

Bras for the Cause®

Tri-Valley SOCKS
P. O. Box 1196
Livermore, CA 94551

Dear Future Sponsor,

Tri-Valley SOCKs (Stepping Out for Cancer Kures) is holding the 7th annual **"Bras for the Cause"** Breast Cancer Walk on May 12, 2012, the Saturday night of Mother's Day weekend. **"Bras for the Cause"** is a very popular, unique, and high-energy event where walkers from all over the Tri-Valley will be coming down the sidewalks of Pleasanton in their decorated bras raising money and awareness in the fight against breast cancer.



During the previous six years of this event, we have raised over \$635,000 for local breast cancer charities! Walkers raise money in pledges, but our sponsors help us reach our goal with their tax-exempt donations and make it possible for us to consistently return *100% or more* of walker pledges raised to our beneficiaries.

We are looking for event sponsors and donations of products, services and merchandise for the post walk celebration. Please take some time to review the attached sponsorship material. We have also included recommendations for additional ways to support the cause. For questions or more information, please contact me directly at barbrou@comcast.net or 925-819-2516. You can also email me at info@trivalleysocks.org

We look forward to your participation in **"Bras for the Cause"** Breast Cancer Walk.

Thank You for your "support",

Barbara Roudebush
Director-Bras for the Cause

Tax ID 20-2395367

www.trivalleysocks.org

Tri-Valley SOCKs operates with no paid staff and is run completely by hard-working, dedicated, fun-loving folks. SOCKs is a Not-for-Profit corporation, organized and existing under the California State Not-for-Profit Corporation Law, with recognition as a 501(c)(3) corporation status

Bras for the Cause Breast Cancer Walk

Saturday, 7pm, May 12, 2012

Sponsorship and Contributor Opportunities and Benefits

Just after 7pm Saturday evening, May 12, 2012 hundreds of women and men will walk through Pleasanton in their decorated bras for a very compelling reason - to find a cure for breast cancer now! Show your commitment to the cause and reach an active, spirited, and informed local market.

\$7,500 Presenting Sponsor

- Recognition in the Main Street banner, all pre and post event press releases, brochures, posters and flyers as "The (your company) Bras for the Cause Breast Cancer Walk"
- Sponsor level logo placement on website, and finishers shirt
- Sponsor level acknowledgement in the Tri-Valley SOCKs quarterly newsletter
- Event acknowledgement from the podium and Finishers Party slideshow
- Table space at registration and Finishers Party
- 15 complimentary walker registrations

\$3,000 Pit Stop Sponsor

- Your logo on the banner displayed at the pit stop
- Sponsor level logo placement on website, and finishers shirt
- Sponsor level acknowledgement in the Tri-Valley SOCKs quarterly newsletter
- Event acknowledgement from the podium and Finishers Party slideshow
- Table space at registration or Finishers Party
- 6 complimentary walker registrations

\$2,000 Cheering Station Sponsor

- Your logo on the banner displayed at the cheering station
- Sponsor level logo placement on website, and finishers shirt
- Event acknowledgement from the podium and Finishers Party slideshow
- 4 complimentary walker registrations

\$1,500 Limo Sponsor

- Sponsor logo placement on the Sweep Limo
- Sponsor level logo placement on website, and finishers shirt
- Event acknowledgement from the podium and Finishers Party slideshow
- 3 complimentary walker registrations

Important Information:

- Deadlines: Sponsor deadline of March 1 to be included in Main Street banner week. Allow 1 week for website updates. Commitments must be received by 04/15 to be included on the t-shirt. Pictures for Hope/Honor tribute must be received by May 5. Logo and name placement in advertising will be determined by ad space
- Table Space and a chair will be provided according to the level of sponsorship. Bring your signage. Share samples of your goods or information on services. Sales are not permitted.
- Complimentary walker registration fee only. Each walker is required to raise the minimum \$200 in pledges

\$1,000 Kilometer Sponsor (Cash or In-Kind)

- Sponsor logo exclusive placement on a kilometer marker placed along the route
- Sponsor level logo placement on website, and finishers shirt
- Event acknowledgement in the Finishers Party slideshow
- 2 complimentary walker registrations

\$750 Warm-Up Sponsor (Cash or In-Kind)

