

25th ANNIVERSARY
LA CANCER
CHALLENGE
SUNDAY, OCT 23rd – 5k WALK/RUN



2022
SPONSORSHIP
OPPORTUNITIES

REACH OUR DEDICATED SUPPORTERS
MAKE A DIFFERENCE IN YOUR COMMUNITY
BECOME A CORPORATE SPONSOR

PARTNER WITH US IN THE FIGHT AGAINST PANCREATIC CANCER!



Since 1997, the Hirshberg Foundation for Pancreatic Cancer Research has been 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.



On Sunday, October 23rd - you're invited to join us as a corporate sponsor at our signature SoCal event, the LA Cancer Challenge 5K Walk/Run. LACC sponsors benefit from prominent name and logo placement throughout the event and marketing materials, print, email advertising, social media shares, and access to this community through our Fit Family Expo.

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 FIT FAMILY EXPO



PRESS & MEDIA

TV & RADIO

JACK- FM (Radio)
The Sound 100.3 (Radio)
KABC News (TV)
KIIS-FM (Radio)
KYSR-FM (Radio)
KBIG-FM (Radio)
XTRA-AM (Radio)
KTWV-FM (Radio)
KLAC-AM (Radio)
KNX-AM (Radio)

KNBC News (TV)
KTLA News (TV)
Crown City News (TV)
KTLA Morning News (TV)
Time Warner Cable
Local Edition CNN (TWC)
KCAL (TV)
KCBS (TV)
ABC7 (TV)

ONLINE

Mommy Poppins LA
UCLA Health
Mom Angeles
Kids 101
Best Road Races
CBS
CBS Los Angeles
California Runners
EyeSpy LA
Examiner
KNBC Los Angeles
LA Times
Race Grader
Raceplace

Runners World
Running in the USA
Net Fitness UK
Over Sixty
Sportskeeda
Yahoo! Sports Australia
California News Times
Tennis World USA
New Zealand Herald
BET Online
UCLA Newsroom
Sister 2 Sister
MSN

PRINT

Los Angeles Times
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

CELEBRITY SUPPORT



Denise Dador (ABC7)



Serena & Venus Williams



Deb Carson
(Fox Sports Radio)

SPONSORSHIP LEVELS

	PRESENTING	FINISHERS MEDAL	FINISH LINE	WINNERS AWARD	CANDY LAND KIDS ZONE
Donation Amount	\$35,000	\$10,000	\$7,500	\$5,000	\$5,000
Number Available	Exclusive	1	1	1	2
Social Media	Feature Story	Feature Story	Feature Story	Mention + Link	Mention + Link
Event Shirt	Logo	Logo	Logo	Logo	Logo
Event Website Home Page	Logo	Logo	Logo	No	No
Event Website Sponsor Page	Logo + Link	Logo + Link	Logo + Link	Logo + Link	Logo + Link
Sponsor Thank You Banners	Large Logo	Large Logo	Large Logo	Yes	Yes
LED Screen Logo Inclusion	Video	Video	Video	Logo	Logo
Expo Area Space	Yes	Yes	Yes	Yes	Yes
Extra Benefits	Logo in All E-Communications	Logo on Finishers Medals	Logo on Finish Line Banner	Logo on Winners Awards	Logo on ID Banner

	RUNNING BIBS	PURPLE SPIRIT BOX	AWARENESS ACTIVITY BOOTHS	PHOTO BOOTH	CUSTOMIZE YOUR OWN
Donation Amount	\$3,500	\$3,500	\$2,500	\$1,000	\$1,000+
Number Available	2	2	3	1	3
Social Media	Mention + Link	Mention + Link	Mention + Link	Mention + Link	TBD
Event Shirt	Logo	Logo	Name	Name	TBD
Event Website Home Page	No	No	No	No	TBD
Event Website Sponsor Page	Yes	Name	Name	Name	TBD
Sponsor Thank You Banners	Yes	Yes	Yes	Yes	TBD
LED Screen Logo Inclusion	Logo	Logo	Logo	Logo	TBD
Expo Area Space	Yes	No	No	No	TBD
Extra Benefits	Logo on Runners Bibs	Small promotional item, insert or coupon inside box	Logo on Booth ID Signage	Logo on Banner and Photos	Logo on Booth ID Signage

SPONSOR DEADLINES

AUGUST 15: Logo or name placement on event shirts **SEPTEMBER 15:** Expo Booth Space
OCTOBER 1: Logo placement on website homepage and logo placement on event day stage big screen.

FEATURED SPONSORSHIPS:

Candy Land Kids Zone (\$5,000)

The Candy Land Kids Zone at the LA Cancer Challenge is a magical experience for children of all ages!

Decorated with giant life-size lollipops, Hershey candies and gum drops, this whimsical space gives sponsors heightened exposure in a unique setting. Sponsors are encouraged to include fun activation such as games, arts and crafts activities or a photo booth while incorporating product and/or snacks.

We'll provide the décor, bounce houses and a few Halloween crafts while sponsors have the opportunity to tie in their brand and reach out to LACC families. Just days before Halloween, kids are welcome to attend in costume too!



Purple Spirit Box (\$3,500)

The Purple Spirit Box is a perk for participants in the virtual LACC across the country. Each has approximately 40 small festive purple items including purple wristbands, flash tattoos, purple ribbon socks, necklaces and more! Sponsorship covers the cost these purple pancreatic cancer awareness items and mailing boxes to families participating.



FIT FAMILY EXPO

PLATINUM LEVEL

\$750 PREMIER PLACEMENT EXPO BOOTH

Only 5 available, next to stage and finish line

INCLUDES

- ★ (1) 10'x10' canopy
- ★ (1) 8' table, tablecloth and (2) chairs
- ★ Exposure to more than 2,500 runners, walkers & volunteers

GOLD LEVEL

\$500 EXHIBITOR BOOTH IN PROMINENT LOCATION

15 available, next to information tent

INCLUDES

- ★ (1) 10'x10' canopy
- ★ (1) 8' table, tablecloth and (2) chairs
- ★ Exposure to more than 2,500 runners, walkers & volunteers

BRONZE LEVEL

\$300 VIRTUAL EXHIBITOR SPOTLIGHT ON EXPO WEBPAGE

10 available on LACancerChallenge.com

INCLUDES

- ★ Logo on Virtual Expo Page
- ★ Spotlight service or items + link to business
- ★ Digital coupon code for services/items
- ★ Social media mention + link



CORPORATE & COMMUNITY TEAMS

JOIN US FOR A SPOOKTACULAR EVENT
BENEFITING PANCREATIC CANCER RESEARCH!

BUILD COMMUNITY

- Create a company/ community team for friends and family
- Start a walking group for 5K team training
- Establish the LACC as your annual charity challenge event

ENERGIZE & INSPIRE

- Celebrate community members who are cancer survivors
- Collaborate on creative costumes or t-shirts
- Reserve a team tent and enjoy the Fit Family Expo

MAKE A DIFFERENCE

- Become a champion in the fight against cancer!
- Support pancreatic cancer research and patient programs
- Encourage workplace charitable giving



GET STARTED TODAY

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

Tools we Provide: Recruitment Posters, Fundraising Tips, and Group Discount!

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