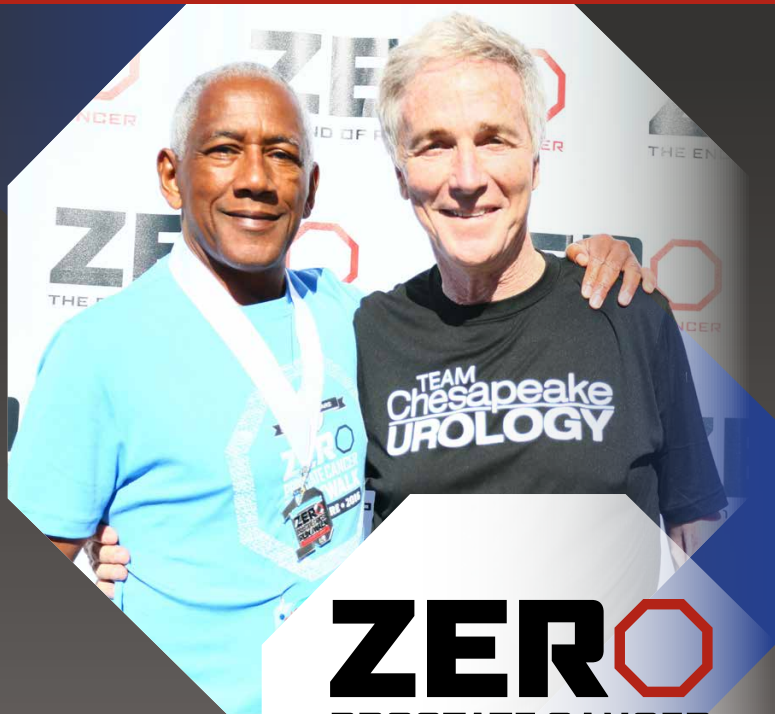


SPONSORSHIP OPPORTUNITIES



ZERO PROSTATE CANCER RUN/WALK

BALTIMORE • 2017

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

Sunday, Sept. 24, 2017
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 Official Foundation of the
American Urological Association

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 kids superhero dash for dad, zumba, 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 \$3.5 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 – The End of Prostate Cancer is the leading national nonprofit with the mission to end prostate cancer. ZERO advances research, improves the lives of men and families, and inspires action. We're building Generation ZERO, the first generation of men free from prostate cancer, through our national run/walk series, education and patient support programs, and grassroots advocacy. ZERO is a 501(c)(3) philanthropic organization, accredited by the Better Business Bureau, with regional chapters across the country. We dedicate 94 cents of every dollar to research and programs. 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:
5% Patients / Survivors
74% Family & Friends of Survivors
21% Medical Community
20% 20 years & under
15% 21-30 years
15% 31-40 years
20% 41-50 years
17% 51-60 years
9% 61-70 years
4% 70 years and up



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

Resources:

www.zerobaltimore.org
Facebook: [greatprostatecancerchallenge](https://www.facebook.com/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 \$3.5 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 8,000 free prostate cancer screenings to men in high risk communities in Maryland.

www.chesapeakeurology.com

KEY SPONSORS

CareFirst  abbvie

Dendreon
Targeting Cancer, Transforming Lives

 WJZ

ZERO

PROSTATE CANCER RUN/WALK

BALTIMORE • 2017



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

Recognition 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

\$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

Recognition 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

\$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

Recognition 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"

\$10,000

Hero Sponsor

Logo on stadium video board

Logo on registration website

Recognition 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"

\$5,000

Supporter Sponsor

Name on race day video board

Logo on registration website

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"

\$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

2017 TIMELINE FOR SPONSORSHIP INCLUSION



June

- Company name on radio spots
- Name or logo on registration website (hyperlinked to their site)

July

- Race start/finish line sponsorship
- Name or 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

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

September

- Inclusion in press release
- Virtual race bag
- Complimentary race entries – expire on Sept. 1, 2017. Registrations submitted after September 1 will be charged full event price.



YES, I AM COMMITTED TO ENDING PROSTATE CANCER

AT THE _____ SPONSORSHIP LEVEL!

Please send invoice.

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

Please charge \$ _____ to my:

Visa MC AMEX Discover
(on back of card)

Organization name

Contact name

Business address

City State Zip

Business phone

Business email

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.

Card number

Expiration date 3 or 4-digit SVN

Name on card

Signature

*Payment by check saves 10% of the sponsorship from going to online fees.