

GET YOUR REAR IN GEAR 2017



BE A SPONSOR



"I WANT TO MAKE A DIFFERENCE FOR THE
THOUSANDS OF PEOPLE IN MY COMMUNITY
TOUCHED BY COLON CANCER"

-DANA, CAREGIVER

About Us

Get Your Rear in Gear® events are produced by the Colon Cancer Coalition, a national grassroots organization dedicated to furthering the advancement of colon cancer awareness and screening. Get Your Rear in Gear events are planned and run with the help of local volunteers who are passionate about putting an end to this preventable disease by increasing screening rates and encouraging people to take charge of their own health. Events are planned mainly by caregivers and survivors with strong support from the medical community.



The Colon Cancer Coalition, and Get Your Rear in Gear events, started in 2005 as one woman's reaction to the loss of her sister. Money raised through Get Your Rear in Gear events and other fundraising efforts concentrates on colon cancer education, screening, and prevention programs throughout the country. Our volunteer event directors help determine how the funds raised at the local level will be used to support new and existing programs for these efforts in their community.

Our events bring together colon cancer survivors, families and caregivers, medical practitioners, the running community, and local businesses to address the CDC's top two priorities for the disease: awareness and screening.

"THIS CANCER CAN BE AVOIDED
WITH EARLY DETECTION"
-CARRIE, SURVIVOR

Colon Cancer Facts:

1 in 20 Americans will be diagnosed with colon cancer during their lifetime.



90% 5-year survival rate when colon cancer is caught in early stages;
only **10%** when diagnosed in late stages.

Only **40%** of patients nationwide are diagnosed with early stage disease.

Reaching an **80%** screening rate for colon cancer could prevent 21,000 deaths EACH YEAR.

1 in 7 of those diagnosed with colon cancer are under the age of 50.



Colon cancer is on the rise in adults **under 50**.

Survey findings of participants after attending a Get Your Rear in Gear event:

65% will be screened for colon cancer.

85% will encourage others to be screened for colon cancer.

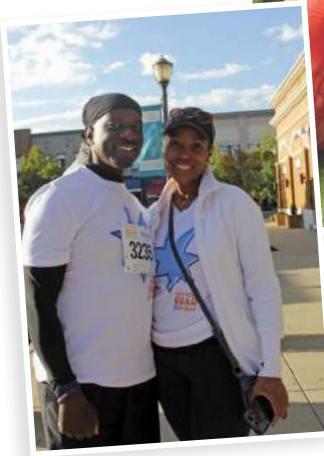
49% will make dietary changes.

67% will talk to loved ones about family health history.



59% will take time to research facts about colon cancer.


Demographics


Through 2016, 282 Get Your Rear in Gear run/walk events have been held in 72 cities across the country, including 25 of the top 50 largest media markets. Nearly 30,000 people participate in events each year.



Get Your Rear in Gear participants are loyal, motivated and key-influencers.

 **70%** |  **30%**
Over half of event participants are women.

AGES 25-54
67% influence both their children and aging parents
 and make purchasing decisions for the households.


80% affluent or middle-income.


70% touched by colon cancer (survivors, family, friends).

Through 2016...


282 Get Your Rear in Gear run/walk events


72 host cities


185,000 run/walk participants nationwide


9,500 volunteers

Making a difference...

\$2.5 million
raised to in 2016 to **FIGHT** colon cancer.

"GETTING YOUR REAR IN GEAR CAN SAVE A LIFE"
-MEAGAN, CAREGIVER

A Positive Impact...

- ★ Studies show people change health decisions/behaviors when having fun verses using fear-based messaging.
- ★ We're the leading colon cancer awareness organization, using messaging that is fun, optimistic, and unique.
- ★ We deliver highly-motivated, active, advocates and influencers who help amplify your message.

Sponsor Benefits

	PRESENTING* \$5,000	HERO \$3,000	CHAMPION \$1,000	BLUE ZONE \$750 Kids' Fun Run, Survivor Tent Water stop/Start/Finish	MILE MARKER \$500	DISPLAY ON RACE DAY \$150	IN-KIND
PRE-EVENT RECOGNITION							
Logo in paid advertising (varies by market)	★						
Logo on Save the Date postcard	★						
Mention on print materials	LOGO	LOGO	LOGO	LOGO	NAME		
Mention on CCC event webpage	LOGO	LOGO	LOGO	LOGO	NAME		NAME
Mention in email	LOGO						
Social media recognition	LOGO <i>multiple mentions</i>	LOGO	NAME	NAME	NAME		NAME
Press releases	NAME	NAME					
RACE DAY							
Race shirt	LOGO	LOGO	LOGO	LOGO	NAME		NAME
Opportunity to speak during event	★						
Mention by emcee	★	★	★	★	★		
Banner at start/finish area (supplied by sponsor)	★						
Additional signs on course (supplied by sponsor)	4	2	1				
Table for promotion	★	★	★			★	
Signage in specialty area				LOGO	LOGO		
Sponsor banner (produced by CCC)	LOGO	LOGO	LOGO	LOGO	NAME		NAME
Include flyer or item in gift bag (if applicable/available)	★	★	★	★	★	★	★

■ = premium placement

*Exclusive opportunities available.

Additional mutually agreeable opportunities are available, talk with your Local Event Director about how you or your company would like to participate in your local Get Your Rear in Gear Run/Walk.

Sponsor Agreement

Thank you for becoming a partner with the Colon Cancer Coalition's Get Your Rear in Gear® events and helping the fight against colon cancer, while reaching a wide geographic cross-section of people who are active in your community.

CONTACT INFORMATION:

Event City _____

Company Name _____
Print name as it should appear in publication

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

SPONSORSHIP LEVEL:

- Presenting: \$5,000
 Hero: \$3,000
 Champion: \$1,000
 Blue Zone: \$750
 Select Type:
 ___ Survivor Tent ___ Water Stop ___ Kids' Fun Run ___ Start/Finish
 ___ Other (Please describe) _____
 Mile Marker: \$500
 Display on Raceday: \$150
 In-Kind Donation: Describe donation _____ Estimated value: \$ _____

PAYMENT INFORMATION:

- Please invoice
 Check enclosed payable to Colon Cancer Coalition (include city name in memo line). Check # _____
 Check to be mailed separately from _____
(company name)
 Charge my credit card:
 Name on card _____ Signature _____
 Credit card number _____ Exp. date _____

RETURN FORM & PAYMENT TO:

Chris Evans, Finance Director

Colon Cancer Coalition

5666 Lincoln Dr., Suite 270

Edina, MN 55436

Phone: 952-378-1237

Fax: 952-674-1179

Email: chris@coloncancercoalition.org

Tax ID: 30-0377727

LOGOS:

Send your logo in both Vector (EPS, etc.) and JPG format for inclusion on event materials to:

Kate Krebs, Outreach & Market Director

Email: kate@coloncancercoalition.org