SPONSORSHIP OPPORTUNITIES

10k, 5k, 1 Mile Fun Walk & Kids Dash

CELEBRATING 10 YEARS

10 ZERO PROSTATE CANCER RUN/WALK

BALTIMORE • 2016

Sunday, Sept. 25, 2016
7:30 a.m. Program Starts
8:30 a.m. Race Starts

Towson University
Johnny Unitas Stadium
7400 Osler Drive, Towson, MD

www.zerobaltimore.org

SPONSOR THE CHALLENGE AND HELP END PROSTATE CANCER

Benefitting:

ZERO THE END OF PROSTATE CANCER | American Urological Association | Urology Care FOUNDATION

The ZERO Prostate Cancer Challenge is the premier men's health event series in America and takes place in 40 cities across the country. A heartfelt, community activity that brings together athletes, cancer survivors, physicians, caretakers, family members and friends in the fight to end prostate cancer.

We are returning to the Johnny Unitas Stadium at Towson University. We invite your organization to be a part of the excitement, which features a challenging 10K and 5K road race, a 1 mile fun walk, a superhero kids dash, live band, children's activities, free food and beverages along with many vendors and supporters. It is a fun morning for the entire family.

Over the past ten years, the ZERO Prostate Cancer Challenge Baltimore event has raised over $3 million, for prostate cancer research, awareness and free screenings. We invite you to join us in supporting this important cause. Proceeds benefit:

ZERO–THE END OF PROSTATE CANCER

ZERO is proud to partner with medical, corporate, and nonprofit partners across the country to host events from coast to coast. We save lives and stop pain and suffering by advancing research, encouraging action, and providing education and support to men and their families. **www.zerocancer.org**

UROLOGY CARE FOUNDATION

The American Urological Association (AUA) and the Urology Care Foundation are committed to supporting urologic research through funding, advocacy and education and have been providing support to urology researchers for more than 40 years. Funds are utilized to: advance prostate cancer care through research and innovation; support projects that impact prostate cancer patients, including education; provide innovative prostate cancer discoveries to advance progress towards finding a cure; develop resources and support for community-based research collaborations. **www.urologyhealth.org**

Expected Attendance:
3,500

Participant Demographics:
52% Connected to prostate cancer
8% No connection
18% 20 years & under
34% 20 – 40 years
34% 40 – 60 years
14% 60 & over
83% Run/Walk
17% Activities Only

Tax ID # 59-3400922
Make Checks Payable to:
ZERO Baltimore
25 Crossroads Drive, Suite 306
Owings Mills, MD 21117

Resources:
www.zerobaltimore.org
Face book: greatprostatecancerchallenge
Twitter @Zerobaltimore
#Zerobaltimore
www.zerocancer.org

Call for more information
Jenifer Patterson
443-738-2738
Jpatterson@cua.md

Presented by:

Chesapeake UROLOGY

Chesapeake Urology Associates, the leading urology group in Maryland and the Mid-Atlantic region, is also one of the nation's largest fully integrated urology practices. Our 66 physicians and 500 associates are dedicated to providing our patients with the most innovative and compassionate urology care available.

Chesapeake Urology Associates' experienced, board-certified, urologists use advanced treatments to manage all types of urological conditions for adults and children. Our 21 urology centers and 14 certified surgical centers are conveniently located throughout Maryland.

Chesapeake Urology Associates takes great pride in giving back to the community. Led by our CEO, Dr. Sanford Siegel, Chesapeake Urology founded the Great Prostate Cancer Challenge in 2007, and since then we have raised over $3 million for prostate cancer research, awareness and screenings. Through funds raised by the ZERO Prostate Cancer Run/Walk, Chesapeake Urology, in partnership with ZERO-The End of Prostate Cancer, has provided more than 7,000 free prostate cancer screenings to men in high risk communities in Maryland.

www.chesapeakeurology.com

KEY SPONSORS

CareFirst abbvie Dendreon Targeting Cancer, Transforming Lives 13 WJZ THE BALTIMORE SUN MEDIA GROUP

CELEBRATING 10 YEARS

ZERO PROSTATE CANCER RUN/WALK

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PRESENTING SPONSOR EXCLUSIVE

- Featured as top sponsor on all websites, social media and print ads
- Company rep on podium to start race
- Company rep to help present awards
- Inclusion of company name in event press release
- Acknowledged as top sponsor in race day announcements
- Logo/Name in radio ads, marketing materials, signs and banners
- 15 second commercial on stadium video board
- Logo on registration website
- Logo and link on social media
- Logo on 30,000 registration brochures
- Logo on 3,000 Tech Run shirts
- Logo on 3,000 race bibs
- Name on registration website as sponsor
- 6' x 6' table display on race day
- 30 Complimentary Entries
- 30 Complimentary Tech Run shirts
- Virtual Race Bag Ad
- License to use "Proud Sponsor of"
- Logo on prostate cancer screening flyers
- Name on screening radio spots
- Entry in the race day sponsor tent

