

IMPACT. MAKE ONE.

SPONSORSHIP OPPORTUNITIES

Celebrating 20 years



2011 Komen North Central Alabama Race for the Cure®



Presented by 

NATIONAL SERIES SPONSORS



Bank of America



RE/MAX SELF

SATURDAY, OCTOBER 15, 2011 • LINN PARK, BIRMINGHAM, AL

JOIN THE FIGHT AND MAKE AN IMPACT

You and companies like yours have made the Susan G. Komen North Central Alabama Race for the Cure® one of the largest and most influential not-for-profit fund-raising events in the state. Over 16,000 participants, hundreds of corporations, and the determination of the North Central Alabama community have established this event as the best of its kind, raising millions of dollars in its quest to cure breast cancer by funding research and local breast health and breast cancer programs. Race support comes in all shapes and sizes. We encourage you to join the North Central Alabama community in the fight to end breast cancer.

BENEFITS OF INVOLVEMENT

Based on your level of sponsorship, your company may:

- Receive high visibility before the event and on Race day
- Reach an audience of more than 16,000 people on one day
- Test-market, sample and showcase products
- Build employee morale and company pride
- Retain and increase customer loyalty
- Align yourself with one of the top fundraising events in Alabama



PARTICIPANT DEMOGRAPHICS

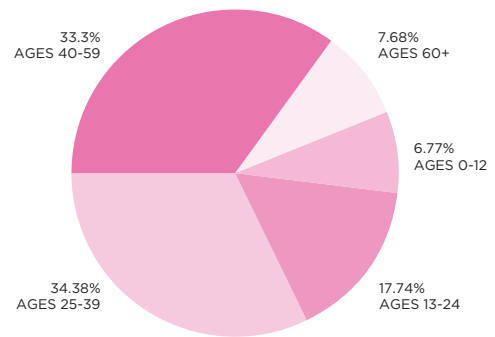
IN JUST 19 YEARS, THE NORTH CENTRAL ALABAMA RACE FOR THE CURE HAS:

- Grown more than 4566%, from 300 to nearly 16,000 participants
- Distributed more than \$4 million to the North Central Alabama community
- Become the largest 5K foot race in the state
- Enabled the North Central Alabama Affiliate of Susan G. Komen for the Cure® to fund more than \$1.5 million to research.

In 2010, the Komen North Central Alabama Race for the Cure® had more than 16,000 participants, a 14% increase over the previous year.

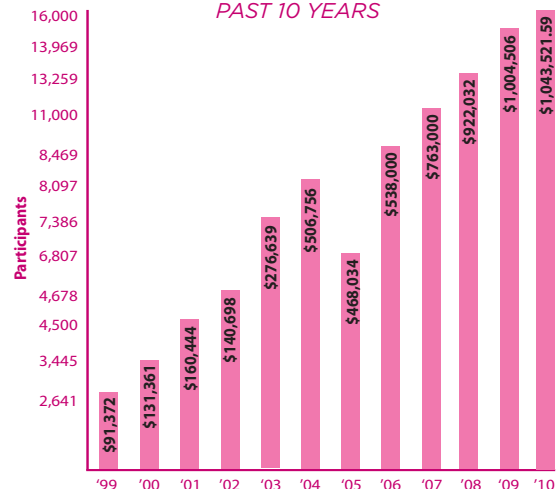
2010 PARTICIPANT SNAPSHOT:

- 22% were Male; 78% were Female
- 47% were part of a team
- 71% registered online
- 1,574 14 years and under
- 1,041 Breast Cancer Survivors



PARTICIPANTS BY AGE GROUP

PARTICIPANTS AND REVENUE PAST 10 YEARS





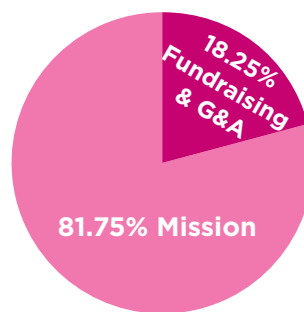
ABOUT SUSAN G. KOMEN FOR THE CURE

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure®, now the world’s largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with nearly \$1.9 billion invested to date. For more information about Susan G. Komen for the Cure®, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

