# MELANOMA WALK<sup>19</sup> JOINTHEFIGHTAGAINSTMELANOMA

## NOVEMBER 9, 2019 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. There will also be free skin cancer screenings, music, fun activities for kids, and free food for Walk participants.

The event opens at 3:00 p.m. and the walk starts at 4:30 p.m.

WWW.FIGHTMELANOMATODAY.ORG



### SPONSORSHIP LEVELS

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

- Attracted over 300 participants
- Screened 40 people for skin cancer
- Signed 18 major sponsors and received 40 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	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
Sponsor table and two chairs at event	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
Distribution of product samples and/or product information.	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
Acknowledgement in the event program guide	Full page	Half page	Quarter page	Back page mention
Sponsor name and logo posted along route	<b>✓</b>	<b>✓</b>	<b>✓</b>	
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	<b>✓</b>			
Press release naming company as major sponsor of the walk	<b>✓</b>			

#### OFFICIAL SUPPLIERS OF FOOD AND/OR BEVERAGE

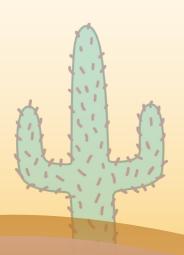
Food and/or beverages for approximately 500 participants (your sponsorship level will be based on ½ the value of donation)

#### **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'19

#### THANK YOU FOR YOUR SPONSORSHIP!

#### SPONSORSHIP AGREEMENT

Company Name:		
Address:		
City:	State/Zip:	
Business Phone:	Business Email:	
Contact Person:		
Contact Phone:		
SPONSORSHIP OPTIONS:  ☐ Presenting Sponsor (\$5,000+)* ☐ Associate Sponsor (\$2,500+) ☐ Supporting Sponsor (\$1,200+) ☐ Contributing Sponsor (\$600)  PLEASE MARK APPROPRIATE BOX: ☐ We need coverage in tented area ☐ We will be bringing our own tent/set-up	□ IN-KIND (description, quantity)  Food Beverage Media Other TOTAL In-Kind Value: \$  □ We will NOT BE ATTENDING the event □ All Benefits Have Been Declined	
<ul> <li>resolution) by September 27 to be used on marketing name and logo in event advertising, marketing and present solutions.</li> <li>Sponsor logo and name can be used in marketing prosponsor participants do not have the right to use the Skin Cancer Institute names in private marketing mass.</li> <li>Sponsor benefits begin from time of signing, after full payment/donation/delivery of goods are due in full of</li> </ul>	University of Arizona, University of Arizona Cancer Center or terials without approval.  payment.	

Date

**Authorized Signature** 

Tucson, AZ 85724

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