$50,000

Premier Sponsor

- Company rep on podium to start race
- Company rep to help present awards
- Inclusion of company name in event press release
- Acknowledged as sponsor in race day announcements
- Logo/Name in radio ads, marketing materials, signs and banners
- 15 second commercial on stadium video board
- Logo on registration website
- Logo and link on social media
- Logo on 30,000 registration brochures
- Logo on 3,000 tech run shirts
- Logo on 3,000 race bibs
- Name on registration website as sponsor
- 6' x 6' table display on race day
- 20 Complimentary Entries
- 20 Complimentary Tech Run shirts
- Virtual Race Bag Ad
- License to use "Proud Sponsor of"
- Logo on prostate cancer screening flyers
- Name on screening radio spots
- Entry in the race day sponsor tent

$25,000

Champion Sponsor

- Inclusion of company name in event press release
- Logo/Name in radio ads, marketing materials, signs and banners
- Logo on stadium video board
- Logo on registration website
- Logo and link on social media
- Logo on 30,000 registration brochures
- Logo on 3,000 Tech Run shirts
- Name on registration website as sponsor
- 6' x 6' table display on race day
- 15 Complimentary Entries
- 15 Complimentary Tech Run shirts
- Virtual Race Bag Ad
- License to use "Proud Sponsor of"
- Entry in the race day sponsor tent

$10,000

Hero Sponsor

- Logo on stadium video board
- Logo on registration website
- Logo and link on social media
- Logo on 30,000 registration brochures
- Logo on 3,000 Tech Run shirts
- Name on registration website as sponsor
- 6' x 6' table display on race day
- 10 Complimentary Entries
- 10 Complimentary Tech Run shirts
- Virtual Race Bag Ad
- License to use "Proud Sponsor of"
- Entry in the race day sponsor tent

$5,000

Supporter Sponsor

- Name on race day video board
- Logo on registration website
- Logo and link on social media
- Name on 3,000 tech run shirts
- Name on registration website as sponsor
- 6' x 6' table display on race day
- 5 Complimentary Entries
- 5 Complimentary Tech Run shirts
- Virtual Race Bag Ad
- License to use "Proud Sponsor of"
- Entry in the race day sponsor tent

$2,500

Blue Sponsor

- Name on stadium video board
- Name on the back of 3,000 tech run shirts
- Name on registration website as sponsor
- 6' x 6' table display on race day
- 1 Complimentary Entry
- 1 Tech Run shirt
- Virtual Race Bag Ad
- License to use "Proud Sponsor of"

$1,500

Exclusive Sponsorship Opportunities

- "Exclusive Signage Opportunities" $600 each
- Stage ($1,000)
- Hospitality tent
- Kids Zone and Kids Dash
- Elite Team Tent
- Medical Tent
- Photo Op Area
- Start/Finish Line Marker
- Mile Markers on Course
- Survivor Amenities
- Runner Warm Up from the stage
- Winner Medals

- Product Donations

Please call Jenifer Patterson 443-738-2738 for details

Various

2016 TIMELINE FOR SPONSORSHIP INCLUSION

June 1:

- Company name on radio spots
- Name /logo on registration website

July 1:

- Race start/finish line sponsorship
- Name/Logo on tech run shirts
- Complimentary t-shirts
- Sponsorship of Runner medals
- Logo on runner bibs (Title Sponsor Exclusive)
- 15 second commercial on stadium video board
- All other exclusive sponsorship opportunities

August 1:

- Product donations
- Name/logo on race day signage
- Survivor amenities
- Mile markers on course
- Exclusive on stage warm up

September 1:

- Complimentary Entries
- Inclusion in press release
- Virtual race bag
- Complimentary race entries

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YES, I AM COMMITTED TO ENDING PROSTATE CANCER

AT THE _____ SPONSORSHIP LEVEL!

Organization name

Contact name

Business address

City State Zip

Business phone

Business email

Please make checks payable to:
ZERO – Baltimore
25 Crossroads Drive, Suite 306
Owings Mills, MD 21117

Please send black and white and color logos in high resolution, eps or jpeg format via email to jpatterson@cua.md.

Contributions benefit ZERO. Gifts to ZERO qualify as charitable contributions to an IRS Section 501c3 public charity for federal income, estate and gift tax purposes. Your contribution is deductible to the fullest extent allowed by law. ZERO Tax ID # 59-3400922.

Please charge $_____ to my:

☐ Visa ☐ MC ☐ AMEX ☐ Discover

Card number (on back of card)

Expiration date

3 or 4-digit SVN

Name on card

Signature