SUPPORTING OUR MISSION: USE OF FUNDS

Up to 75% of the net proceeds fund local breast cancer programs and 25% supports the national Susan G. Komen for the Cure Grants Program to fund research. Thousands of Alabama women and men who could not afford breast healthcare have received screenings, education and treatments as a result of funds raised through the Komen North Central Alabama Race for the Cure® each year.

The Susan G. Komen National Research Program has invested more than \$13 million into our own community by funding promising breast cancer research conducted at UAB, including a \$6.4 million Komen Promise Grant Award in 2009.



Education, Screening, Outreach, Grants & Research
\$946,010

General & Administrative -
\$254,994

Our objective is to provide maximum return to support our mission of saving lives and ending breast cancer through education, screening and research. Because of our close attention to our budget and mission, we have kept our expenses to a minimum - with an overall budget/expense ratio of 18.25%. That means 81.75% of all funds raised, through our Race and other events, are spent on our mission. Over the past 10 years the Affiliate has contributed over \$4 million to local community programs and has funded over \$1.5 million in Research!

TARGETED RACE SPONSORSHIPS

Sleep In for the Cure Sponsor (\$10,000) - Limited to 1 company

Sleep In for the Cure® is an opportunity for participants who would like to support the Race but are unable to attend Race day. Participants receive a Race tshirt, sponsor logo gift such as a pillowcase (provided by sponsor), and a Race bib/ Snooze runner bib.

- Logo on Web pages associated with the Sleep In for the Cure program; hotlink to your company's Web page.
- Logo on Affiliate website year-round.
- Logo on over 800 Sleep in for the Cure Race runner bibs.
- Opportunity to distribute premium products to Sleep in for the Cure registrants (provided by company).
- Participation at Race Expo Event with 10 X 10 tent (all Race Day booth items must be approved by Sponsorship Committee prior to Race Day)
- Logo on over 16,000 Race t-shirts (print deadline July 26, 2011)
- Mention in Race Day awards and PA announcements.
- Company banner at finish line chute (provided by sponsor).
- Ability to advertise in print/radio/television as "official sponsor" of the Sleep In for the Cure program; must submit ad for approval and use approved media guidelines

Water Station Sponsor/ Mile Sponsor (\$7,500) - Limited to 3 companies

- Company logo on Race map, website Race map, and Race course mile marker.
- Logo on over 16,000 Race t-shirts (print deadline July 26, 2011)
- Sponsor Panel on Race course (print deadline Sept. 1, 2011)
- Logo on Race website year-round.
- Banner at mile marker.
- Opportunities - providing sideline entertainment at designated mile markers, company employees as mile cheering squad.
- Opportunity for Sponsor to decorate/ brand water stations and mile markers

IN-KIND SPONSORSHIP

Our goal is to underwrite race expenses through both cash and in-kind contributions. This ensures that more money can go into the fight against breast cancer. In 2010, more than \$250,000 worth of products and services were donated to the Race, helping offset costs. One of the largest expenditures would have been the cost of a venue/facility. The City of Birmingham graciously donated the use of their facility.

In-Kind Sponsorship Opportunities*

Pre-Race Day

- Billboards
- Advertising
- Printing, production and copying
- A variety of prizes for pledges, teams and auction items

Race Day

- Awards
- Decorations
- Sound Systems
- Signage
- Walkie Talks
- Survivor Gifts

** Nonessential in-kind donations of products or services are categorized at half of the retail value for sponsorship purposes. The Race Committee must approve all in-kind donations.*

Other in-kind opportunities may be possible - contact Mandy Heard, development coordinator, at 205.263.1704 or Ellen Zahariadis, executive director, at 205.263.1700 to discuss.

