



# WOMEN'S ONLY 5K WALK & RUN **VIRTUAL RACE**

**MONDAY - SATURDAY**  
Sept. 28 - Oct. 3, 2020

*"It's more than just a 5K.  
You're doing it to honor people  
you have lost and people  
who are fighting."  
– WO5K Participant*



**WomensOnly5K.com**

## **SPONSORSHIP OPPORTUNITIES**

Inspire. Empower. Celebrate.





WOMEN'S ONLY  
5K WALK & RUN  
VIRTUAL RACE

# DEAR FRIENDS OF THE WOMEN'S ONLY,



Debbie Cunningham, DNP, RN  
Senior Vice President, Cone Health



Skip Hislop  
Vice President, Oncology Services,  
Cone Health Cancer Center

*"The energy and the passion is indescribable among the women and the survivors."  
– WO5K Participant*

**Inspire. Empower. Celebrate.** These three words embody the spirit of the Women's Only 5K Walk & Run. Now in its 28th year, we have reimagined this race as a virtual event and invite you to give back to your community through your sponsorship.

Whether they are breast cancer survivors, avid runners, casual walkers or none of the above, women in the Triad love this event because of the support it provides to others in their breast health journey. Proceeds from the race fund the Cone Health Mammography Scholarship Fund and the ALight Program, which together can provide up to 600 uninsured or underinsured women each year with lifesaving mammograms, financial assistance, educational opportunities and emotional resources. By helping us defray the cost of the event, your organization allows us to donate all the proceeds to breast cancer patients right here in our community.

The success of this event is a matter of life or death. As the second leading cause of death among women, breast cancer is so prevalent that one woman out of every eight will be diagnosed in her lifetime. That adds up to over 250,000 women each year in the United States. Within the last year, Cone Health saw more than 1,000 breast cancer patients, so the need for your support is just as great as it has ever been.

The Women's Only has always served to honor the resilience of not just breast cancer fighters and survivors, but our entire community. No matter what struggles we are facing, it's important to find ways to connect, have fun and stay healthy. By helping us keep this event alive, your organization will not only help ensure that breast cancer patients will receive the early detection and resources they deserve, it will show your employees and the community at-large the value you place on wellness in these difficult times.

This packet outlines our sponsorship levels along with their corresponding benefits. Please feel free to contact us to discuss involvement and ask questions.

Thank you for your support.

Sincerely,

*Debbie Cunningham Skip Hislop*



# SPONSORSHIP OPPORTUNITIES

	<i>Exclusive Presenting Sponsor</i> SOLD	<i>Exclusive Survivor Sponsor</i> SOLD	Runner Sponsor \$1,000	Awards Sponsor \$750	Finish Line Sponsor \$500	Friend Sponsor \$250
Featured host of event week						
Co-Presenter of Virtual Photo Booth with Cone Health						
Co-Host of Race Week (Race Start, Race Encouragement, Announce Winners)						
Logo on bib sent to all racers						
Logo and custom message on yard signs along suggested Greenway route for racers OR provide specialty branded item handed out to racers at drive through packet pick up (Est. quantity 500)						
Sponsor-created video message to racers to be used on social media						
Individual sponsor page on website with information on company and any special offers						
Logo on start/finish line banner for suggested race route (Suggested route along Greenway)						
Opportunity to offer promotional material (Image, Coupon) in race packets AND at packet pickup (Image provided by sponsor, printed by Cone Health)						
Solo sponsorship announcement on social media with opportunity to offer coupon or deal for racers (Image provided by sponsor)						
Logo in emails to 4500 women on mailing list (Image provided by sponsor)						
Logo on Race website						
Logo on Tee-shirt back						
Complimentary race entries and shirts	10	8	4	3	2	1

In-Kind Opportunities (Level of sponsorship will reflect prize value):

- Sponsor and provide prizes for finishers.
- Sponsor and provide a prize for contests to run before and during the race such as "Best Team Spirit" or "Most Creative Finish Line Photo". Please contact Cheryl Angel ([cherylangel@bellsouth.net](mailto:cherylangel@bellsouth.net)) with ideas or to learn about options.

If you have any questions or need additional information, please contact Cheryl Angel, Angel Resources at 336-255-9643 or [cherylangel@bellsouth.net](mailto:cherylangel@bellsouth.net).



# 2020 WOMEN'S ONLY 5K WALK & RUN

## SPONSORSHIP AGREEMENT

WOMEN'S ONLY  
5K WALK & RUN  
VIRTUAL RACE

### PLEASE COMPLETE AND RETURN THIS FORM BY AUGUST 1, 2020, TO:

Cone Health Women's Only 5K  
**Attn: Marketing & Communications Department**  
Cone Health  
1200 North Elm Street  
Greensboro, NC 27401

OR

Scan and email to:  
cherylangel@bellsouth.net

**Note: Mail that is not clearly marked to the attention of the Marketing and Communications Department may be delayed or returned.**

Sponsor Company \_\_\_\_\_

Sponsor Company Representative \_\_\_\_\_

Position/Title \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone (Office) \_\_\_\_\_ Ext. \_\_\_\_\_ Phone (Cell) \_\_\_\_\_

#### Monetary

- |                          |                                |             |
|--------------------------|--------------------------------|-------------|
| <input type="checkbox"/> | Presenting Sponsor (Exclusive) | <b>SOLD</b> |
| <input type="checkbox"/> | Survivor Sponsor (Exclusive)   | <b>SOLD</b> |
| <input type="checkbox"/> | Runner Sponsor                 | \$ 1,000    |
| <input type="checkbox"/> | Awards Sponsor                 | \$ 750      |
| <input type="checkbox"/> | Finish Line Sponsor            | \$ 500      |
| <input type="checkbox"/> | Friend Sponsor                 | \$ 250      |

### PAYMENT

- Payment in full is enclosed (due September 15)       Payment is being mailed for receipt before September 15

### LOGO

- Logo unchanged from last year  
 **New logo** emailed to cherylangel@bellsouth.net

**\*\* Logos must be submitted by August 1, 2020. Logos must be saved and sent as an .EPS from the original Adobe Illustrator vector file. Please do not save a .JPG or .PNG file as an .EPS.**

Sponsor Rep Name Printed \_\_\_\_\_ Signature \_\_\_\_\_

Date \_\_\_\_\_