



Join Us



in West LA

SPONSORSHIP OPPORTUNITIES

Reach our dedicated supporters.
Make a difference in your community.
Become a corporate sponsor.

For 19 years the Hirshberg Foundation for Pancreatic Cancer Research has been at the forefront, fighting to eradicate pancreatic cancer with groundbreaking research and critical patient support. Today, Hirshberg Foundation supporters and corporate partners are championing these efforts by participating in our events and engaging their local communities. We are the voice of pancreatic cancer and our constituents are sharing our message of hope in 100,000 households across the country!



This Halloween – Sunday, October 30th – you’re invited to join us as a corporate sponsor at our signature SoCal event, the LA Cancer Challenge 5K/10K Walk/Run. LACC sponsors reach thousands of participating families and runners, receive additional exposure through our Fit Family Expo and benefit from our cause-marketing efforts throughout the community. Take advantage of prominent name and logo placement throughout the event and marketing materials, print and email advertising, social media shares and the option to market through participant bags, t-shirts and expo space. Local businesses have the additional benefit of utilizing our corporate team program for employee engagement.

Please review this sponsorship packet for opportunities that best fit your company. We look forward to having you as an LACC Sponsor!

DID YOU KNOW?

90%

of consumers are likely to switch brands to one associated with a good cause, given similar price and quality*

84%

of consumers consider a company's social responsibility commitments before deciding what to buy or where to shop*

80%

of consumers would be willing to buy a product from an unknown brand if it had strong social responsibility commitments*

WHAT

The 19th Annual LA Cancer Challenge is one of SoCal's largest and longest running cancer walks. The Halloween themed event hosts thousands of participants in a 5K Walk or 10K Run, a Kids Can Cure Fun Run, our Fit Family Expo and other Halloween activities.

WHEN

Sunday, October 30, 2016
Halloween Weekend!

WHO

★ 3,000 Participants
★ 42% Male & 52% Female
★ Over 200 Teams

★ Participants have traveled from 21 different states to participate
★ While the event draws participants young & old, 50% are between the ages of 25-49.

*Source: 2015 Cone Communications Social Impact Study

JOIN OUR CORPORATE SPONSORS

The Hirshberg Foundation for Pancreatic Cancer Research celebrates the generous support of our corporate sponsors who have made the fight against this deadly disease possible. Since our inception, more than 100 corporate sponsors have been a part of the LA Cancer Challenge and more than 90% of those sponsors have repeated their participation in the event. We welcome all new corporations to become a part of the LACC. Below is a partial list of past sponsors:



SPONSORS IN ACTION AT LACC EXPO



EVENT HISTORY

2016

LACC returns to West Los Angeles on the UCLA campus.

2015

LACC added a 4-legged 5k for our furry friends.

2014

We broke our \$750k goal for the first time. In total, the LACC has raised more than \$5 million dollars for cancer research.

2012

Facebook page organically reached over 12,900 people.

For the 15th consecutive year, we increased the total dollars raised.

2010

Record breaking year with more than 4,180 participants and 200 teams

Raised more than \$586,000

2008

Received the LA's Choice Award for Best Running Event (5K-15K) in LA Sports & Fitness Magazine

Health Magazine became the official media sponsor and expanded advertising exposure to a national level

2005

Our name was changed to the LA Cancer Challenge, presented by Under Armour, our new sponsor

The Kiddie K was renamed the Kids Can Cure Fun Run

2003

We broke the "1,000 Runner" milestone for the first time with 1,548 runners

Named "One of the best 5K's" by LA Sports & Fitness Magazine

1999

The event was renamed the FILA Cancer Challenge as our presenting sponsor became FILA USA

Our location was changed to the Veterans Administration Grounds

BORN 1998

The Adidas Three-Stripe Challenge was located in Century City, had 900 registered participants, 3 teams and raised \$34,000