ADVERTISING / PROMOTIONAL OPPORTUNITIES

If you are looking for ways to maximize your exposure with the Race, there are plenty of opportunities. Many advertising vehicles are available, from underwriting the cost and production of billboards to buying ads in newspaper, magazine, radio or television outlets to re-inforce your sponsorship. In addition, please consider:

- Purchasing additional advertising to highlight your sponsorship
- Donating advertising space you would normally use in September and October to the Race
- Tagging your advertisements during September with the name, date, website and phone number of the Race
- Instituting in-store/cash register donation promotions

These ideas, and others like them, can maximize your exposure and help the Komen North Central Alabama Race for the Cure increase its reach in the community.



CORPORATE SPONSORSHIP PACKAGES

	presenting \$100,000	anniversary \$20,000	gold \$10,000	silver \$5,000	bronze \$2,500
RACE DAY BENEFITS					
Logo on Start Stage Banner	✓	✓			
Official Sponsor of the Survivor Parade**	✓				
Company Official Speaks at Race Day Ceremonies/On Stage	✓				
Premier Booth Placement	✓	✓			
Participation at Race Expo Event (tent/table)**	20 x 20	10 x 10	10 x 10	10 x 10	
Product Sampling at Expo Booth***	✓	✓	✓	✓	
Company-Provided Banners Displayed	4	3	1	1	
Corporate Logo/Name on Stage Banner at Race	LOGO	LOGO	LOGO	NAME	NAME
Recognition as Sponsor on PA Announcements throughout Race	✓	✓	✓	✓	✓
Complimentary Race Entries (quantity)	10	8	4	3	2
VISIBILITY					
Company Profile on Race Website	✓				
Logo Recognition in at Least One Email Blast	✓	✓			
Right to Use the Komen Race Logo with Affiliate Approval	✓	✓			
Spotlight Article in at Least One Issue of Affiliate Monthly Newsletter	✓	✓			
Corporate Spotlight Story on Website	✓	✓			
Mentions on Social Media Outlets (Facebook/Twitter)	✓	✓	✓		
Logo on Over 16,000 Race Bibs (print deadline August 1, 2011)	✓	✓	✓		
Logo on Pre-Race Advertising	✓	✓	✓		
Link to Company Website from Race Website	✓	✓	✓		
Recognition in Local Press Release	✓	✓	✓	✓	✓
Company logo/Name Listed on Race Website	LOGO	LOGO	LOGO	NAME	NAME
Logo/Name on Over 16,000 Race t-shirts (print deadline July 26, 2011)	LOGO	LOGO	LOGO	NAME	NAME
Logo/Name on Over 5,000 Race posters (print deadline May 1, 2011)	LOGO	LOGO	LOGO	NAME	NAME
Opportunity to Distribute Promotional Items in 16,000 Race Packets (provided by company)	✓	✓	✓	✓	✓
Recognition in Team Captain Training Packet	LOGO	LOGO			
Recognition in Thank You Ad in Local Paper	LOGO	LOGO	LOGO	NAME	NAME

* **Minimun cash contribution of \$10,000.** If combined with In-kind sponsorship, In-kind must be equivalent to \$20,000 (all nonessential in-kind donations of products or services are categorized at half of the retail value for sponsorship purposes.)

