



NO ONE CROSSES THE FINISH LINE ALONE!

2020 KICKING BUTT 5K

SPONSORSHIP OPPORTUNITIES

Contact

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About the Project

The Colon Cancer Prevention Project started in 2004, when **only 1 in 3** Kentuckians were getting life-saving colon cancer screenings. Now, about **2 in 3** Kentuckians are getting screened, and the incidence rate is down more than 25%

Kentucky is now nationally renowned for its work, which includes a state-wide screening program for low-income, uninsured people.

*In 2020, there will be an estimated 104,610 new cases of colon cancer and 43,340 cases of rectal cancer diagnosed in the US. Although the majority of CRCs are in adults ages 50 and older, 12% will be diagnosed in individuals younger than age 50, the equivalent of 49 new cases per day. An estimated 53,200 people will die from CRC in 2020, including 3,640 men and women younger than age 50.

*cancer.org

Colorectal cancer is the third leading cause of cancer-related deaths in women in the United States and the second leading cause in men.

We're out to change those statistics. Join us.

TOGETHER, WE WILL STOP THIS CANCER KILLER.

The 15th Annual Kicking Butt 5k - Louisville

August 23, 2020

8:30 AM, Big Four Bridge at Waterfront Park

This annual event brings together survivors, fighters, advocates, healthcare providers and community partners to eliminate preventable colon cancer death and suffering.



Louisville 5K by the numbers:

- 800,000+ people reached through media attention/publicity
- 800+ smiling attendees
- 100+ survivors & fighters

We need sponsors like YOU!

Sponsorship Levels

Presenting Sponsor (\$7,500)

- Premier, large logo placement on all event publications, signage, t-shirts, print advertising and web site –logo placement on front page with link to company website
- Mention in all public service announcements
- Recognition in all e-communication to race participants
- Company logo on Start/Finish line banner
- Banner at event provided by the Project (sponsor must provide high-res logo)
- Table in Healthy Village – provide your corporate materials
- 30 registrations including race shirts
- Opportunity for representative to start the race
- Logo inclusion on postcard invite (due by June 15, must provide high-res png logo)

Platinum Sponsor (\$5,000)

- Medium Logo placement on all event publications, signage, t-shirts, print advertising and web site – logo placement on front page with link to company website (due by June 15, must provide high-res png logo)
- Banner at event provided by the Project (sponsor must provide high-res logo)
- Table in Healthy Village– provide your corporate materials
- 15 registrations including race shirts

Gold Sponsor (\$2,500)

- Small logo placement on all event publications, signage, t-shirts and website
- Logo placement on sponsor page and link to company website (due by June 15, must provide high-res png logo)
- Banner at event provided by Colon Cancer Prevention Project
- Table in Healthy Village – provide your corporate materials
- 10 registrations including race shirts

Silver Sponsor (\$1,000)

- Small Logo placement on t-shirts and website sponsor page (due by June 15, must provide high-res png logo)
- 6 registrations including race shirts
- Table in Healthy Village – provide your corporate materials

Sponsorship Levels

Bronze Sponsor (\$500)

- Name placement on t-shirts and website sponsor page (due by June 15, must provide high-res png logo)
- 3 registrations, including race shirts
- Table in Healthy Village – provide your corporate materials

Mile Marker (\$200)

- Signage with company logo placed at 1st or 2nd mile marker (due by June 15, must provide high-res png logo)

Water Stop (\$200)

- Signage with company logo placed at water stop (due by June 15, must provide high-res png logo)

Supporting Donation of Goods or Services

- Some or all of the above may apply depending on value of donation
- We also welcome gift certificates or food/drink for race participants and items for door prizes to be given away after the race.

**Thank you for your consideration of becoming a
Kicking Butt 5k sponsor.**



Contact:

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Sponsorship Commitment Form

Contact

Name of Individual or Organization

Name of Contact Person

Address

Phone

Email

Website

- Presenting Sponsor** (\$7,500)
- Platinum Sponsor** (\$5,000)
- Gold Sponsor** (\$2,500)
- Silver Sponsor** (\$1,000)
- Bronze Sponsor** (\$500)
- Mile Marker** (\$200)
- Water Stop** (\$200)

Your Contribution is tax deductible.

Our Tax ID is 20-1510713.

If paying with check, please mail to:

Colon Cancer Prevention Project

c/o Amanda Smart

P.O. Box 4039

Louisville, KY 40204

If paying by credit card:

Card Holder:

Credit Card Number:

Expiration Date:

CVV Number:

Address (if different than above):

Amount:

Signature:
