

	PRESENTING (1 available) \$10,000	GOLD (6 available) \$5,000	SILVER (unlimited) \$2,500	FRIEND (1 per company) \$1,000	IN-KIND* (budget-relieving)
COMPLIMENTARY REGISTRATIONS	20	10	5	2 registrants; up to 3 volunteers	0 registrants; up to 3 volunteers
COMPANY NAME IN EVENT TITLE ("PURPLESTRIDE PRESENTED BY ABC COMPANY")	√				
USE OF EVENT LOGO FOR PROMOTION	√	√	√	√	√
OPPORTUNITY TO HOST PRE-PACKET PICK-UP	√				
PERMISSION TO DISTRIBUTE PRESS RELEASE	√	√	√		
NATIONAL WEBSITE	Logo (one year)				
SPONSOR BANNER	Logo	Logo	Logo	Name	Name
EVENT T-SHIRTS	Logo	Logo	Name		
EVENT WEBSITE	Logo & link	Logo & link	Name & link		
EVENT COLLATERAL	Logo	Logo			
EXCLUSIVE: EVENT & START-FINISH BANNER	Logo				
EXCLUSIVE BRANDING: SPONSORED ELEMENT				Name	
ON-STAGE CEREMONIES	Pass out participant awards	Thanked from stage	Thanked from stage	Thanked from stage	Thanked from stage
IN PRE- AND POST-EVENT E-MAILS TO REGISTRANT (Up to seven emails)	Logo & link	Logo			
SPACE AT EVENT	√	√	√		
OPPORTUNITY TO PROVIDE GIFT BAG	√				
INCLUSION IN LOCAL PRESS RELEASE	Logo & Link	Name			
EVENT ROUTE MAP/PROGRAM POSTER	Logo	Name			

The charitable deduction of sponsorship fees will be limited by the fair value ascribed to the complimentary registrations.

*The Pancreatic Cancer Action Network determines at its sole discretion what qualifies as budget-relieving in-kind donations. Budget-relieving donations include: printing, qualifying food, water, tent/table/chair rentals, timing chips and security. If budget-relieving in-kind donors desire additional sponsorship level benefits, the Pancreatic Cancer Action Network will provide a cash credit towards that sponsorship level at 100% of the fair market value of the goods donated. For purposes of the cash credit, fair market value will be established at the lowest purchase price available to the organization. Additional cash funding will be required to meet the sponsorship level of the desired benefits. The value of donated in-kind goods that are not budget-relieving may not be used to reduce the cash cost of sponsorship levels. Discounts on goods and services are not considered in-kind donations. The Pancreatic Cancer Action Network will provide an acknowledgment letter that describes, but does not value, the in-kind donation. As each donor's tax situation is different, we recommend you consult with a tax advisor to determine your tax relief.

EXPIRATION OF BENEFITS

Fliers and Posters

Varies, typically three months prior to event date

Packet Pick-up

Varies, typically two months prior to event date

T-shirts

Varies, typically one month prior to event date

Event-day signage and banners

Varies, typically one month prior to event date

Please inquire about specific event deadlines.

EVENT NAME/CITY _____

SPONSOR INFORMATION PLEASE PRINT NAME EXACTLY AS IT SHOULD APPEAR ON PRINTED MATERIALS.

INDIVIDUAL NAME
(Sponsorship is not associated with a company/organization): _____

ORG./ COMPANY NAME (AS IT SHOULD APPEAR) _____

PRIMARY CONTACT FOR ORGANIZATION/COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ FAX _____ E-MAIL ADDRESS _____

COMPANY/ORG WEBSITE (AS IT SHOULD APPEAR) www. _____

I AM A RETURNING SPONSOR

SPONSORSHIP LEVELS

PRESENTING GOLD SILVER FRIEND IN-KIND

PAYMENT METHOD

CHECK/CASH *(Make checks payable to Pancreatic Cancer Action Network and include participant and event names.)*