** Logo on Survivor Parade Signs *** All Race Day booth items must be approved by Sponsorship Committee prior to Race Day

SPONSORSHIP AGREEMENT FOR THE KOMEN RACE FOR THE CURE®
CONFIDENTIAL

SPONSOR REF. NO.:

KOMEN AFFILIATE: North Central Alabama Tax ID/EIN: 75-2844656
KOMEN AFFILIATE ADDRESS (STREET, CITY, STATE, ZIP): 1909 27th Avenue S. Homewood, AL 35209
CONTACT: Mandy Heard TELEPHONE: 205-263-1704 FACSIMILE: 205-414-6509
EMAIL ADDRESS: mheard@komenncalabama.org WEBSITE: www.komennc.alabama.org

SPONSOR: _____ **SPONSOR TAX ID/EIN:** _____
SPONSOR ADDRESS (STREET, CITY, STATE, ZIP): _____
CONTACT: _____ **TELEPHONE:** _____
EMAIL ADDRESS: _____ **WEBSITE:** _____
SPONSOR NAME TO APPEAR IN ACKNOWLEDGEMENTS (if different than above): _____
RACE(S): _____ **RACE DATE(S):** _____
RACE LOCATION(S): _____

SPONSORSHIP CONTRIBUTION (check all that apply): Cash payment in the amount of _____ In-kind donation described below
DESCRIPTION OF IN-KIND DONATION (attach additional sheets if necessary)*:

Quantity	Item Description	Fair Market Value Per Item	Total Fair Market Value of the Donation (Col. 1 x Col. 3)	Item Necessary for Race(s)? (Y/N)

* Komen Affiliate may require Sponsor to provide additional documentation to support the value of in-kind donations prior to accepting such donations.

TOTAL FAIR MARKET VALUE OF SPONSORSHIP CONTRIBUTION:** _____

** Sponsor should contact its tax advisor to determine the tax deductible amount, if any, of the Sponsorship Contribution for federal income tax purposes.

VALUE OF SPONSORSHIP CONTRIBUTION FOR SPONSORSHIP LEVEL (reflecting any reduction due to lack of necessity***): _____

*** For the sole purpose of determining the Sponsorship Level of the Sponsor, in the event an in-kind donation is not necessary for the Race(s), the Total Fair Market Value of the Donation may be reduced by one-half. Such reduction shall not have an impact on the fair market value or tax-deductible amount of the Sponsorship Contribution.

CASH SPONSORSHIP CONTRIBUTION PAYMENT METHOD:

- Check payable to Komen Affiliate ACH transfer (instructions available on request)
- Credit card payment:
 - (a) Credit card type: Visa MasterCard American Express (b) Name of cardholder: _____
 - (c) Credit card number: _____ (d) Verification code (3 or 4 digits): _____ (e) Expiration date: _____

SPONSORSHIP CONTRIBUTION PAYMENT SCHEDULE:

- Full amount of Sponsorship Contribution due and payable to Komen Affiliate upon execution of this Agreement.
- Payment of _____ of the Sponsorship Contribution due and payable to Komen Affiliate upon execution of this Agreement, with the remainder of the Sponsorship Contribution due and payable to Komen Affiliate on or before 9-1-2011.
- Payment of the full amount of the Sponsorship Contribution due and payable to Komen Affiliate on or before 9-1-2011.
- Other (explain schedule or attach timeline): _____

* Sponsor's failure to make the contributions on the due dates indicated above shall result in a forfeiture of those Sponsorship Benefits set forth on Schedule B to this Agreement.

SPONSORSHIP LEVEL: See Schedule A to this Agreement (attached) **SPONSORSHIP BENEFITS:** See Schedule B to this Agreement (attached)

KOMEN AFFILIATE PERMISSION FOR SPONSOR TO USE THE FOLLOWING MARKS (Affiliate to complete this area):

