12th Annual

LOVE WALK 2020

May 17, 2020

Sponsorship Opportunities

Dr. Susan Love Foundation

www.walkwithlove.org
event + audience

EVENT INFORMATION

DATE
May 17, 2020

TIME
8:30AM

COURSE
5K Run/Walk

LEARN MORE
walkwithlove.org

LOCATIONS
- Pacific Palisades
  Palisades Recreation Center
- Palm Springs
  Ruth Hardy Park
- Santa Barbara
  Hilton Santa Barbara Beachfront Resort

DEMOGRAPHIC INFORMATION

LOS ANGELES (PACIFIC PALISADES)
- Average Household Income: $199,318
- Average Age Demographics:

PALM SPRINGS
- Average Household Income: $103,944
- Average Age Demographics:
**DEMOGRAPHIC INFORMATION**  

**SANTA BARBARA**
- Average Household Income: $124,086
- Average Age Demographics:

**DIGITAL REACH**

**TWITTER**  
12,000 total followers & 28K impressions

**FACEBOOK**  
67,000 Facebook likes and followers

**NEWSLETTER**  
359,740 subscribers

Our audience is active, engaged, and eager to interact with our partners on social media. In post-event surveys, 2 out of 3 respondents said they would likely patronize a business associated with the Dr. Susan Love Foundation for Breast Cancer Research. As a corporate sponsor you’ll benefit from the online interaction generated by our social media channels to help build lasting consumer relationships, brand recognition, and loyalty.
For the past 20 years, Dr. Susan Love Foundation for Breast Cancer Research has been committed to its mission to create a future without breast cancer. Founded in 2008, Walk with Love has raised millions of dollars to support the ground-breaking breast cancer research at Dr. Susan Love Foundation. We are in the preliminary phases of studying the breast microbiome, a study of all the bacteria, viruses and living microorganisms of a human body, as it relates to the breast. We’re getting close, but to keep this research going, we are asking for your support of Walk with Love 2020. Funds raised through Walk with Love will directly support our Microbiome Project, a collaborative study with Dr. Jenny C. Chang at Houston Methodist Cancer Center. The next phase will explore whether the microbiome is unique in each milk duct.

1 in 8 women will develop invasive breast cancer in her lifetime.
LA County ranks 3RD highest in the United States for deaths from breast cancer among African American women.
Women in low- to middle-income countries are 3X more likely to die from breast cancer than women in high income countries.
500,000 women enrolled in our flagship program, Army of Women.

Past Sponsors

Charity Navigator
Dr. Susan Love Foundation for Breast Cancer Research is the only breast cancer foundation to earn a four-star Charity Navigator rating, putting it in the top 12% of charities in terms of fiscal performance, accountability, and transparency.
<table>
<thead>
<tr>
<th>opportunities</th>
<th>Presenting $50,000</th>
<th>Platinum $25,000</th>
<th>Gold $10,000</th>
<th>Silver $5,000</th>
<th>Booth Vendor $2,500 (only Palisades Walk)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designation as Presenting Sponsor</td>
<td>✗</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Start &amp; Finish Banner</td>
<td>✗</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Logo Placement on Stage Banner</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course Presence</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in Event Digital Communications (250,000+ reach)</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Placement of Logo on All Promotional Event Materials</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Verbal Recognition in Opening Ceremony</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Logo on Walk with Love 5K T-Shirts</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>NAME</td>
</tr>
<tr>
<td>Company on Website and Day-of Signage</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>NAME</td>
<td>NAME</td>
</tr>
<tr>
<td>Booth Space at Walk with Love Family Festival (Palisades Only)</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>
Please Indicate Sponsorship Level

- Presenting Sponsor: $50,000
- Platinum Sponsor: $25,000
- Gold Sponsor: $10,000
- Silver Sponsor: $5,000
- Booth Vendor: $2,500 (only Palisades walk)
- In-Kind Sponsor

<table>
<thead>
<tr>
<th>PARTNERSHIP OPPORTUNITY</th>
<th>QTY</th>
</tr>
</thead>
</table>

Payment Information

Sponsorship Amount: 

- Check
- Visa
- MC
- Amex
- Discover

NAME ON CARD

CREDIT CARD NUMBER

EXP CVV

SIGNATURE DATE

www.walkwithlove.org