CREDIT CARD *(All fields required.)*

PLEASE SELECT ONE: VISA MC AMEX DISC
 CARD # _____ EXP. DATE ____/____/____

CID# _____ NAME AS APPEARS ON CARD _____

BILLING ADDRESS (IF DIFFERENT FROM ABOVE): _____

CARDHOLDER SIGNATURE _____ DATE ____/____/____

SEND INVOICE

IN-KIND DONATION *(Consult with event staff to confirm donation meets in-kind requirements.)*

DESCRIPTION OF ITEM(S) _____

ESTIMATED FAIR MARKET VALUE \$ _____

(Documentation of fair market value required. Examples include no-cost invoice, product price sheet, etc.)

DONATION WILL BE DELIVERED DONATION ENCLOSED PICK UP DONATION

TOTAL AMOUNT ENCLOSED OR CHARGED \$ _____

AUTHORIZATION & SIGNATURE

This agreement, signed by a duly authorized representative of the company, will constitute a binding contract for the sponsorship amount indicated. By signing this agreement, you acknowledge that you have read and agree to all Pancreatic Cancer Action Network sponsorship terms and conditions. This agreement will become effective upon acceptance by the Pancreatic Cancer Action Network. Payment is due immediately upon invoicing. A receipt will be distributed for tax purposes. The charitable deduction of sponsor fees will be limited by the fair value of the complimentary registrations received. Please consult with your tax advisor to determine tax relief.

SIGNATURE OF AUTHORIZED REPRESENTATIVE _____

PRINT NAME _____ **DATE** _____

MAIL FORM AND PAYMENT TO:

PANCREATIC CANCER ACTION NETWORK
 ATTN: PURPLESTRIDE
 1500 ROSECRANS AVENUE, SUITE 200, MANHATTAN BEACH, CA 90266

OFFICE USE ONLY
 _____ Budgeted
 _____ Unbudgeted

QUESTIONS? PLEASE CONTACT CORPORATERELATIONS@PANCAN.ORG

Sponsoring parties must agree to all of the terms and conditions below to sponsor a Pancreatic Cancer Action Network event. Please initial after each item to indicate that you have read and agree.

1. The Pancreatic Cancer Action Network hereby grants sponsoring party(s) the right to be an Official Sponsor of the Event. **Sponsoring party(s)** shall have the right to use the name of the Event, the Pancreatic Cancer Action Network's trademarks associated with the Event, in advertising and promotion on the effective date of this signed contract until 30 days after the Event. However, **sponsoring party(s)** must refer to the Event by its full name, including the name of the presenting sponsor, if any. All such materials are subject to the Pancreatic Cancer Action Network's prior written approval.

Initial: _____

2. **Sponsoring party(s)** will not grant any of its rights hereunder to any third party nor allow any tie-in partner of **sponsoring party(s)** to refer to its official status hereunder without the Pancreatic Cancer Action Network's prior written approval. **Sponsoring party(s)** will notify the Pancreatic Cancer Action Network in writing if they learn of any unauthorized use of the Event name or trademarks.

Initial: _____

3. The Pancreatic Cancer Action Network shall have the right to use **sponsoring party(s)** trademarks in advertising and promoting the Event. **Sponsoring party(s)** shall have the right to use the Event trademarks on merchandise in connection with **sponsoring party's** promotion of your sponsorship of the Event, provided any merchandise produced by **sponsoring party(s)** shall be of high quality consistent with our outstanding public image. All such materials are subject to the Pancreatic Cancer Action Network's prior written approval.

Initial: _____

4. Each party represents and warrants that it is free to enter into this Agreement without violating the rights of any person or company, that its trademarks do not infringe the trademarks or trade names of any person or company and that it will comply with all laws and regulations pertinent to its business.

Initial: _____

5. In the event that the Event does not take place due to any cause beyond the reasonable control of the parties, this Agreement shall terminate and the Pancreatic Cancer Action Network's only obligation shall be to return to **sponsoring party(s)** the fee paid to the Pancreatic Cancer Action Network hereunder.