- Komen Affiliate name Komen Affiliate Race for the Cure® name(s)
- Susan G. Komen Race for the Cure® logo (must be used in close proximity to Komen Affiliate name)
- The marks selected above (collectively, "Komen Marks") may be used by the Sponsor during the term of this Agreement for the sole purpose of promoting the Sponsorship.
- Sponsor will present to Komen Affiliate for its approval (which approval shall not be unreasonably withheld), prior to printing, distribution, publication, display, or use, any and all promotional materials and scripts of all statements, oral or written, to be made by Sponsor, its agents or spokespersons, which use or refer to any Komen Marks.
- Sponsor shall not use the Komen Marks in advertisements or promotions that contain a reference to any entity that is not an authorized local or national sponsor of the Race(s).
- Sponsor may only distribute sponsorship materials and statements in the following service area of Komen Affiliate (if this Agreement applies to more than one Race, please specifically describe the distribution area for each Race): North Central Alabama
- Sponsorship materials and statements must state that the Komen Marks are registered trademarks of Komen and must be consistent with both parties' outstanding public images.
- Sponsorship materials and statements may only refer to each Race in the following form: "Local Sponsor of the Susan G. Komen North Central Alabama Race for the Cure" (or "_____-Level Sponsor of the Susan G. Komen North Central Alabama Race for the Cure"). If this Agreement covers more than one Race location, please set forth the additional Race names in the "SPECIAL TERMS/OTHER" section below.

SPONSOR PERMISSION FOR KOMEN AFFILIATE TO USE THE FOLLOWING SPONSOR MARKS: (to be completed by Sponsor)

* Prior to the date of 6-1-2011, Sponsor must provide to Komen Affiliate a high-resolution, digital image of the Sponsor's marks set forth above (collectively, "Sponsor Marks"). Sponsor's failure to submit the images required on the due date indicated above shall result in a forfeiture of those Sponsorship Benefits set forth on Schedule B to this Agreement.

SPECIAL TERMS/OTHER:

By executing this Agreement, Sponsor agrees to be bound by the Standard Terms and Conditions as set forth on Page 2 of this Agreement and all attachments hereto, which are hereby incorporated herein as if set forth in their entirety. All terms set forth in all bold and capitalized letters herein shall have the meaning specifically designated above. The signatories to this Agreement hereby warrant that they have read and agree to the terms, conditions and provisions of this Agreement, including the Standard Terms & Conditions and Schedules, and have full power and authority to sign for and bind their respective organizations.

EFFECTIVE THIS _____ DAY OF _____, 2011 (the "Effective Date").

KOMEN AFFILIATE
BY: _____
NAME/TITLE: ELLEN ZAHARIADIS, EXECUTIVE DIRECTOR

SPONSOR
BY: _____
NAME/TITLE: _____

1. Susan g. komen for the cure. komen affiliate is a non-profit organization exempt from federal income tax pursuant to internal revenue code §501(c)(3). komen affiliate is affiliated by agreement with the Susan g. komen Breast cancer foundation, inc. d/b/a Susan g. komen for the cure ("komen"). Sponsor and komen affiliate agree that komen is an intended third party beneficiary under this agreement.

2. term of agreement. the term of this agreement shall begin on the effective date and shall end on completion of the last race set forth on page 1 of this agreement; provided, however, that the provisions of Sections 5, 6, 7, 10, 12, 13, 14, and 15 shall survive termination of this agreement.

3. Sponsor contributions. Sponsor shall receive the Sponsorship Benefits set forth in Schedule B of this agreement in consideration for the Sponsorship contribution. komen affiliate may require Sponsor to provide additional documentation to support the value of in-kind donations prior to accepting such donations as credit toward the Sponsorship contribution. the total value of any goods and services provided by Sponsor as part of its sponsorship of the race(s) shall be designated in this agreement. as indicated on page 1 of this agreement, all cash Sponsorship contributions shall be either (i) sent to komen affiliate by check at the address set forth on page 1 of this agreement; or (ii) transmitted through ach transfer to an account designated in writing by komen affiliate. all cash payments made to komen affiliate, whether by check or ach transfer, shall reference the Sponsor ref. no. set forth on page 1 of this agreement. all in-kind Sponsorship contributions shall be delivered to komen affiliate in accordance with the delivery instructions provided by komen affiliate to Sponsor. in the event Sponsor has a presence at a race, Sponsor shall present to komen affiliate for prior approval all items that are to be distributed by Sponsor at such race.

