

MELANOMA WALK '12

JOIN THE FIGHT AGAINST MELANOMA

SPONSORSHIP OPPORTUNITIES

OCT. 20, 2012 • 2-6 P.M.

The University of Arizona Cancer Center - North Campus
3838 N. Campbell Ave., Tucson, AZ 85719

Research • Patient Care • Outreach • Education

ABOUT THE WALK

This is a 1.5-mile family- and dog-friendly walk that starts and ends in the North Campus parking lot. There will be a staged area for event sponsors' displays and giveaways. Free skin cancer screenings from 2-4 p.m. inside the clinic (by appointment only - see web site). There will also be music, fun activities for kids, free food and goody bags for walk participants.

WHY SUPPORT THE WALK?

Proceeds from the walk stay in Arizona and support important melanoma research, community outreach and education, as well as patient care in our clinics. Someone dies every hour from melanoma. Over the past 30 years, the number of new cases of melanoma, the deadliest form of skin cancer, has more than doubled. Your company's sponsorship enables us to continue our efforts to help save lives with early detection.

WHO WE ARE

The University of Arizona Cancer Center Skin Cancer Institute (SCI) is the only skin cancer organization of its kind that unites patient care, research, outreach and education into one entity. We operate solely on grants and donations from members of the community like you. Learn more about SCI at www.azskincancerinstitute.org.

WWW.FIGHTMELANOMATODAY.ORG



THE UNIVERSITY OF ARIZONA
CANCER CENTER

Skin Cancer Institute

The University of Arizona Cancer Center is a National Cancer Institute-Designated Comprehensive Cancer Center

SPONSORSHIP AT A GLANCE

Your sponsorship will reach a large local audience, as well as physicians, UA faculty and staff, cancer patients, survivors and their families. Depending on your sponsorship level, your support will be broadly publicized with your logo and/or company name on the event website, poster, flyers, program guide, day-of-event signage and print advertisements.

BRONZE=\$500

- Company name in the event program
- Free sponsor table/chairs at event
- Distribution of product samples and/or product information (placed in event goody bags), if applicable
- 4 complimentary registrations for the walk

SILVER=\$1,000

- Company name and logo on publicity materials (limited) and event website
- Quarter-page advertisement in the event program guide
- Free sponsor table/chairs at event
- Distribution of product samples and/or product information (placed in event goody bags), if applicable
- Free sponsor walk route sign (12" x 18") placed along route
- Free banner placement at walk (must provide own banner)
- 6 complimentary registrations for the walk

GOLD=\$2,000

- Company name and logo on publicity materials (limited) and event website
- Half-page advertisement in the event program guide
- Free sponsor table/chairs at event
- Free sponsor walk route sign (12" x 18") placed along route
- Free banner placement at walk (must provide own banner)
- Distribution of product samples and/or product information (placed in event goody bags), if applicable
- Logo in two print ads in the *Arizona Daily Star*
- Free table with company info at special kick-off event
- 8 complimentary registrations for the walk

PLATINUM=\$5,000

- Company name and/or logo on publicity materials and event website
- Full-page advertisement in the event program guide
- Free sponsor table/chairs at event
- Free sponsor walk route sign (12" x 18") placed along route
- Free banner placement at walk (must provide own banner)
- Distribution of product samples and/or product information (placed in event goody bags), if applicable
- Free membership in our Protect Your Skin Program (two sunscreen dispensers with signage at your location): \$200 value
- Logo in two print ads in the *Arizona Daily Star*
- Free table with company info at special kick-off event
- Press release sent out naming company as major sponsor of the walk
- 10 complimentary registrations for the walk

IN-KIND SPONSORS

There are many opportunities for you company or organization to help with support of our walk. Some examples:

- Free or reduced cost of rental equipment (tables/chairs/tents)
- Free copying or printing of walk materials
- Free photography for day of event
- Free massage or relaxation treatments for walkers
- Free or reduced cost for advertising of the event

FOOD AND/OR BEVERAGE SPONSORS

Food and/or beverages for approximately 600 participants (your sponsorship level will be based on ½ the value of donation)

MEDIA SPONSORS

Pre-event and event coverage

Contact

For more information, please contact: The University of Arizona Cancer Center Skin Cancer Institute

1-888-724-2749 or contactsci@azcc.arizona.edu

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SPONSORSHIP POLICIES

Sponsorship agreements are due by Aug. 24, 2012.

- Sponsors at the silver level or above are responsible for providing both a black & white and a color vector logo in electronic format (EPS file) by Aug. 24, 2012, to be used on marketing materials.
E-mail to: contactsci@azcc.arizona.edu.
- Event staff have the right to use Sponsor participant's logo and name in marketing materials produced in the contracted year.
- Sponsor participants do not have the right to use the University of Arizona, Arizona Cancer Center or Skin Cancer Institute names in private marketing materials without prior approval.

TERMS OF PAYMENT

- Sponsor benefits begin from the time of signing, after full payment.
- Payment/donation/delivery of goods (as applicable) due in full on or before Friday, Sept. 21, 2012.
- Make checks payable to UAF/SCI (Please write "Melanoma Walk" in Memo area).
- Sponsorship payment is not refundable for missed programming or exclusion in printed marketing materials due to late payment.

Please return this contract with payment to:

Skin Cancer Institute
The University of Arizona Cancer Center
1515 N. Campbell Ave.
Tucson, AZ 85724
Tel: (520) 626-8834
Fax: (520) 626-1165
E-mail: contactsci@azcc.arizona.edu

PLEASE MARK APPROPRIATE BOX BELOW:

We need coverage in tented event area

We will be bringing our own tent/set-up

SPONSORSHIP AGREEMENT

Please complete the following, including signature and date at the bottom of the agreement.

Company/Management Name (print name exactly as it should appear on any printed material):

Address: _____

City: _____ State: _____ ZIP: _____

Business Phone: _____ Business Fax: _____

Business E-mail Address: _____

Business Website: _____

Contact Person/Title: _____

Contact Phone: _____ Contact Fax: _____

Contact E-mail: _____

SPONSORSHIP OPTIONS:

- Bronze Sponsor \$500
- Silver Sponsor \$1,000
- Gold Sponsor \$2,000
- Platinum Sponsor \$5,000
- In-Kind Sponsor
 - Food \$ _____
 - Beverage \$ _____
 - Media \$ _____
 - Other: _____ \$ _____
- TOTAL SPONSORSHIP VALUE \$ _____
- TOTAL CASH DUE \$ _____

I agree to abide by the Sponsorship Policies and Terms of Payment as described herein by the University of Arizona Cancer Center and/or Skin Cancer Institute.

Signature of Authorized Individual

Date