Initial: _____

6. This Agreement does not constitute a partnership or joint venture or principal-agent relationship between us. This Agreement may not be assigned by either party. It shall be governed by the laws of the State of California. It is complete and represents the entire agreement between the parties.

Initial: _____

COMPANY NAME: _____ **DATE:** _____

PLEASE PRINT NAME OF PERSON INITIALING _____

LOGO SUBMISSION GUIDELINES FOR SPONSORS

Logos will be included on print material as well as on the event website according to signed sponsor agreements and logo submission due dates. Please see your signed sponsor agreement for details.

PLEASE FOLLOW THESE GUIDELINES WHEN SUBMITTING YOUR LOGO

**Please consult with your graphic designer if you are unsure of which logo file-type to submit*

- Logos may **only** be submitted as a vector-based format in one the following file-types:
 - Encapsulated PostScript (.eps)
 - Adobe Illustrator File (.ai)
 - PostScript (.ps)
- We cannot use a .pdf unless it is created from a vector program (please check with your designer).
- Convert all text to outlines.
- Images should not include gradients. T-shirts are printed in one color with no gradients.
- Submit both full-color and 1-color versions of your logo whenever possible.
- Provide Pantone color values if available.
- We **cannot** use images embedded in Word documents, JPGs, PNGs, GIFs, Rasterized Images, “Image Trace” converted files, or images pulled off the internet.

If you do not have a vector-based file, please talk with your graphic designer. Please do not try to create a vector-based file by converting your JPG logo to EPS, using “Image Trace” or pasting a JPG into an .eps or .ai document.

WHAT IS VECTOR-BASED?

A vector-based file allows us to scale the size of the logo for banners and brochures without any loss of quality. JPGs are compressed and become pixelated and blurry when enlarged. Since the size of your logo will be enlarged to 30” or wider, a JPG will just not be a viable option. A vector-based file allows us to convert the logo to a one-color version, if necessary, but retain the integrity of the design.

IN THE EVENT THAT WE CANNOT OBTAIN A LOGO IN A USABLE FORMAT IN A TIMELY FASHION, WE MAY SUBSTITUTE A TEXT LISTING OF THE COMPANY NAME.

NOTE: Logos in a square format work best on our publications and our website. Long horizontal logos may be shrunk to fit the allotted width. Similarly, tall vertical logos may be shrunk to fit the allotted height. If you have multiple versions of your logo, please submit the one closest to square. Logos displayed on the event’s website homepage will be resized to 100 pixels wide. If your logo does not display well at this size, we reserve the right to substitute a text version of your name in place of your company logo (as necessary).

LOGO AND NAMING GUIDELINES FOR FAMILY/INDIVIDUAL EVENT AND AFFILIATE SPONSORS

In addition to companies, organizations and foundations, individuals or families can sponsor an event or affiliate. When an individual or family would like to become an event sponsor, there are certain guidelines that must be followed in order to maintain the integrity of our events and the sponsor program.

PRESENTING AND AFFILIATE SPONSORSHIP

Because the Presenting Sponsor becomes incorporated into the event name and logo, we avoid using an individual's name in the sponsor acknowledgement and we only use the family name. We also do not allow "In Memory/In Honor of" designations for the Presenting Sponsor. This rule is to maintain the branding of PurpleStride as an inclusive, community event, not focused on one individual.

Scenario: Suzy Smith wants to be the Presenting Sponsor of PurpleStride Pleasantville 2013.

Correct: PurpleStride Pleasantville 2013 Presented by The Smith Family

Incorrect: PurpleStride Pleasantville 2013 Presented In Honor/Memory of Suzy Smith

Incorrect: PurpleStride Pleasantville 2013 Presented by Suzy Smith

GOLD, SILVER, FRIEND SPONSORSHIPS (SPONSORSHIPS THAT ARE NOT "PRESENTING")

Because these sponsorship categories aren't inextricably linked to the event brand and name, an individual or family sponsor in the above categories can be acknowledged by an individual name, family name or the "In Memory/In Honor of" designation.