4. komen marks. komen affiliate is a licensee of komen with respect to the komen marks. komen affiliate grants to Sponsor a limited, non-exclusive sublicense to use the komen marks during the term of this agreement. Sponsor may use the komen marks solely to promote its sponsorship of the race(s) in conjunction with promotions, marketing and advertising, as agreed upon in advance by komen affiliate and in accordance with the terms of this agreement. Sponsor shall not change or alter the komen marks in any way, including without limitation, in appearance or spelling or change the case of the letters. Sponsor is prohibited from transferring, sublicensing or assigning its rights to use the komen marks. at its sole discretion, komen affiliate may require the removal of the komen marks at any time from any materials developed in connection with the race(s). Sponsor acknowledges and agrees that any materials, advertisements, promotional items, brochures, signage or other komen-branded items provided by komen affiliate may not be used, reproduced, distributed or disseminated except as specifically authorized by komen affiliate and solely in accordance with komen's standard terms of use, as may be amended from time to time. komen affiliate and Sponsor agree that all right, title and interest in and to the komen marks shall inure to the sole benefit of komen.

5. Sponsor marks. Sponsor grants komen affiliate a limited, non-exclusive license to the Sponsor marks during the term of this agreement, solely for acknowledging Sponsor's sponsorship of the race(s). Sponsor represents and warrants that it owns the Sponsor marks and komen affiliate's use of such marks in accordance with the terms of this agreement shall not infringe on the rights of any third party. komen affiliate shall not sublicense or transfer the use of the Sponsor marks to any person or entity without the prior written consent of Sponsor. it is Sponsor's responsibility to inform komen affiliate of any changes in the Sponsor marks that occur following execution of this agreement. upon notice of such changes, komen affiliate shall make good faith efforts to make the necessary changes to new race materials it creates, but shall not be required to make any changes to any race materials that have already been created or are in the process of being created at the time such notice is given. komen affiliate and komen agree that all right, title and interest in and to the Sponsor marks shall inure to the sole benefit of Sponsor.

6. confidentiality. each party agrees to hold in strict confidence, during and for three (3) years after the term of this agreement, all information, material, and data that have been disclosed one to the other during the term of this agreement and is marked "confidential", including the terms of this agreement (other than Sponsorship Levels). each party agrees that it will not use any such confidential information of the other party for any purpose not directly associated with the former party's obligations hereunder, without prior approval from the other party; provided, however, that each party may disclose such information without prior approval if required by law or court order.

7. indemnification. each party (the "indemnitor") agrees to indemnify and hold harmless the other party (the "indemnitee," and in the event Komen affiliate is the indemnitee, such term to include Komen) from and against any and all costs, losses, demands, claims or expenses (including court costs and reasonable attorneys' fees) whatsoever brought by a third party against, or incurred by, the indemnitee arising from: a) the negligence, intentional or willful misconduct of the indemnitor; b) indemnitor's performance or failure to perform pursuant to this agreement; or c) any claim arising out of, or in connection with, any service or product sold or obligations hereunder provided by the indemnitor in connection with the Race(s). in no event shall either party be liable to the other party for any indirect, special, or consequential damages (including, without limitation, damages for loss of profits or expected savings or other economic losses) arising out of or in connection with this agreement or its subject matter, regardless of whether such party knows or should know of the possibility of such damages. the foregoing exclusions and limitations shall apply to all claims and actions of any kind, whether based on contract, tort (including, but not limited to, negligence), or any other grounds, regardless of the form of action.

8. insurance.

(a) Sponsor shall maintain during the term of this agreement commercial general liability insurance in the minimum amount of \$1,000,000.00 per occurrence to cover liability for bodily injury, property damage, death and advertising injury arising out of Sponsor's activities in connection with the race(s).

