



2017 SPONSORSHIP OPPORTUNITIES

Reach our
dedicated supporters.

Make a difference in
your community.

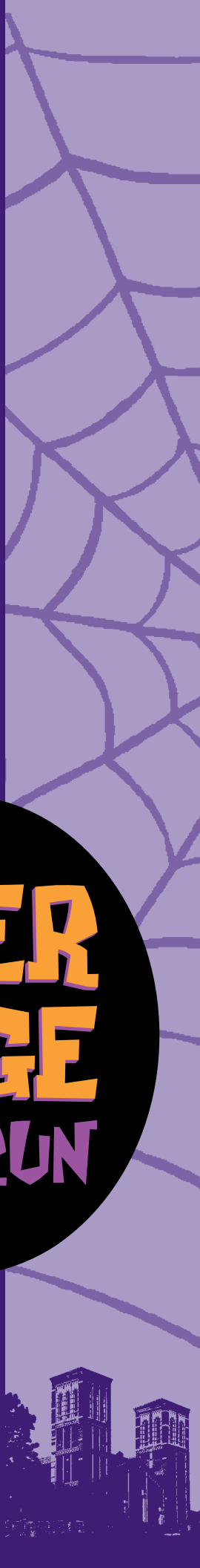
Become a
corporate sponsor.



L.A. CANCER CHALLENGE

5K | 10K | WALK | RUN

UCLA
Sunday,
October 29, 2017





For 20 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 thousands of households across the country!

This Halloween – Sunday, October 29th, 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!

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

2017

We celebrate our 20th anniversary!

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	WINNERS AWARD
DONATION AMOUNT	\$25,000	\$15,000	\$10,000	\$7,500
NUMBER AVAILABLE	EXCLUSIVE	1	1	1
SOCIAL MEDIA	FEATURE STORY	FEATURE STORY	FEATURE STORY	MENTION + LINK
EVENT SHIRT	LOGO	LOGO	LOGO	LOGO
EVENT WEBSITE HOME PAGE	LOGO + LINK	LOGO + LINK	LOGO + LINK	LOGO + LINK
EVENT WEBSITE SPONSOR PAGE	LOGO + LINK	LOGO + LINK	LOGO + LINK	LOGO + LINK
SPONSOR THANK YOU BANNERS & PLACEMENT	LARGE LOGO	LARGE LOGO	LARGE LOGO	YES
SPONSOR THANK YOU ANNOUNCEMENT	MAIN STAGE WITH GUEST	MAIN STAGE WITH GUEST	MAIN STAGE WITH GUEST	YES
STAGE TRUCK-MOUNTED LED SCREEN	VIDEO	VIDEO	VIDEO	LOGO
EXPO AREA SPACE	YES	YES	YES	YES
SPONSOR MATERIALS IN GIFT BAG	YES	YES	YES	YES
EXTRA BENEFITS	LOGO IN ALL E-COMMUNICATIONS	LOGO ON FINISHERS MEDALS	LOGO IN ALL E-COMMUNICATIONS	LOGO ON WINNERS AWARDS

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 7

- Runners Gift Bag Inserts

SEPTEMBER 28

- 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

	KIDS CAN CURE FUN RUN	TEAM LOUNGE OR GEAR CHECK	RUNNING BIB OR AWARDS & RESULTS TENT	FINISH LINE
DONATION AMOUNT	\$5,000	\$3,500	\$2,500	\$1,000
NUMBER AVAILABLE	2	3	2	5
SOCIAL MEDIA	MENTION + LINK	MENTION + LINK	MENTION + LINK	MENTION + LINK
EVENT SHIRT	LOGO	NAME	NAME	NAME
EVENT WEBSITE HOME PAGE	LOGO + LINK	LOGO + LINK	LOGO + LINK	LOGO + LINK
EVENT WEBSITE SPONSOR PAGE	LOGO + LINK	YES	NAME	NAME
SPONSOR THANK YOU BANNERS & PLACEMENT	YES	YES	YES	YES
SPONSOR THANK YOU ANNOUNCEMENT	YES	YES	YES	YES
STAGE TRUCK-MOUNTED LED SCREEN	LOGO	LOGO	LOGO	LOGO
EXPO AREA SPACE	YES	YES	NO	NO
SPONSOR MATERIALS IN GIFT BAG	YES	YES	YES	YES
EXTRA BENEFITS	LOGO ON KIDS SHIRTS	LOGO ON BOOTH ID BANNER	LOGO ON RUNNERS BIBS OR ON AWARDS TENT	N/A

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: Martin Fung

Email: martin@pancreatic.org

Phone: (310) 473-5121

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



FIT FAMILY EXPO & GOODIE BAG

PLATINUM LEVEL

\$750 PREMIER PLACEMENT EXPO BOOTH

Only 5 available, next to stage and finish line.

INCLUDES

- ★ (1) 10'x10' canopy
- ★ (1) 6' table, tablecloth and (2) chairs
- ★ Exposure to more than 3,000 runners, walkers & volunteers

GOLD LEVEL

\$500 EXHIBITOR BOOTH IN PROMINENT LOCATION

15 available, next to Information Tent.

INCLUDES

- ★ (1) 10'x10' expo space & canopy
- ★ (1) 6' table, tablecloth and (2) chairs
- ★ Exposure to more than 3,000 runners, walkers & volunteers

BRONZE LEVEL

\$350 GOODIE BAG INSERT IN 3,500 BAGS

- ★ Goodie bag inserts can be product samples or promotional items like pens, key chains, magnets
- ★ Approved items need to be received by September 7, 2017



EMAIL COMPLETED FORM TO: Iliana@MTZPro.com
(310) 836-5100

The Hirshberg Foundation for Pancreatic Cancer Research is a
501(C) 95-4640311

EXHIBITOR & GOODIE BAG APPLICATION

EMAIL APPLICATION
 Iliana@MtzPro.com
 OR MAIL
 MTZ Productions
 6444 E. Spring Street #224
 Long Beach, CA 90815

NAME

COMPANY/ORGANIZATION

ADDRESS (CITY, STATE, ZIP)

EMAIL

PHONE EVENT DAY CONTACT NAME & PHONE

Will you bring your own canopy to the event? YES NO

What will you promote at your booth?
 Please list items for approval:

Will you serve food or beverages at your booth? YES NO

Do you have a branded vehicle you would like
 to park near your booth? YES NO

Do you need electricity? YES NO

What will you power up?

Volts and amps needed?

PAYMENT DUE

- PLATINUM LEVEL BOOTH (\$750)
- GOLD LEVEL BOOTH (\$500)
- GOODIE BAG INSERT (\$350)
- ELECTRICITY (\$100)
- EARLY REGISTRATION DISCOUNT BY 08/01 (-\$50)

TOTAL DUE \$

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Check MasterCard CC#

Visa AMEX EXP DATE CODE

NAME AS IT APPEARS ON THE CARD

Waiver (Must be signed): I hereby release The Hirshberg Foundation for Pancreatic Cancer Research, MTZ Productions, W2 Promotions, UCLA: UC Regents and all Municipal Agencies whose property and/or personnel are used, and other sponsoring or co-sponsoring agency(ies), or individual(s) from responsibility for any injuries or damages I may suffer as a result of my participation in this event. I will additionally permit the use of my name and pictures in broadcasts, telecasts, newspapers, brochures, et al, and also acknowledge that the Vendor Application Fee is non-refundable. As a participating Vendor, I certify that all the information I have provided on this form is true and complete. I have read the Information provided for the event and certify my compliance by signature below.

SIGNATURE DATE

