

GET YOUR
REAR
 IN GEAR

2016 SPONSORSHIP
OPPORTUNITIES



IT'S MORE THAN A RACE



About Us

Get Your Rear in Gear® events are produced by the Colon Cancer Coalition, a national grassroots organization dedicated to furthering the advancement of colon cancer awareness and screening. Get Your Rear in Gear events are planned and run with the help of local volunteers who are passionate about putting an end to this preventable disease by increasing screening rates and encouraging people to take charge of their own health. Events are planned mainly by caregivers and survivors with strong support from the medical community.

The Colon Cancer Coalition started with one Get Your Rear in Gear race in 2005 as one woman's reaction to the loss of her sister. Money raised through Get Your Rear in Gear events and other fundraising efforts concentrates on colon cancer education, screening and prevention programs throughout the country. Our volunteer event directors direct the funds raised at the local level to new and existing programs for these efforts in their community.

Our events bring together colon cancer survivors, families, and caregivers, medical practitioners, the running community and local businesses to address the CDC's top two priorities for the disease: awareness and screening.



Colon Cancer Facts:

1 in 20 Americans will be diagnosed with colon cancer during their lifetime.



70% of Americans with insurance are not up-to-date on their colon cancer screening.

Only **40%** of patients nationwide are diagnosed with early stage disease.

1 in 10 of those diagnosed with colon cancer are under the age of 50.



90% 5-year survival rate when colon cancer is caught in early stages;
only **10%** when diagnosed in late stages.

Survey findings of participants after attending a Get Your Rear in Gear event:



| | | | | |
|---|---|---------------------------------------|---|---|
| 65% will be screened for colon cancer. | 85% will encourage others to be screened for colon cancer. | 49% will make dietary changes. | 67% will talk to loved ones about family health history. | 59% will take time to research facts about colon cancer. |
|---|---|---------------------------------------|---|---|


Demographics


Through 2015, over 240 Get Your Rear in Gear run/walk events have been held in 70 cities across the country, including 27 of the top 50 largest media markets. Over 30,000 people participate in events each year.



Get Your Rear in Gear participants are loyal, motivated and key-influencers.

 **70%** |  **30%**
Over half of event participants are women.

AGES 25-54
67% influence both their children and aging parents
 and make purchasing decisions for the households.


80% affluent or middle-income.


70% touched by colon cancer (survivors, family, friends).

Through 2015...


240 Get Your Rear in Gear run/walk events


70 host cities


161,000 run/walk participants nationwide


7,800 volunteers

Making a difference...

\$2.2 million
raised to **FIGHT** colon cancer.

A Positive Impact...

- ★ Studies show people change health decisions/behaviors when having fun verses using fear-based messaging.
- ★ We're the leading colon cancer awareness organization, using messaging that is fun, optimistic, and unique.
- ★ We deliver highly-motivated, active, advocates and influencers who help amplify your message.

Sponsorship Benefits

| | PRESENTING \$7,500 | HERO \$5,000 | CHAMPION \$3,000 | BLUE ZONE \$1,000 Kids' Fun Run, Survivor Tent Water stop Start/Finish | MILE MARKER \$750 | DISPLAY ON RACE DAY \$200 | IN-KIND |
|---|-----------------------|-----------------|---------------------|---|----------------------|---------------------------------|---------|
| PRE-EVENT RECOGNITION | | | | | | | |
| Logo in paid advertising | ★ | | | | | | |
| Logo on Save the Date | ★ | | | | | | |
| Mention on print materials | LOGO | LOGO | LOGO | LOGO | NAME | | |
| Mention on CCC event webpage | LOGO | LOGO | LOGO | LOGO | NAME | | NAME |
| Mention in email | LOGO | | | | | | |
| Press releases | LOGO | NAME | | | | | |
| RACE DAY | | | | | | | |
| Race shirt | LOGO | LOGO | LOGO | LOGO | LOGO | | NAME |
| Opportunity to speak during event | ★ | | | | | | |
| Mention by emcee | ★ | ★ | ★ | ★ | ★ | | |
| Banner at start/finish area (supplied by sponsor) | ★ | | | | | | |
| Additional signs on course (supplied by sponsor) | 4 | 2 | 1 | | | | |
| Table for promotion | ★ | ★ | ★ | | | ★ | ★ |
| Signage in specialty area | | | | ★ | ★ | | |
| Sponsor banners | LOGO | LOGO | LOGO | LOGO | NAME | | NAME |
| Include flyer or item in gift bag if applicable/ available | ★ | ★ | ★ | ★ | ★ | ★ | ★ |

■ = premium placement

Additional mutually agreeable opportunities are available, talk with your Local Event Director about how you or your company would like to participate in your local Get Your Rear in Gear Run/Walk.

Sponsorship Agreement

Thank you for becoming a partner with the Colon Cancer Coalition's Get Your Rear in Gear® events and helping the fight against colon cancer, while reaching a wide geographic cross-section of people who are active in your community.

CONTACT INFORMATION:

Event City _____

Company Name _____
Print name as it should appear in publication

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

SPONSORSHIP LEVEL:

- Presenting: **\$7,500** Hero: **\$5,000** Champion: **\$3,000**
- Blue Zone: **\$1,000** Type _____ Mile Marker: **\$750** Display on Raceday: **\$200**
- In-Kind Donation: Describe donation _____
Estimated value: \$ _____

PAYMENT INFORMATION:

- Please invoice
- Check enclosed payable to Colon Cancer Coalition (include city name in memo line). Check # _____
- Charge my credit card:
- Name on card _____ Signature _____
- Credit card number _____ Exp. date _____

RETURN FORM & PAYMENT TO:

Chris Evans, Finance Director
Colon Cancer Coalition
5666 Lincoln Dr., Suite 270
Edina, MN 55436

Phone: 952-378-1237
Fax: 952-674-1179
Email: chrisevans@getyourrearingear.com

Tax ID: 30-0377727

LOGOS:

Send your logo in both Vector (EPS, etc.) and JPG format for inclusion on event materials to:

Kate Krebs, Outreach & Market Director
Email: katekrebs@getyourrearingear.com