PRESS & MEDIA

TV & RADIO

| | |
|-------------------------|-------------------------|
| JACK-FM (Radio) | KLAC-AM (Radio) |
| The Sound 100.3 (Radio) | KNX-AM (Radio) |
| KABC News (TV) | KNBC News (TV) |
| KIIS-FM (Radio) | KTLA News (TV) |
| KYSR-FM (Radio) | Crown City News (TV) |
| KBIG-FM (Radio) | KTLA Morning News (TV) |
| XTRA-AM (Radio) | Time Warner Cable |
| KTWV-FM (Radio) | Local Edition CNN (TWC) |

ONLINE

Best Road Races (bestroadraces.com)
CBS (cbs.com)
CBS Los Angeles (losangeles.cbslocal.com)
California Runners (californiarunners.runstrong.com)
EyeSpy LA (eyespyla.com)
Examiner (examiner.com)
KNBC Los Angeles (nbclosangeles.com)
LA Times (latimes.com)
Race Grader (racegrader.com)
Raceplace (raceplace.com)
Runners World (runnersworld.com)
Running in the USA (runningintheusa.com)

PRINT

Competitor Magazine
Daily Bruin
Raceplace Magazine
LA Parent
Valley Scene Magazine
Culver City Magazine
Santa Monica Daily Press
Jewish Journal
Valley Magazine
LA Family Magazine
Brentwood News
LA Daily News
Ventura Blvd Magazine
Soap Opera Digest
LA Sports & Fitness

WIRE SERVICES

City News Service
Getty Images
Hollywood News Calendar
LA Celebrity Bulletin

SPONSORSHIP LEVELS

| | PRESENTING | FINISHERS MEDAL | GIFT BAG |
|--------------------------------------|---------------------------------|-----------------------------|---------------------------------|
| DONATION AMOUNT | \$25,000 | \$15,000 | \$10,000 |
| NUMBER AVAILABLE | EXCLUSIVE | 1 | 1 |
| SOCIAL MEDIA | FEATURE STORY | FEATURE STORY | FEATURE STORY |
| EVENT SHIRT | LOGO | LOGO | LOGO |
| EVENT WEBSITE <i>HOME PAGE</i> | LOGO + LINK | LOGO + LINK | LOGO + LINK |
| EVENT WEBSITE <i>SPONSOR PAGE</i> | LOGO + LINK | LOGO + LINK | LOGO + LINK |
| SPONSOR THANK YOU BANNERS | LARGE LOGO | LARGE LOGO | LARGE LOGO |
| SPONSOR PROVIDED BANNER PLACEMENT | YES | YES | PREMIUM LOCATION |
| SPONSOR THANK YOU ANNOUNCEMENT | MAIN STAGE WITH GUEST | MAIN STAGE WITH GUEST | MAIN STAGE WITH GUEST |
| STAGE TRUCK-MOUNTED LED SCREEN | VIDEO | VIDEO | VIDEO |
| EXPO AREA SPACE | YES | YES | YES |
| SPONSOR MATERIALS IN GIFT BAG | YES | YES | YES |
| COMPLIMENTARY RACE ENTRIES | 10 | 5 | 5 |
| EXTRA BENEFITS | LOGO IN ALL E-COMMUNICATIONS | LOGO ON FINISHERS MEDALS | LOGO IN ALL E-COMMUNICATIONS |