(B) in the event (i) Sponsor's contribution includes an in-kind donation; and/or (ii) Sponsor (or its products) has a physical presence at a race (excluding signage), Sponsor shall maintain during the term of this agreement the following insurance in addition to the insurance coverage required in Subsection (a) above: (a) workers' compensation insurance in the amount required by the law of the state(s) in which the party's workers are

located and employers liability insurance with limits of not less \$1,000,000.00; (b) business automobile liability insurance with a minimum combined single limit of \$1,000,000.00 covering all owned, hired, rented, subcontracted and non-owned vehicles and equipment used by Sponsor; and (c) excess/umbrella insurance, excess to the insurance coverage required in Subsections (a) [general liability insurance] and (B)(b) [business automobile liability insurance] above, with a limit of not less than \$5,000,000.00. Sponsor's workers' compensation insurance shall include a waiver of subrogation in favor of komen and komen affiliate with respect to any losses arising from work performed by or on behalf of Sponsor. in the event a Sponsor is subject to the insurance requirements of this Subsection (B), Sponsor agrees to name komen and komen affiliate as additional insureds on its commercial general liability insurance policy and any other policies required under this Subsection (B), solely with respect to the race(s). Sponsor shall furnish a certificate of insurance to komen affiliate showing that such insurance policies are in place within thirty (30) days after the effective date of this agreement. furthermore, in the event a Sponsor is subject to the insurance requirements of this Subsection (B), komen or komen affiliate shall name Sponsor as an additional insured on its commercial general liability insurance policy solely with respect to the race(s) upon written request from such Sponsor. unless due to the gross negligence or willful misconduct of either komen or komen affiliate, neither komen nor komen affiliate shall be responsible for any loss or damage to Sponsor's property.

(c) all insurance coverage shall be placed with insurers who have an am Best's insurance rating of a-vii or better. the minimum amounts of insurance coverage required in this Section 8 shall not be construed to create a limit of Sponsor's liability with respect to its indemnification obligations under this agreement.

9. cancellation or delay of a race. komen affiliate will use its good faith diligent efforts to conduct the race(s) on the race date(s) set forth on page 1 of this agreement; provided, however, that komen affiliate shall not be responsible for damages that result from delays or postponements of a race due to circumstances beyond its reasonable control; and in the event that a race does not take place, the Sponsorship contribution shall be treated as a donation to komen affiliate and shall not be refunded.

10. relationship of parties. the parties to this agreement are not joint venturers, partners, agents, nor representatives of each other and such parties have no legal relationship other than as contracting parties to this agreement. all individuals provided by or associated with Sponsor who perform services at the race(s) shall perform such services at the direction of, under the supervision and control of, and for the benefit of Sponsor. Such individuals shall not perform such services on behalf of komen affiliate and shall not be agents or representatives of komen affiliate. Sponsor shall be responsible, as between Sponsor and komen affiliate, for any injuries or damages caused by or to said individuals.

11. assignment. neither party may assign, directly or indirectly, by operation of law, change of control or otherwise, this agreement or any rights or obligations hereunder, without the prior written consent of the other party, which shall not be unreasonably withheld. any attempt to assign this agreement in contravention of this Section 11 shall be void and of no force and effect.

12. dispute resolution. in the event of any dispute arising out of this agreement, the parties shall use good faith efforts to resolve their differences amicably. in the event they are unsuccessful, the parties agree not to commence litigation until attempting to resolve their dispute through mediation. either party may initiate the mediation process within thirty (30) days' prior written notice to the other party. the dispute shall be submitted to mediation in the city in which komen affiliate's principal place of business is located. costs of mediation shall be borne equally by the parties. mediation of the dispute shall be completed within fifteen (15) days of commencement, unless the parties extend the time by mutual agreement or unless the mediator declares the parties to be at an impasse. notwithstanding the above, in the event that either party believes that immediate injunctive relief is required to protect its marks, such party may invoke the immediate powers of the appropriate court of law without the requirement to first mediate the dispute.

