



Rays of Hope

A Walk Toward the Cure of Breast Cancer

Rays of Hope – A Walk Toward the Cure of Breast Cancer offers a significant opportunity for sponsorship and product presentation, and is a very meaningful way to reach thousands of breast cancer patients, survivors and co-survivors living in the Pioneer Valley. Your support of this empowering and meaningful event can be broadly publicized throughout Western Massachusetts in the time leading up to and during the Walk.

***2009 RAYS OF HOPE
SPONSORSHIP OPPORTUNITIES***

◆ PRESENTING SPONSOR	TAKEN – Health New England
◆ PLATINUM SPONSOR	\$15,000
◆ GOLD SPONSOR	\$10,000
◆ SILVER SPONSOR	\$5,000
◆ BRONZE SPONSOR	\$2,500
◆ PINK HOPE LOUNGE SPONSOR	\$2,000
◆ HIGH STEPPER	\$1,500
◆ POWER WALKER	\$1,000
◆ BUS TRANSPORT SPONSOR	\$500
◆ REGISTRATION TABLES SPONSOR	\$500
◆ RAYS OF HOPE STORE SPONSOR	\$500
◆ ROUTE ENTERTAINMENT SPONSOR	\$300
◆ WATER STOP SPONSOR	\$250
◆ ROUTE MARKER SPONSOR	\$250
◆ STRIDER	\$150



**Baystate
Health Foundation**



◆ PRESENTING SPONSOR \$25,000

Company Logo Exposure:

- Logo printed on front of **40,000** Walk Pledge Brochures
- Logo printed on front of **10,000+** Walk T-Shirts
- Logo printed on front of **800** Survivor T-Shirts – given out to all breast cancer survivors
- Logo printed on Rays of Hope banner displayed at 25 grassroots fundraising events held throughout the year in western Massachusetts
- Company promotional vehicle placed at selected grassroots fundraising events
- Logo and recognition in each issue of the Rays of Hope Newsletter (25,000 readers)
- Logo and recognition in Rays of Hope e-Newsletter
- Logo displayed on all fact signs set up along the walk route
- Logo displayed in Corporate Sponsor Thank You Advertisement in *The Republican*
- Logo will be prominently featured in type size larger than all lesser category sponsors in all printed advertising and collateral materials

Media Exposure:

- Company will be recognized as Presenting Sponsor in all Rays of Hope press releases submitted to newspapers, radio, and television.
- WMAS 94.7 will mention Company's name in Rays of Hope promotions:
6 weeks, 15 times per week (\$4,500 value)
- Company will be featured in an article in the Rays of Hope Newsletter (25,000 readers)
- Company's website will be linked on Rays of Hope website and the Online Giving website
- Company's website will be linked on WMAS 94.7's website (\$2,500 value)

On-Site Recognition Day of Walk

- Company will be entitled to the Rally Site Water Stop (15,000+ people)
- Company will be entitled to a booth in the Exhibitors Tent (staffed by Company employees)
- Company Banner will hang on event stage (Company will supply banner) at both Walk locations
- Company promotional vehicles will be prominently displayed at both Walk locations
- Company official will assist in Rays of Hope Walk start
- Proprietary Sponsorship of one Bus used to transport walkers to and from Walk rally site

Company Participation Benefits

- Company name printed on Team T-shirts for Company walkers
- 8 Tickets to the Corporate Sponsor Luncheon



◆ PLATINUM SPONSOR \$15,000

Company Logo Exposure

- Logo printed on **Front** of **40,000** Walk Pledge Brochures
- Logo printed on **Front** of **10,000+** Walk T-Shirts
- Logo and recognition in the Rays of Hope Newsletter – *Supporting Hope* (25,000 readers)
- Logo and recognition in Rays of Hope eNewsletter
- Logo displayed in Corporate Sponsor Thank You Advertisement in *The Republican*

Media Exposure

- WMAS 94.7 FM: Included in 35 promotional announcements aired the 6 weeks prior to the Walk
- Company web site linked on the WMAS 94.7 web site (\$2,500 value)
- Company web site linked on Rays of Hope web site
- Company recognition as Platinum Sponsor in all Rays of Hope press releases

On-Site Recognition Day of Walk

- Proprietary Sponsorship of a Water Stop on the Walk Route (visited by over 15,000 walkers) (Volunteers to staff water stop, and any banners, to be supplied by Company. Bottled water is donated by our supplier)
- Company Booth in the Exhibition Tent (visited by over 15,000 walkers) (Banner, informational materials, and staff supplied by Company)
- Proprietary Sponsorship of one Bus used to transport walkers to and from Walk rally site
- Company Banner displayed prominently on Event Stage at both Walk locations (banner supplied by Company)
- Company name displayed at the Rays of Hope Registration Tables at rally site.
- Proprietary Sponsorship of a Mile Marker for both the 5 mile and 2 mile walk routes
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk

Company Participation Benefits

- Breast Cancer Education Talk by expert medical staff for Company's employees and guests
- Company Table (8 tickets) at the Rays of Hope Corporate Sponsor Luncheon





◆ **GOLD SPONSOR \$10,000**

Company Logo Exposure

- Logo printed on **Front** of **40,000** Walk Pledge Brochures
- Logo printed on **Front** of **10,000+** Walk T-Shirts
- Logo and recognition in each issue of the Rays of Hope Newsletter – *Supporting Hope* (25,000 readers)
- Logo and recognition in Rays of Hope eNewsletter
- Logo displayed in Corporate Sponsor Thank You Advertisement in *The Republican*

Media Exposure

- WMAS 94.7 FM: Included in 21 promotional announcements aired the 3 weeks prior to the Walk
- Company web site linked on WMAS 94.7 web site (\$2,500 value)
- Company web site linked on Rays of Hope web site