SPONSORSHIP LEVELS continued

| | WINNERS AWARD | KIDS CAN CURE FUN RUN | GEAR CHECK |
|-----------------------------------|------------------------|-----------------------|-------------------------|
| DONATION AMOUNT | \$7,500 | \$5,000 | \$3,500 |
| NUMBER AVAILABLE | 1 | 2 | 3 |
| SOCIAL MEDIA | MENTION + LINK | MENTION + LINK | MENTION + LINK |
| EVENT SHIRT | LOGO | LOGO | NAME |
| EVENT WEBSITE HOME PAGE | LOGO + LINK | LOGO + LINK | LOGO + LINK |
| EVENT WEBSITE SPONSOR PAGE | LOGO + LINK | LOGO + LINK | LOGO + LINK |
| SPONSOR THANK YOU BANNERS | YES | YES | YES |
| SPONSOR PROVIDED BANNER PLACEMENT | YES | YES | YES |
| SPONSOR THANK YOU ANNOUNCEMENT | YES | YES | YES |
| STAGE TRUCK-MOUNTED LED SCREEN | LOGO | LOGO | LOGO |
| EXPO AREA SPACE | YES | YES | YES |
| SPONSOR MATERIALS IN GIFT BAG | YES | YES | YES |
| COMPLIMENTARY RACE ENTRIES | 5 | 1 | 1 |
| EXTRA BENEFITS | LOGO ON WINNERS AWARDS | LOGO ON KIDS SHIRTS | LOGO ON BOOTH ID BANNER |

SPONSORSHIP LEVELS continued

| | TEAM LOUNGE | RUNNING BIB NUMBER | AWARDS & RESULT TENT |
|-----------------------------------|-------------------------|--|-------------------------|
| DONATION AMOUNT | \$3,500 | \$2,500 | \$2,500 |
| NUMBER AVAILABLE | 3 | 2 | 2 |
| SOCIAL MEDIA | MENTION + LINK | MENTION + LINK | MENTION + LINK |
| EVENT SHIRT | NAME | NAME | NAME |
| EVENT WEBSITE HOME PAGE | LOGO + LINK | LOGO + LINK | LOGO + LINK |
| EVENT WEBSITE SPONSOR PAGE | NO | NAME | NAME |
| SPONSOR THANK YOU BANNERS | NAME | YES | YES |
| SPONSOR PROVIDED BANNER PLACEMENT | YES | YES | YES |
| SPONSOR THANK YOU ANNOUNCEMENT | YES | YES | YES |
| STAGE TRUCK-MOUNTED LED SCREEN | LOGO | LOGO | LOGO |
| EXPO AREA SPACE | YES | NO | NO |
| SPONSOR MATERIALS IN GIFT BAG | YES | YES | YES |
| COMPLIMENTARY RACE ENTRIES | 1 | 1 | 1 |
| EXTRA BENEFITS | LOGO ON BOOTH ID BANNER | LOGO ON RUNNERS BIBS OR ON AWARDS TENT | LOGO ON BOOTH ID BANNER |

SPONSORSHIP LEVELS continued

| FINISH LINE | |
|-----------------------------------|----------------|
| DONATION AMOUNT | \$1,000 |
| NUMBER AVAILABLE | 5 |
| SOCIAL MEDIA | MENTION + LINK |
| EVENT SHIRT | NAME |
| EVENT WEBSITE HOME PAGE | LOGO + LINK |
| EVENT WEBSITE SPONSOR PAGE | NAME |
| SPONSOR THANK YOU BANNERS | YES |
| SPONSOR PROVIDED BANNER PLACEMENT | YES |
| SPONSOR THANK YOU ANNOUNCEMENT | YES |
| STAGE TRUCK-MOUNTED LED SCREEN | LOGO |
| EXPO AREA SPACE | NO |
| SPONSOR MATERIALS IN GIFT BAG | YES |
| COMPLIMENTARY RACE ENTRIES | 0 |
| EXTRA BENEFITS | N/A |

SPONSOR BENEFIT DEADLINES

Get the most from your sponsorship by meeting these key dates.

