those touched by cancer.

- Partners who wish to be included in registration emails should provide a completed Partnership Agreement and high resolution logo to MCF by January 15, 2012.
- A complete Partnership Agreement and receipt of logo is required prior to any benefits being delivered.
- Corporate Partnership deadline is April 1, 2012
- Due to registration and printing deadlines, partnership agreements received after January 15, 2012 are not guaranteed all sponsorship benefits listed above.
- Completed Partnership Packages can be returned by:
 - Mail: Maine Cancer Foundation, 170 US Route 1, Suite 250, Falmouth, ME 04105
 - Fax: 207-773-2386
 - email: andrea@mainecancer.org

COMPANY INFORMATION

Company Name: _____
 Company Contact: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Telephone: _____ Email: _____

PARTNERSHIP OPPORTUNITIES

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Presenting Partner | \$50,000 | <input type="checkbox"/> Determination Partnership | \$5,000 |
| <input type="checkbox"/> Inspiration Partnership | \$15,000 | <input type="checkbox"/> Strength Partnership | \$2,500 |
| <input type="checkbox"/> Endurance Partnership | \$10,000 | <input type="checkbox"/> Twilight Partnership | \$1,000 |

OTHER PARTNERSHIP OPPORTUNITIES

- | | | | |
|--|---------|--|-------|
| <input type="checkbox"/> Survivor Partnership | \$2,500 | <input type="checkbox"/> 4' x 8" Banner | \$300 |
| <input type="checkbox"/> Expo Display Partner TFAC | \$300 | <input type="checkbox"/> Twilight 5K Display Partner | \$300 |

COMMITMENT & PAYMENT

I agree to the terms and conditions of the Maine Cancer Foundation Tri for a Cure Race Series Partnership and in return agree to provide support at the level indicated above:

Signature: _____ Date: _____
 Payment Enclosed Pledge, Please invoice me

Type of Card: _____ Credit Card #: _____ Exp Date: _____