13. Governing Law and venue. this agreement shall be governed by the laws of the State in which komen affiliate's principal place of business is located ("State of choice") without regard to conflict of laws principles that may require the application of the laws of any other jurisdiction. With respect to any suit arising out of or in connection with this agreement that is not resolved under Section 12 of this agreement, each party consents and submits to the exclusive jurisdiction of competent state and federal courts in the State of choice for any litigation or dispute arising under this agreement and to the venue of such litigation or dispute in the city or county in which komen affiliate's principal place of business is located.

14. notice. any notice hereunder shall be in writing and shall be effective (i) when personally delivered or when transmitted via facsimile with receipt confirmed; (ii) the next business day following deposit with a reputable courier service for overnight delivery; or (iii) five business days following deposit in the united States mail, postage prepaid, registered or certified. all notices shall be forwarded to the address of each party listed on page 1 of this agreement.

15. entire agreement. this agreement shall constitute the entire agreement of Sponsor and komen affiliate to be binding upon the parties as of the effective date. this agreement supersedes any prior understandings or oral agreements between Sponsor and komen affiliate regarding the race(s) and constitutes the entire understanding and agreement between the parties with respect to the race(s). there are no agreements, understandings, representations or warranties between the parties other than those set forth in this agreement. Should any section, or portion thereof, of this agreement be held invalid by reason of any law, statute or regulation existing now or in the future in any jurisdiction by any court of competent authority or by a legally enforceable directive of any governmental body, such section or portion thereof shall be validly reformed so as to approximate the intent of the parties as nearly as possible and, if unenforceable, shall be deemed divisible and deleted with respect to such jurisdiction; and this agreement shall not otherwise be affected.

16. counterparts. this agreement may be executed in two or more counterparts, each of which shall be considered an original instrument. each counterpart will be considered a valid and binding original. once signed, any reproduction of this agreement made by reliable means (e.g., photocopy, facsimile) is considered an original.

THANK YOU TO OUR 2010 LOCAL SPONSORS



PLATINUM

Birmingham Magazine
Vic Smith CPA

GOLD

UAB Comprehensive Cancer Center
Starbuck's
Colonial Brookwood Village
KBR
Long-Lewis Ford
Zea
Birmingham Area Ford Dealers
St. Vincent's Health System
Cory Watson Crowder DeGaris
Hyatt Place

SILVER

al.com
El Paso
Touching You, Inc
HOAR Construction
Birmingham Coca-Cola Bottling Company
Norton's Florist
CareCast
Virginia College
Academy Sports
Sanibel Sunglass Co.
Superior Bank
b-Metro
Sunbelt Snacks & Cereal

BRONZE

Advanced Disposal
Alabama Adventure
B&A Warehouse
Bradley Arant Boulton Cummings, LLP
CVS Caremark
EBSCO Media
Harbert Realty Services
NEWK'S Express Cafe
Princeton Baptist Medical Center
Sirote & Permutt
The Fitting Touch
The UPS Store
ZeeKee Interactive

FRIENDS OF THE RACE

Energen
Cahaba Cycles
Bama Balloons

Dates & Deadlines

Whichever Komen North Central Alabama Race for the Cure sponsorship level you embrace, keep in mind that the sooner you commit, the more benefits you gain. While we give your organization as much exposure as possible, some benefits listed may not be available after certain dates due to production deadlines.

May 1, 2011	Race Posters
July 1, 2011	Race brochure/ entry forms
July 26, 2011	Race t-shirts
August 1, 2011	Race Runner Bib Numbers Race Route Mile Markers Pre-Race Ads
October 15, 2011	Race for the Cure

For more information about the 2011 Komen North Central Alabama Race for the Cure®, visit our website: komenNCAlabama.org.

For sponsorship, contact Mandy Heard, Development Coordinator at 205.263.1704 or mheard@komeinncalabama.org.



The Komen Promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.