

May 8, 2010 – Columbia, SC

KICKS  
Certified 10K

5K for  
Komen

Stiletto Sprint

Kids 1 Mile Fun  
Run

Devine St  
Post-Race  
Party

# Get in the Pink

Sponsorship Information



SUSAN G.  
**Komen**  
FOR THE **cure.**  SC MOUNTAINS  
TO MIDLANDS

[www.GetInThePink.org](http://www.GetInThePink.org)

# *Get in the Pink*

May 8, 2010  
Columbia, SC

## EVENT OVERVIEW

**Get In The Pink** was founded in 2009 as a fundraiser to benefit breast cancer research in our community. The event was first held on May 9, 2009 in Columbia, SC and featured a Stiletto Sprint, 10K Certified Road Race, and Soiree. With an overwhelming number of runners and attendees, more than \$10,000 was raised for this important cause.



The 2<sup>nd</sup> Annual **Get In The Pink** event promises to exceed the 2009 event in participation and monies raised. Once again, the day will feature a Stiletto Sprint, KICKS Certified 10K Road Race, and a Soiree. Proceeds from these events will go to Share Our Suzy and other breast cancer organizations.

In addition to these events, **Get In The Pink** is partnering with the **Susan G. Komen SC Mountains to Midlands Affiliate** to host a 5k for KOMEN. All proceeds from this event will go directly to the Komen SC Mountains to Midlands Affiliate.

In an effort to raise as much money as possible for breast cancer research, **Get In The Pink** is offering a variety of sponsorship opportunities to fit any budget. Detailed information about sponsorships is attached. In addition to sponsorship opportunities, **Get In The Pink** also offers several advertising options for businesses, too. Information on this is also attached.

Please contact the event coordinators at Carolina Event Consultants with any questions. You may reach them by emailing [contact@getinthepink.org](mailto:contact@getinthepink.org) or by calling 803.929.6650. We hope you will join in our efforts to stop breast cancer by sponsoring this important event.



## SPONSORSHIP OPPORTUNITIES

### Get In The Pink Presenting Sponsor - \$7,500

- Company name placed in front of "Get The Pink" event name as presenting sponsor
- Premier logo placement on all marketing materials
- Full page, color ad on back cover of Official Race Book
- Coupon in Official Race Book
- Premier placement on signage at all events
- 50 word company description on web site as well as logo and link
- Opportunity to welcome guests at all events
- Opportunity to provide promotional materials for race bags

### KICKS 10K Certified Race Platinum Sponsor - \$5,000

- Premier logo placement on all marketing materials
- Full page, color ad on inside front cover of Official Race Book
- Coupon in Official Race Book
- Premier placement on signage at all events
- 30 word company description on web site as well as logo and link
- Opportunity to welcome guests at two events
- Opportunity to provide promotional materials for race bags

### 5K for KOMEN Platinum Sponsor - \$5,000

- Premier logo placement on all marketing materials
- Full page, color ad in inside back cover of Official Race Book
- Coupon in Official Race Book
- Premier placement on signage at all events
- 30 word company description on web site as well as logo and link
- Opportunity to welcome guests at two events
- Opportunity to provide promotional materials for race bags

### Pink Moments Sponsor - \$2,500

- Premier logo placement on all marketing materials
- Full page color ad in Official Race Book
- Coupon in Official Race Book
- Premier placement on signage at all events
- 25 word company description on web site as well as logo and link
- Opportunity to welcome guests at one event
- Opportunity to provide promotional materials for race bags

### Tickled Pink Sponsor - \$1,000

- Premier logo placement on all marketing materials
- ½ page color ad in Official Race Book
- Coupon in Official Race Book
- Premier placement on signage at all events
- 15 word company description on web site as well as logo and link
- Opportunity to provide promotional materials for race bags

### Pretty In Pink Sponsor - \$750

- Premier logo placement on all marketing materials
- ¼ page ad in Official Race Book
- Coupon in Official Race Book
- Premier placement on signage at all events
- Company logo and link on web site
- Opportunity to provide promotional materials for race bags



## IN-KIND OPPORTUNITIES

(sponsorship level will be determined by the value of the in-kind donation):

- Printing
- Bottled Water
- T-shirts

- Advertising
- Food/Beverage
- Photography
- Signage
- Runners Bags
- Awards
- Tent/Staging
- Printing
- Entertainment
- A/V
- Décor

**ADVERTISING OPPORTUNITIES**

The Official **Get In The Pink** Race Book offers many options for advertisement and coupons to suit any budget. Event organizers will order 1,000 booklets to be included in race packets and also distributed during the events of the day. Please note the specifications for the booklet and deadlines for content and art submissions.

**SPECIFICATIONS:** 5.5 x 8.5 portrait  
Saddle stitched  
Full color

**ARTWORK:** All artwork must be camera ready  
Acceptable file types include .pdf, .eps., or  
.png – NO OTHER FILES WILL BE ACCEPTED  
Artwork is due no later than **APRIL 10, 2010** –  
late submissions will not be accepted

**OTHER:** Space in the book is filled on a first-come, first served basis  
Payment must accompany application  
No refunds will be granted

**PRICES:**

|              |       |
|--------------|-------|
| ¼ Page Ad    | \$50  |
| ½ Page Ad    | \$90  |
| Full Page Ad | \$150 |
| Coupon*      | \$65  |

\*A special section will be created within the book for coupons.



## SPONSOR/ADVERTISER CONTRACT

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

YES! I want to support Get In The Pink!

### Sponsorships:

- \_\_\_\_\_ Get In The Pink Presenting Sponsor - \$7,500
- \_\_\_\_\_ KICKS 10K Certified Race Platinum Sponsor - \$5,000
- \_\_\_\_\_ 5K for KOMEN Platinum Sponsor - \$5,000
- \_\_\_\_\_ Pink Moments Sponsor - \$2,500
- \_\_\_\_\_ Tickled Pink Sponsor - \$1,000
- \_\_\_\_\_ Pretty in Pink Sponsor - \$750

### Advertising

- \_\_\_\_\_ ¼ page ad \$50
- \_\_\_\_\_ ½ page ad \$90
- \_\_\_\_\_ Full page ad \$150
- \_\_\_\_\_ Coupon \$65

TOTAL AMOUNT DUE:     \$ \_\_\_\_\_

Count on me for the following in-kind donation(s):

Item: \_\_\_\_\_ Value: \$ \_\_\_\_\_

\_\_\_\_\_ I will deliver the item(s)     \_\_\_\_\_ Please pick up the item(s)

\_\_\_\_\_ Please send me an invoice (payment is due within 30 days of receipt of invoice)

\_\_\_\_\_ Enclosed is my check

\_\_\_\_\_ Please contact me for credit card\* payment information (Visa, MC, Discover, Amex)

### Return completed form to:

Get In The Pink  
c/o Carolina Event Consultants  
141-F Pelham Drive, Suite 145  
Columbia, SC 29209

You may also fax or email this form to:  
contact@getinthepink.org  
1.888.568.1788 fax  
Questions? Call 803.929.6650

\*a 4% transaction fee will be applied for credit card payments