







OUR MISSION

Susan G. Komen is committed to achieving a world without breast cancer. Our mission is to save lives by meeting the most critical needs critical in our community and investing in breakthrough research to prevent and cure breast cancer.

 <p style="text-align: center; font-weight: bold; margin-top: 10px;">Research</p> <ul style="list-style-type: none"> • Understand, prevent and treat metastatic breast cancer. • Discover new treatments and technologies to improve outcomes for all patients. • Increase access to and participation in clinical trials. 	 <p style="text-align: center; font-weight: bold; margin-top: 10px;">Care</p> <ul style="list-style-type: none"> • Address gaps in access to and utilization of affordable, high-quality health care. • Provide access to screening diagnosis and treatment. • Help with transportation, childcare, and more so patients can focus on treatment. 	 <p style="text-align: center; font-weight: bold; margin-top: 10px;">Community</p> <ul style="list-style-type: none"> • Provide people with opportunities to share their passion for the movement and compassion for each other. • Support survivors, caregivers and those living with Metastatic Breast Cancer. • Provide information and guidance to help navigate the care journey. 	 <p style="text-align: center; font-weight: bold; margin-top: 10px;">Action</p> <ul style="list-style-type: none"> • Advocate for more research funding and protections for patients. • Educate healthcare providers, policymakers, opinion leaders and the public on the burden of breast cancer. • Empower patients and the public to take charge of their breast health.
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WHY PARTNER?

Susan G. Komen® Oregon & SW Washington has been providing funding for programs and services to increase breast health education, screening, treatment and support since 1991.

Our **Bold Goal** to forward progress, and address these rates is our primary focus on reducing the current number of breast cancer deaths in the U.S. from 40,000 to 20,000 by 2026. We will accomplish our goal by developing one or more new technologies to detect breast cancer earlier, addressing health disparities among women, and funding metastatic breast cancer research.

Every week, 63 cases of breast cancer are diagnosed, and 11 will die in our region.

A partnership with your organization provides an opportunity to shine a light on our collective work and make a positive impact in the fight against breast cancer, including employees and patients in this important cause.

SUSAN G. KOMEN OREGON AND SW WASHINGTON STATISTICS

MAKING THE DIFFERENCE



75% of our funds go towards saving local lives, with \$20.7 million dedicated to early detection, survivor and fighter support and advocacy.



25% is pooled with our other affiliates to fund the cures on an international scale, including \$14 million that has been provided to local healthcare research institutions.

WORK IN 2019

12,653 People served through education, outreach, screening, and navigation services

1,193 Screenings/diagnostic services

681 Patient navigation/support services

234 Financial assistance to patients for gas, food, and lodging

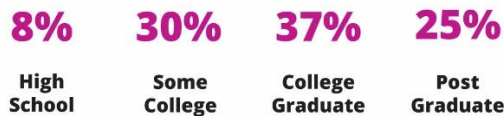
\$850,000 in research grants to Dr. Joe Gray and Dr. Kristina Young

DEMOGRAPHICS

Participants by Age



Education



Household Income



Gender Percentage



2020 OREGON AND SW WASHINGTON MORE THAN PINK WALK®



**MORE
THAN
PINK®**

Every week, 63 new cases of breast cancer are diagnosed, and 11 will die each week. The Komen **More Than Pink Walk®** is a large event, drawing thousands of participants annually and raising nearly \$600,000 dollars to save lives and to move closer to cures for breast cancer.

Survivorship is increasing, but there is more work to do. The **More Than Pink Walk®** sponsorship provides many businesses an opportunity to make a positive impact on the fight against breast cancer – and involve employees and consumers in the cause.

Together, are bigger and bolder in the fight against breast cancer.....we are “**More Than Pink.**”





**2020 MORE THAN PINK WALK®
Sponsorship Proposal
August 23, 2020**

Sponsorship Benefits	Presenting \$25,000+	Pillar – Research, Care, Community OR Action \$15,000	Main Stage OR Pathway of Hope \$15,000	Hope Village, VIP, We Remember OR Volunteer Crew \$10,000+	Mission Mosaic OR Registration Area \$7,500	Kid's Zone \$5,000	General \$2,500
PRINT ^{1 May-Sep}							
Pacific Outdoor Billboards (16)	Logo						
Lamar Tri-Met Bus kings/tails (20)	Logo						
Rack Cards (5,000)	Logo	Logo	Logo	Logo	Logo		
T-Shirts (3,000)	Logo	Logo	Logo	Logo	Logo	Logo	Logo
More Than Pink® Logo Use in Promotions	√	√	√	√	√	√	√
MEDIA							
Media Releases	Name						
iHeart Media Stations (2,000+ PSAs)	Name						
KOIN 6 (100+ PSAs)	Logo/Name						
WEB/ONLINE EXPOSURE							
Walk Sponsor Page (94,000 views Jun-Sep)	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Social Media (12,000 followers)	10 posts	8 posts	6 posts	4 posts	3 posts	2 posts	1 post
e-campaign (20 communications; 220,000 people)	All	All	10	8	6	4	2
Komen E-Newsletter (220,000 people)	Link/Logo	Link/Logo	Link/Logo	Link/Logo	Link/Logo	Link/Logo	Link
WALK DAY EXPOSURE							
Sponsor Acknowledgement	√	√	√	√	√	√	√
Sponsor Recognition - Thank You Banners	√	√	√	√	√	√	√
Team Packet Delivery	√	√	√	√			
Complimentary Entries	40	30	25	20	15	10	6
YEAR-ROUND EXPOSURE							



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Komen Donor List	√	√	√	√	√	√	√
Komen Annual Report	√	√	√	√	√	√	√
Invitations to Komen Events	√	√	√	√	√	√	√

1. All sponsor logos required by Apr. 1, 2020.
2. Sponsor is responsible for providing tents and banners, unless otherwise stated.