



2011 Sponsorship Opportunities

The **2011 sponsorship benefits** have been designed to provide our partners with more value for their investment. Please consider participating in the sponsorship program as a corporate sponsor by providing a monetary investment to underwrite Foundation expenses or as an in-kind sponsor providing a donation of goods or services, or collaborate with us to create a customized sponsorship.

Sponsorship Principles

The Terri Brodeur Breast Cancer Foundation (TBBCF) operating expenses will be covered by corporate sponsorships and/or grants. Corporate sponsors will understand that they are sponsoring either a) our ability to run the Foundation or, b) the costs of a fundraising event so that all fundraising proceeds can go directly to research.

The following principles guide the relationship between TBBCF and its sponsors:

- TBBCF interactions with corporate sponsors are characterized by a high degree of professionalism.
- TBBCF does not endorse specific corporations or their products and services.
- TBBCF acknowledges corporate participation publicly, but in ways that do not suggest endorsement.
- Corporate presentations at TBBCF events are not for the purpose of pitching products or services but to educate and build partnerships.

Corporate Sponsorships

Corporate sponsors play a critical role in helping TBBCF achieve our goals. TBBCF appreciates the involvement of corporate sponsors in activities and strives to deliver the highest quality programs and recognition to corporate sponsors through its awards programs, web page, events and newsletter.

Personal Sponsorships

You do not need to be a company to become a sponsor of TBBCF. TBBCF appreciates our individual and family sponsors.

In-Kind Donations and Sponsorships

In-kind donations are key to TBBCF events and programs because they off-set expenses covered by monetary sponsorships. Goods and services equaling a sponsorship value greater than \$250 provide you with recognition as a sponsor. Other items not included on the [Donation Wish List](#) are also welcome donations. If you or your organization is interested in donating goods and services to support the Walk Across Southeastern CT or items for our raffles held at special events throughout the year please contact tbbcf@sbcglobal.net.

Customized Sponsorships

Contact the Foundation to propose and discuss a custom made sponsorship opportunity that meets the needs of your organization and TBBCF at tbbcf@sbcglobal.net.

2011 Sponsor Options and Benefits

Platinum Sponsor: \$10,000 and above

- Your company name, logo, contact information and description (up to 500 words) prominently displayed on the Sponsor Page of www.tbpcf.org
- Your company name, logo, contact information and description (up to 500 words) prominently displayed in the Sponsor Guide distributed to all walkers in registration bag.
- Two “free” walkers for Walk Across Southeastern, CT (waive registration & fundraising requirements)
- Your company logo on Walker T-shirts.
- Your company recognized in post-walk Quarterly Newsletter.
- Your company recognized on Mile Marker Sign(s).
- Your company logo on Sponsorship Banner displayed at Opening & Closing Ceremonies.
- Your company banner (provided by sponsor) to be displayed at Closing Ceremonies.
- Your company logo used in specific fundraising ads and communications. Must commit by 6/1/11.
- Your company logo on Walker Registration Bag.
- Your company to provide an insert (based on approval) to be included in Walker Registration Bag.
- Your company logo on Marketing Posters. Must commit by 6/1/11.
- Your company logo on Walk Recruitment Brochures. Must commit by 6/1/11.

Diamond Sponsor: \$5,000

- Your company name, logo, contact information and description (up to 200 words) prominently displayed on the Sponsor Page of www.tbpcf.org
- Your company name, logo, contact information and description (up to 200 words) prominently displayed in the Sponsor Guide distributed to all walkers in registration bag.
- One “free” walker for Walk Across Southeastern, CT (waive registration & fundraising requirements)
- Your company logo on Walker T-shirts.
- Your company recognized in post-walk Quarterly Newsletter.
- Your company recognized on Mile Marker Sign(s).
- Your company logo on Sponsorship Banner displayed at Opening & Closing Ceremonies.
- Your company banner (provided by sponsor) to be displayed at Closing Ceremonies.
- Your company logo used in specific fundraising ads and communications. Must commit by 6/1/11
- Your company logo on Walker Registration Bag.
- Your company to provide an insert (based on approval) to be included in Walker Registration Bag.

Emerald Sponsor: \$2,500

- Your company name, logo, contact information and description (up to 100 words) prominently displayed on the Sponsor Page of www.tbpcf.org
- Your company name, logo, contact information and description (up to 100 words) prominently displayed in the Sponsor Guide distributed to all walkers in registration bag.
- Your company logo on Walker T-shirts.
- Your company recognized in post-walk Quarterly Newsletter.
- Your company recognized on Mile Marker Sign(s).
- Your company logo on Sponsorship Banner displayed at Opening & Closing Ceremonies.
- Your company banner (provided by sponsor) to be displayed at Closing Ceremonies.
- Your company logo used in specific fundraising ads and communications. Must commit by 6/1/11

Sapphire Sponsor: \$1,000

- Your company name, logo, contact information and description (up to 50 words) prominently displayed on the Sponsor Page of www.tbpcf.org
- Your company name, logo, contact information and description (up to 50 words) prominently displayed in the Sponsor Guide distributed to all walkers in registration bag.
- Your company logo on Walker T-shirts.
- Your company recognized in post-walk Quarterly Newsletter.
- Your company recognized on Mile Marker Sign(s).
- Your company logo on Sponsorship Banner displayed at Opening & Closing Ceremonies.

Ruby Sponsor: \$500

- Your company logo displayed on the Sponsor Page of www.tbbcf.org
- Your company logo displayed in the Sponsor Guide distributed to all walkers in registration bag.
- Your company name on Walker T-shirts.
- Your company recognized in post-walk Quarterly Newsletter.

Pearl Sponsor: \$250

- Your company name displayed on the Sponsor Page of www.tbbcf.org
- Your company name displayed in the Sponsor Guide distributed to all walkers in registration bag.
- Your company name on Walker T-shirts.
- Your company recognized in post-walk Quarterly Newsletter.