

MELANOMA WALK '17

JOINTHEFIGHTAGAINSTMELANOMA

NOVEMBER 4, 2017

SPONSORSHIP GUIDE

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. Your company's sponsorship of the Melanoma Walk enables us to help save lives with early skin cancer detection and prevention. Your sponsorship also allows your company to be recognized in the community as a supporter of skin cancer research, patient care, education, and community outreach. Proceeds from the Walk stay in Arizona and support our important work in skin cancer 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 the SCI at www.azskincancerinstitute.org.

ABOUT THE WALK

This is a family and dog-friendly walk that starts and ends on the University of Arizona Main Campus Mall. There will be a tented area for event sponsor displays, a silent auction, and giveaways.

The event opens at 3 p.m. and the Walk starts at 4:30 p.m.

WWW.FIGHTMELANOMATODAY.ORG



THE UNIVERSITY OF ARIZONA
Cancer Center
Skin Cancer Institute

SPONSORSHIP LEVELS

The Melanoma Walk reaches a large local audience every year. Last year we:

- Attracted over 500 participants
- Screened 75 people for skin cancer
- Signed 20 major sponsors and received 50 in-kind donations from local and national businesses

OUR GOAL IS TO RAISE \$75,000 TO CONTINUE OUR EFFORTS TO REDUCE SKIN CANCER RATES THROUGH EDUCATION, RESEARCH, AND COMMUNITY OUTREACH. HELP US REACH OUR GOAL!

SPONSOR BENEFIT	PRESENTING \$5,000 +	ASSOCIATE \$2,500 +	SUPPORTING \$1,200 +	CONTRIBUTING \$600 +
Company name and/or logo on publicity materials and event website	✓	✓	✓	✓
Sponsor table and two chairs at event	✓	✓	✓	✓
Distribution of product samples and/or product information placed in event goody bags (if applicable)	✓	✓	✓	✓
Acknowledgement in the event program guide	Full page	Half page	Quarter page	Back page mention
Sponsor name and logo posted along route	✓	✓	✓	
Free membership in our Protect Your Skin Program (2 sunscreen dispensers, 2 sun safety signs and 1 gallon of sunscreen at your location) \$200 value	✓			
Press release naming company as major sponsor of the walk	✓			
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 US

For more information, please contact: The University of Arizona Cancer Center Skin Cancer Institute at 1-888-724-2749 or contactsci@uacc.arizona.edu



MELANOMA WALK

THANK YOU FOR YOUR SPONSORSHIP! SPONSORSHIP AGREEMENT

Company Name: _____

Address: _____

City: _____ State/Zip: _____

Business Phone: _____ Business Email: _____

Contact Person: _____ Contact Title: _____

Contact Phone: _____ Contact Email: _____

SPONSORSHIP OPTIONS:

- Presenting Sponsor (\$5,000+)*
- Associate Sponsor (\$2,500+)
- Supporting Sponsor (\$1,200+)
- Contributing Sponsor (\$600)

IN-KIND (description, quantity)

Food _____

Beverage _____

Media _____

Other _____

TOTAL In-Kind Value: \$ _____

PLEASE MARK APPROPRIATE BOX:

- We need coverage in tented area
- We will NOT BE ATTENDING the event
- We will be bringing our own tent/set-up
- All Benefits Have Been Declined

TERMS

- Sponsor Agreement due by September 29, 2017
- **Supporting, Associate & Presenting Sponsors are responsible for providing a vector logo (EPS file or high resolution) by September 29** to be used on marketing materials. Missed deadlines can result in exclusion of your name and logo in event advertising, marketing and printed materials. **Email logo to: contactsci@uacc.arizona.edu**
- Sponsor logo and name can be used in marketing 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 approval.
- Sponsor benefits begin from time of signing, after full payment.
- Payment/donation/delivery of goods are due in full on or before **October 5, 2017**
- Sponsorship payment is not refundable for missed programming or exclusion in printed marketing materials due to late payment

MAKE CHECK PAYABLE TO:

UAF/MELANOMA WALK

MAIL TO:

Skin Cancer Institute
ATTN: Denise Spartonos
1515 N Campbell Avenue
Tucson, AZ 85724

Authorized Signature

Date

* Presenting Sponsor payment in excess of \$200 qualifies as a tax deductible donation; all other sponsorships are 100% tax deductible.