

MELANOMA WALK '14

JOIN THE FIGHT AGAINST MELANOMA

SPONSORSHIP OPPORTUNITIES

NOV. 1, 2014 • 2-6 P.M.

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

WALK BEGINS AT 4 P.M.

WHY SUPPORT THE WALK?

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

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.

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 will be offered from 2-4 p.m. inside the clinic (by appointment only). There will also be music, fun activities for kids, free food and goody bags for walk participants.

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

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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, posters, flyers, the event program guide, day-of-event signage and print advertisements.

PRESENTING SPONSOR = \$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, one gallon of sunscreen and 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 (\$30/each)

ASSOCIATE SPONSOR = \$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 (\$30/each)

SUPPORTING SPONSOR = \$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 (\$30/each)

CONTRIBUTING SPONSOR = \$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 (\$30/each)

OFFICIAL SUPPLIERS OF FOOD AND/OR BEVERAGE

Food and/or beverages for approximately 500 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@uacc.arizona.edu

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SPONSORSHIP POLICIES

SPONSORSHIP AGREEMENTS DUE BY SEPT. 22, 2014.

- **Supporting, Associate and Presenting Sponsors are responsible for providing a color vector logo in electronic format (EPS file or high resolution jpg) by Sept. 22, 2014, to be used on marketing materials. Missed deadlines can result in exclusion of your name and logo in event advertising, marketing and printed materials.**
E-mail to: contactsci@uacc.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, University of 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) are due in full on or before Friday, Oct. 3, 2014.
- **Make checks payable to UAF/SCI (Please write "2014 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 SPONSOR AGREEMENT WITH PAYMENT TO:

Skin Cancer Institute - UACC

ATTN: Tracie Blades

1515 N. Campbell Ave.

Tucson, AZ 85724

Tel: (520) 626-8834

Fax: (520) 626-1165

E-mail: contactsci@uacc.arizona.edu

PLEASE MARK APPROPRIATE BOX BELOW:

We need coverage in tented event area

We will be bringing our own tent/set-up

We will NOT be attending the event

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 E-mail: _____

SPONSORSHIP OPTIONS (must be completed and signed):

Presenting Sponsor \$5,000+

Associate Sponsor \$2,000+

Supporting Sponsor \$1,000+

Contributing Sponsor \$500+

TOTAL CASH DUE \$ _____

In-Kind Sponsor (description, quantity)

Food _____

Beverage _____

Media _____

Other _____

TOTAL SPONSORSHIP VALUE \$ _____

Presenting Sponsor: We plan to use ___ of our 10 registrations

Associate Sponsor: We plan to use ___ of our 8 registrations

Supporting Sponsor: We plan to use ___ of our 6 registrations

Contributing Sponsor: We plan to use ___ of our 4 registrations

all benefits have been declined

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