JUNE 30

- Logo placement on registration forms

AUGUST 15

- Logo or name placement on official LACC event shirts

SEPTEMBER 8

- Runners Gift Bag Inserts

SEPTEMBER 29

- Expo Booth Space

OCTOBER 15

- Logo placement on official LA Cancer Challenge website homepage
- Logo placement on Stage Big Screen on Event Day
- Complimentary Race Entry Information Submitted

CORPORATE & COMMUNITY TEAMS

*Join Us for a
Spooktacular Event!*

BUILD COMMUNITY

invite co-workers,
friends and family

honor loved ones

become champions
for a cure

include community
members of all ages

ENERGIZE & INSPIRE

join this family-friendly
halloween themed event

enjoy festivities, health
expo, and more

get fit for 5k/10k & kids
can cure fun run

compete with creative
costumes & fundraising

MAKE A DIFFERENCE

encourage philanthropy
and charity

support your community
members effected by
cancer

unite for a cause

accomplish goals and
motivate peers



GET STARTED TODAY

- 1) Visit www.LACancerChallenge.com
- 2) Select a Team Captain/Co-Captain
- 3) Set a Team Fundraising Goal

Tools we Provide: Posters, Postcards,
Countertop Stands, Fundraising Tips, and
Event Updates

CONTACT: Sarah Banks

Email: sbanks@pancreatic.org

Phone: (310) 473-5121

WHY WE NEED YOUR SUPPORT?

PANCREATIC CANCER FACTS

An estimated 53,070 Americans will be diagnosed in the U.S., and over 41,780 will die from the disease.

Highest mortality rate of all major cancers. 94% of patients will die within five years of diagnosis.

Pancreatic cancer is one of the few cancers for which survival has not improved substantially over nearly 40 years.

3 to 6
months

Average life expectancy after diagnosis with metastatic disease

Leading cause of cancer death largely because there are no detection tools to diagnose the disease in its early stages, when surgical removal of the tumor is still possible.

Treatment options for pancreatic cancer are limited. Surgical removal of the tumor is only possible in approximately 15% of patients diagnosed with pancreatic cancer.

3rd Leading cause of cancer related death. Project to move past breast and colon cancer and become 2nd leading cause of cancer related death by 2020.

Source for statistics: American Cancer Society: Cancer Facts & Figures 2015 and NCI Annual Plan: Budget Proposal for 2016.

SPONSOR FORM

CONTACT
Lisa Manheim
Event Chairman
lmanheim@pancreatic.org

SPONSORSHIP LEVEL

- PRESENTING (\$25,000)
- FINISHERS MEDAL (\$15,000)
- GIFT BAG (\$10,000)
- WINNERS AWARD (\$7,500)
- KIDS FUN RUN (\$5,000)
- GEAR CHECK (\$3,500)
- TEAM LOUNGE (\$3,500)
- RUNNING BIB (\$2,500)
- AWARDS & RESULTS TENT (\$2,500)
- FINISH LINE (\$1,000)
- IN KIND DONATION

BILLING CONTACT

NAME

COMPANY

ADDRESS (CITY, STATE, ZIP)

.....

.....

EMAIL

PHONE

EVENT DAY CONTACT (IF DIFFERENT)

NAME

COMPANY

ADDRESS (CITY, STATE, ZIP)

.....

.....

EMAIL

PHONE

EXPO

- Do you want a booth in the Expo? YES NO
 - Will you bring your own canopy for the Expo? YES NO
 - Can you donate an item to the event day raffle? YES NO
 - Will you need electricity? \$85
- Booths need to be set up by 7am and staffed until 1pm

PAYMENT INFORMATION

Make check payable to the Hirshberg Foundation or complete credit card information below. Our Federal Tax ID is #95-464-0311

Check MasterCard CC#

Visa AMEX EXP DATE CODE

NAME AS IT APPEARS ON THE CARD

SIGNATURE



CONTACT INFORMATION



EVENT CHAIRMAN

Lisa Manheim
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Pancreatic Cancer Research
(310) 473-5121
lmanheim@pancreatic.org



SPONSORSHIPS

Sarah Banks
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EXPO COORDINATOR

Iliana Adame
MTZ Productions
(310) 836-4100
Iliana@mtzpro.com



EVENT LOGISTICS

Walt Walston
W2 Promotions
(310) 828-4123
w2promo14@gmail.com



MEDIA CONTACT

Donald Wilson
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(310) 428-4730
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MARKETING

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LACancerChallenge.com

