



Dear Media Sponsor,

Plans are underway for the 2010 Women's 5K Classic run/walk event. The purpose of this event is to promote awareness and raise money for breast and other female-related cancers. The event again reached a record-breaking number of 5,566 registrants, enabling \$200,000 to be distributed to organizations throughout the Greater Lehigh Valley. This marks over \$1,475,000 in the history of the W5K, funding programs throughout the Greater Lehigh Valley. The programs we support must promote women's fitness, education and awareness of female-related cancers, and support for survivors. For complete details about our recipients, please check our website at www.womens5kclassic.org.

To reach an achievement such as this, the W5K counts on support from area businesses and sponsor donations. We rely on media partnerships with respected organizations such as yours to help us communicate the event, to increase exposure and provide details surrounding it. Sponsorship details are found on the attached sheet.

Here are some dates to remember...

August 1 – Media Sponsorship deadline for inclusion in promotional materials

October 15 – Josh Early W5K Health Expo held at Cedar Crest College

October 16 – Women's 5K Classic Event held at the Little Lehigh Parkway

We hope you will again consider supporting the Women's 5K Classic. Your contribution may help to support someone you know. For questions about the sponsorship, please feel free to contact Erica Line (267-625-1237) or Sue Kovacs (610-442-7432).

Sincerely,

Susan Kovacs

The Women's 5K Classic seeks business sponsors that reflect the mission of the W5K - to promote women's fitness, to support cancer survivors and to fund cancer research and education programs. The W5K reserves the right to decline a sponsorship based on this mission.



Women's 5K Classic

2010 Media Sponsorship Opportunity



Media Sponsor Benefits:

- ✂ RECOGNITION ON SIGNAGE BOARDS, PROMOTIONAL MATERIALS (*ONLY SPONSORS WITH IN-KIND CONTRIBUTIONS GREATER THAN \$6,000*) AND 4,500 EXPO PROGRAM BOOKLETS
- ✂ OPPORTUNITY TO PLACE PROMOTIONAL MATERIALS IN 4,500 RACE PACKETS
- ✂ RECOGNITION AT JOSH EARLY W5K HEALTH EXPO AND ON RACE DAY
- ✂ SPONSOR BOOTH AT JOSH EARLY W5K HEALTH EXPO AT CEDAR CREST COLLEGE
- ✂ IDENTIFIED BY NAME AS A MEDIA SPONSOR IN THE PROGRAM BOOK, 2010 WOMEN'S 5K CALENDAR AND ON WEBSITE
- ✂ RAFFLE BENEFITING W5K FUNDRAISING WILL BE NAMED AFTER COMPANY (*ONLY ONE COMPANY SELECTED – MUST BE HIGHEST CONTRIBUTING SPONSOR BY JUNE 1*)
- ✂ RESERVED PARKING AT JOSH EARLY W5K HEALTH EXPO
- ✂ OPPORUNTUNITY TO DISPLAY COMPANY BANNER AT JOSH EARLY W5K HEALTH EXPO IN PACKET PICK-UP ROOM
- ✂ THE WOMEN'S 5K CLASSIC SEEKS BUSINESS SPONSORS THAT REFLECT THE MISSION OF THE W5K - TO PROMOTE WOMEN'S FITNESS, TO SUPPORT CANCER SURVIVORS AND TO FUND CANCER RESEARCH AND EDUCATION PROGRAMS. THE W5K RESERVES THE RIGHT TO DECLINE A SPONSORSHIP BASED ON THIS MISSION.



2010 Women's 5K Classic, Inc.

c/o Alvin H. Butz, Inc.
Wendy Body
P.O. Box 509
Allentown, PA 18105

MEDIA SPONSORSHIP COMMITMENT FORM

PROCEEDS TO BENEFIT THE FIGHT AGAINST BREAST CANCER AND OTHER FEMALE CANCERS

*Please fill out the information below and mail it back in the attached self-addressed envelope. A description of the benefits of each level of sponsorship is included in the information package. Completion of the sponsorship commitment is requested no later than **July 1, 2010**. If you have any questions, please contact Erica Line at (267) 625-1237, Sue Kovacs at (610)442-7432, or Wendy Body at (610) 395-6871.*

Yes! We would like to sponsor the 2010 Women's 5K Classic.

Our cash contribution will be _____

And/Or our in-kind contribution* will be _____

- **The value of the in-kind contribution is** _____
- **We would like our company listed as:** _____
- **Our website link address is:** _____

- Yes! We would like to participate in the Friday Night Expo. Please provide your basic requirements, ie: space needed, outdoor/indoor preference, electric hookup, etc.**
 - **Our check is enclosed and made payable to Women's 5K Classic, Inc.**
 - **Our check will be sent on** _____.

Arrangements for delivery should be made with _____
at the following e-mail address _____ **or phone #** _____

*Checks should be made payable to **Women's 5K Classic**.*

- Sorry! We cannot sponsor the event this year, but please send us information next year.**

Company Name: _____

Contact Person: _____ **E-mail** _____

Contact Phone No: _____ **Fax No.:** _____

Address: _____

*** The Women's 5K Classic Committee reserves the right to decline a sponsorship request and to determine the final value of in-kind contributions.**



Frequently Asked Questions about the Women's 5K Classic and Josh Early Women's 5K Health Expo

October 15th and 16th

What is the Women's 5K Classic?

- A 3.1 mile run/walk and 5 mile event exclusively for women held in the Little Lehigh Parkway
- Almost 5,500 women participated in 2009 as compared to 250 in 1993
- We are the 4th largest timed all-female race in the country
- Since 1993 over 1.3 million dollars has been used to fund programs that support our mission
- All money raised remains in the Greater Lehigh Valley

What is the mission of the Women's 5K Classic?

- To **promote fitness** among women and invite women to participate in running and walking to enhance their physical, mental and emotional well-being
- To **support women** with breast and female cancers and their families and to contribute to funding for related programs and research in the Greater Lehigh Valley
- To **educate women** about cancer awareness, prevention and treatment

What is the Friday Night Josh Early Women's 5K Health Expo?

- An event held the night before the Women's 5K Classic at Cedar Crest College
- To provide valuable health and consumer information and is an opportunity for Gold and Silver level sponsors to showcase their services
- Over 3,000 women and their families attend the Friday Night Health Expo

Who receives funding and how is the money distributed?

- Grant proposals are welcomed from any Greater Lehigh Valley non-profit agency whose mission also supports our philosophy
- A grant review committee consisting of physicians, attorneys, breast cancer survivors and members of the Women's 5K Classic review and approve all applications
- 100% of the proceeds goes to support our mission since we are an all volunteer committee
- A list of recent approved grants is available on our website www.womens5kclassic.org

What else can you tell me?

- A registered 501 (c)(3) non-profit organization
- Featured in the best selling book "Sole Sisters"
- In 16 years we have been able to purchase needed diagnostic equipment for our hospitals, fund critically acclaimed research projects, provide programs that provide support and guidance for newly diagnosed women, fund publishing costs for educational materials, bring support programs to patients and families and create awareness about the prevention and treatment of female cancers
- **The event is a two day celebration of Women's Fitness**
- **Some races are for kicks, some are for glory, this race is for LIFE!**

Additional information at www.womens5kclassic.org