- Company spokesperson has opportunity to warm-up the crowd for 5 minutes prior to Safety Speech at the start
- Sponsor level logo placement on website, and walker shirt
- Event acknowledgement in the Finishers Party slideshow
- 1 complimentary walker registration

\$500 Pink Ribbon Sponsor/Contributor (Cash or In-Kind)

- Sponsor level logo placement on website, and walker shirt
- Table space at registration or finishers dessert party
- Event acknowledgement in the Finishers Party slideshow
- 1 complimentary walker registration

\$250 DD-Cup Dessert Sponsor/Contributor (Cash or In-Kind)

- Sponsor level logo placement on website, and walker shirt
- Event acknowledgement in the Finishers Party slideshow

\$100 Honor and Hope Tribute (Cash or In-Kind)

- Pre-approved image of someone you wish to honor or memorialize in their struggle against breast cancer will be added to the Finisher's Party slide show.

Bras for the Cause Breast Cancer Walk

Saturday, 7pm, May 12, 2012

Sponsorship Pledge Form

Yes! I wish to sponsor the **Bras for the Cause** Breast Cancer Walk at the level indicated below:

- | | |
|---|---|
| <input type="checkbox"/> \$7,500 Presenting Sponsor | <input type="checkbox"/> \$750 Warm-Up Sponsor |
| <input type="checkbox"/> \$3,000 Pit Stop Sponsor | <input type="checkbox"/> \$500 Pink Ribbon Sponsor |
| <input type="checkbox"/> \$2,000 Cheering Station Sponsor | <input type="checkbox"/> \$250 DD-Cup Dessert Sponsor |
| <input type="checkbox"/> \$1,500 Limo Sponsor | <input type="checkbox"/> \$100 Honor and Hope Tribute |
| <input type="checkbox"/> \$1,000 Kilometer Sponsor | |

Contact Information

Please complete the following to confirm your participation so that we may begin to list you or your company in our promotional materials. Please print your name or company name exactly as you wish it to appear. Send a high quality .jpg or .eps image of your logo to Info@trivalleysocks.org

Company/Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____

Zip Code: _____ Email: _____

Phone: _____ Mobile _____

Payment Method

I/we Pledge to sponsor **Bras for the Cause** at the level indicated above.

- Check made payable to Tri-Valley SOCKs and delivered before May 1, 2012.
- Please charge my Visa or MasterCard (circle one)
- My In-Kind donation of _____

_____ will comply with the deadlines below

Signature: _____

Credit card number: _____ Exp.Date: ____/____

Name as it appears on the card: _____

Billing address if different from above: _____

Authorized signature if different then above: _____

Mail checks and completed pledge form to P. O. Box 1196, Livermore, CA 94551

Deadlines: Presenting Sponsor commitment must be received by March 1 to be included on the banner for Main Street week. Allow 1 week for website updates. Commitments must be received by 04/15 for logo/name to be included on the t-shirt. Commitments, pictures for Hope/Honor tribute, and goodie bag coupons must be received by May 1. Logo and name placement in advertising will be determined by ad space. In-kind donations must be received no later than Friday 5/11/2012.

Questions? Contact Barbara Roudebush at barbrou@comcast.net or 925-819-2516

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Additional ways to support the event

Below are some simple ways for your organization to participate in the walk in addition to or in lieu of a cash or in-kind donation.

Form a walking or fundraising team in your company name. Our website has instructions on how to form a team or we can set that up for you. Ask your customers or clients to walk or just donate to your fundraising team. You don't have to walk to join the fundraising contest. Challenge a competitor to the contest! Your team can wear your company shirts or carry a banner showing that you care about breast cancer.

Add our walk to your list of community events that your business "supports" (pun intended). Please include us in your newsletters and emails. Include the link to the event website on your business website - and we'll put a link to yours on our website in return. We can send you the text and any other information you might need in our press release packet. Just send an email to Info@trivalleysocks.org

Have a bra decorating party for your customers. We can send a volunteer to your business and help facilitate the event. It is always a lot of fun, does not take a lot of effort, and draws people into your business.

Donate something for our goodie bags. We would love to include a pink ribbon item, or other trinket or product for our goodie bag. Let your imagination run wild. We can help with an item from our wish list as well.

We look forward to your participation in this inspiring and energetic event. For more questions, please call Barb Roudebush at 925-819-2516 or email us at info@trivalleysocks.org