On-Site Recognition Day of Walk

- Proprietary Sponsorship of a Water Stop on the Walk Route (visited by over 15,000 walkers) (Volunteers to staff water stop, and any banners, to be supplied by Company. Bottled water is donated by our supplier)
- Company Booth in the Exhibition Tent (visited by over 15,000 walkers) (Banner, informational materials, and staff supplied by Company)
- Company Banner displayed prominently on Event Stage (Banner supplied by Company)
- Proprietary Sponsorship of a Mile Marker for both the 5 mile and 2 mile walk routes at both Walk locations
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk

Company Participation Benefits

- Company Table (8 tickets) at the Rays of Hope Corporate Sponsor Luncheon





◆ **SILVER SPONSOR \$5,000**

Company Logo Exposure

- Logo printed on **40,000** Walk Pledge Brochures
- Logo and recognition in each issue of the Rays of Hope Newsletter – *Supporting Hope* (25,000 readers)
- Logo and recognition in Rays of Hope eNewsletter
- Logo displayed in Corporate Sponsor Thank You Advertisement in *The Republican*

Media Exposure

- WMAS 94.7 FM: Included in 6 promotional announcements aired the 3 weeks prior to the Walk
- Company web site linked on WMAS 94.7 web site (\$2,500 value)
- Company web site linked on Rays of Hope web site

On-Site Recognition Day of Walk

- Proprietary Sponsorship of a Water Stop on the Walk Route (visited by over 15,000 walkers)
(Volunteers to staff water stop, and any banners, to be supplied by Company. Bottled water is donated by our supplier)
- Company Booth in the Exhibition Tent (visited by over 15,000 walkers)
(Banner, informational materials, and staff supplied by Company)
- Company Banner displayed on Event Stage
(Banner supplied by Company)
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk

Company Participation Benefits

- 4 Tickets to the Corporate Sponsor Luncheon





◆ **BRONZE SPONSOR \$2,500**

Company Logo Exposure

- Logo and recognition in each issue of the Rays of Hope Newsletter – *Supporting Hope* (25,000 readers)
- Logo and recognition in Rays of Hope eNewsletter

Media Exposure

- Company web site linked on Rays of Hope web site
- Company name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*

On-Site Recognition Day of Walk

- Co-Sponsorship of a Water Stop on the Walk Route (visited by over 15,000 walkers)
(Volunteers to staff water stop, and any banners, to be supplied by Company. Bottled water is donated by our supplier)
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk

Company Participation Benefits

- 4 Tickets to the Corporate Sponsor Luncheon





◆ **PINK HOPE LOUNGE SPONSOR \$2,000**

Company Logo Exposure

- Sponsorship of the on-site hospitality area for breast cancer survivor participants
- Company banner displayed outside the Pink Hope Lounge tent
(banner provided by company – no larger than 2' x6')
- Company logo and/or name displayed inside (signage provided by Rays of Hope)
- Opportunity to provide give-away to Survivor participants in the Lounge
(give-away supplied by company)
- Opportunity to have company table with company information in the Lounge
(staffed by company)

Media Exposure

- Company web site linked on Rays of Hope web site
- Company name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*

On-Site Recognition Day of Walk

- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk

Company Participation Benefits

- 4 Tickets to the Corporate Sponsor Luncheon





◆ **HIGH STEPPER \$1,500**

- Co-Sponsorship of a Water Stop on the Walk Route (visited by over 15,000 walkers) (Volunteers to staff water stop and any banners, to be supplied by Company. Bottled water is donated by our supplier)
- Sponsorship of a Mile Marker for the 5 mile walk route
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk
- Company name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*
- 2 Tickets to the Corporate Sponsor Luncheon

◆ **POWER WALKER \$1000**

- Sponsorship of one Bus used to transport walkers to and from Walk rally site
- Sponsorship of a Mile Marker for the 2 mile walk route
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk
- Company name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*
- 2 Tickets to the Corporate Sponsor Luncheon

◆ **BUS TRANSPORT SPONSOR \$500**

- Sponsorship of one Bus used to transport walkers to and from Walk rally site
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk
- Name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*
- Invitation to the Corporate Sponsor Luncheon

◆ **REGISTRATION TABLES SPONSOR \$500**

- Company name displayed at the Rays of Hope Registration Tables at Walk rally site
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk
- Company name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*
- Invitation to the Corporate Sponsor Luncheon





◆ RAYS OF HOPE STORE SPONSOR \$500

- Company name displayed at the Rays of Hope Store at the Walk rally site
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk
- Company name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*
- Invitation to the Corporate Sponsor Luncheon

◆ ROUTE ENTERTAINMENT SPONSOR \$350

- Company name displayed at two of the eight Entertainment areas throughout the Walk route (signage provided by Rays of Hope)
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk
- Company name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*
- Invitation to the Corporate Sponsor Luncheon

◆ WATER STOP SPONSOR \$250

- Co-Sponsorship of a Water Stop on the Walk Route (visited by over 15,000 walkers) (Volunteers to staff water stop, and any banners, must be supplied by Company. Bottled water is donated by our supplier)
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk
- Company name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*
- Invitation to the Corporate Sponsor Luncheon

◆ ROUTE MARKER SPONSOR \$200

- Sponsorship of a Route Marker for the Walk route
- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk
- Company name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*
- Invitation to the Corporate Sponsor Luncheon

◆ STRIDER \$150

- Company name on the Rays of Hope Corporate Donor Board prominently displayed at Walk
- Company name displayed in Corporate Sponsor Thank You Advertisement in *The Republican*
- Invitation to the Corporate Sponsor Luncheon