Scenario: Channing Tatum is a big Pink Panther fan and wants to be the Gold Sponsor of PurpleStride Pleasantville 2013 in Memory of Henry Mancini.

Correct: PurpleStride Pleasantville 2013 Gold Sponsor Channing Tatum

Correct: PurpleStride Pleasantville 2013 Gold Sponsor The Tatum Family

Correct: PurpleStride Pleasantville 2013 Gold Sponsorship in Memory of Henry Mancini

**If a sponsor wants family/individual name acknowledgment in addition to the "In Memory/In Honor of" designation, they must pay for TWO sponsorships to earn that right. This doesn't apply to the Presenting Sponsorship, because the "In Memory/Honor" designation is not allowed for Presenting Sponsorships. For example, if Channing pays for two sponsorships, he can be acknowledged as Gold Sponsor Channing Tatum in Memory of Henry Mancini.*

LOGOS

Family/Individual sponsors at the Presenting, Gold and Silver level earn the benefit of having their logos featured on various PurpleStride properties. Since individual and family sponsors do not have established logos, they will receive a standard template text "logo" created by us to be consistent with the event branding. Individual or family sponsors are not allowed to create their own logos.

BENEFITS	GOLD	SILVER	FRIEND
RECOGNITION ON EVENT PUBLICITY AND PRINT MATERIALS	Logo		
EVENT T-SHIRT	Logo	Name	
SPONSOR BANNER AT EVENT	Logo	Logo	Name
OPENING CEREMONIES	Name announced	Name announced	Name announced
EVENT WEBSITE	Logo & link	Name & link	

REQUIREMENTS	GOLD	SILVER	FRIEND
PRINT/WEB OUTLETS	Pre- & post-event feature stories Online ad (4-week min.) 3 print ads (half-page min.)	Pre-event feature story Online ad (two-week min.) 3 print ads (quarter-page min.)	Select 2 from silver level
RADIO STATIONS	Air PSA 30 times in 3 weeks Pre- & post-event feature stories Banner ad on website	Air PSA 10 times in 3 weeks Live mentions 10 times in 3 weeks Prominent link on website	Select 2 from silver level
TELEVISION STATIONS	Air PSA 30 times in 3 weeks Pre- & post-event feature stories Banner ad on website	Air PSA 10 times in 3 weeks Live mention 10 times in 3 weeks Prominent link on website	Select 2 from silver level

AGREEMENT & SIGNATURE

EVENT NAME/CITY _____

LEVEL GOLD SILVER FRIEND **OFFICE USE ONLY:** _____ (STAFF INITIALS)

ESTIMATED FAIR MARKET VALUE OF MEDIA PROVIDED \$ _____

COMPANY NAME _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP CODE** _____

NAME OF CONTACT _____

PHONE _____ **FAX** _____ **E-MAIL** _____

HOW WOULD YOU LIKE YOUR COMPANY LISTED? _____

COMPANY/ORG WEBSITE **www.** _____

This agreement, signed by a duly authorized representative of the company, will constitute a binding contract for the media sponsorship indicated. By signing this agreement, you acknowledge that you have read and agree to all Pancreatic Cancer Action Network sponsorship terms and conditions. This agreement will become effective upon acceptance by the Pancreatic Cancer Action Network.

SIGNATURE OF AUTHORIZED REPRESENTATIVE _____

PRINT NAME _____ **DATE** _____

EMAIL SCANNED FORM TO: eventmedia@pancan.org

OR MAIL TO: Pancreatic Cancer Action Network ATTN: PurpleStride Event Media
 1500 Rosecrans Avenue, Suite 200, Manhattan Beach, CA 90266

QUESTIONS? Please contact eventmedia@pancan.org

LOGO SUBMISSION: Submit logo as high resolution (300 dpi) in .eps or .ai format. Event may substitute text version of name in place of unusable logo.

EXPIRATION OF BENEFITS **Print:** Typically 3 months prior to event **T-shirts and event-day signs:** Typically 1 month prior

Please inquire about specific event deadlines.