

TEXARKANA AND KOMEN WALKING TOGETHER FOR 13 YEARS



IMPACT THAT LASTS FOREVER.

2011 KOMEN TEXARKANA RACE FOR THE CURE®
SATURDAY, OCTOBER 15, 2011 • FOUR STATES FAIRGROUNDS



Presented by 

NATIONAL SERIES SPONSORS



JOIN THE FIGHT AND MAKE AN IMPACT

You and companies like yours have made the Komen Texarkana Race for the Cure® one of the largest and most influential not-for-profit fundraising events in the country. Over 8,600 participants, many organizations, and the determination of the Texarkana community have established this event as the best of its kind, raising millions of dollars in its quest to cure breast cancer by funding research and local breast health and breast cancer programs. Race support comes in all shapes and sizes. We encourage you to join the many Texarkana individuals and companies in the fight to end breast cancer.

BENEFITS OF INVOLVEMENT

Based on your level of sponsorship, your company may:

- Receive high visibility before the event and on Race Day, as well as Sponsor Celebration.
- Reach an audience of more than 15,000 participants and spectators
- Test-market and showcase products
- Build employee morale and company pride
- Retain and increase customer loyalty
- Align yourself with one of the most popular and top fund-raising events in Texarkana

OUR TEAM

The 2011 Susan G Komen Texarkana Race for the Cure® Committee

Race Chair
DeAnn Goins

Race Shadow
Alaina Hamilton

Administrative/Office
Terrie Arnold

Secretary
Laura LaCroix

Race Treasurer
Ashley Loftin

A/V
Mary Ellen Young

Awards Ceremony
Gayle Burrow
Cindy Hubbard
Tammy McDowell

Distribution
Laurie Perticone
Stella Sharp

Facilities
Lisa Barr

Food and Beverage
Amber Lawrence
Nicki Wells

I am the Cure
Kim Covey
Jessica Plant
Kandy Hirsch

Kids for the Cure
Tonya Davis
LeAnne Wright
Christy Walls

Main Gate
Melissa Wright
Lindsey Green
Rita Williams

N'tl Dignitary Liaison
Kathy Harp

N'tl Sponsor Liaison
Melinda Vammen
Cindy Porter

OnLine
Linda Scurlock

Pasta Party
Kristie Keller
Sandy Varner
Susannah Joyce
Leah Orr

Printing/Publications
Workhorse Marketing

Public Relations
Cassy Meisenheimer
Kelley Crisp

Race Directors
Stacy Warren
Tanya Dickert
Julie Borowitz

Race Operations
William Wright

Registration
Pam Beck
Lesia Reel
Donna Reel Polius
Tina Reel

Registration/Bibs
Debbie Davis

Registration Packets
Pam McDaniel
Kathy Woods

Salute to Survivors
Ruth Ann Branin
Ann Renfro

Sponsorship
Terrie Arnold
Debra Moore
Lindsey Lender

Survivors
Donna Harrison
Linda Register
Tarisha Dunson

Tailgating
Allison Payne
Bonnie Lamb

Teams
Kathleen Young
Jana Kennedy

VIP Sponsors
Patti Finley
Lucy Sarrett

Volunteers
Dena Ashby
Nancy King
Kassie Watson

Logistics Liaison
Sergeant Joe Bennett

Affiliate President
Julie Sanderson



PARTICIPANTS

IN 2010, THE SUN WAS SHINING ON A CROWD OF:

- Over 8,600 participants - **OUR LARGEST YEAR EVER!**
- 519 survivors
- 240 teams
- 661 Kids for the Cure®
- One of the largest events in the Four States area

DID YOU KNOW?

In addition to being ranked as The Best of Texarkana's Reader's Choice Awards "Best Charity Event" from 2005-2011, Susan G. Komen for the Cure® has once again received the coveted 4-star rating from Charity Navigator, the nation's largest independent evaluator of charities for the fifth year.



BE A PARTNER

Be a partner in the promise. Join our winning team in saving lives in the fight against breast cancer. By sponsoring the 2011 Susan G. Komen Texarkana Race for the Cure®, you can help keep the promise to raise awareness, fund research, and work with breast cancer patients and their families to improve quality of life. The power of the promise overflows from Komen to its partners.




A PROUD PARTNER

E-Z MART supports the Komen Texarkana Race for the Cure and proudly serves as the Grand Presenting Sponsor for the 12th year. Our company and employees are passionate about saving lives and ending breast cancer forever.



2010 E-Z MART TEAM

CORPORATE SPONSORSHIP PACKAGES

	Exclusive Presenting Sponsor \$35,000	Crystal Sponsor \$25,000	Diamond Sponsor \$15,000
RACE DAY BENEFITS			
Presentation of Plaque to CEO during awards ceremony, opportunity to speak.	•		
Company official invited on stage to assist in the start	•		
Company banner at start and finish line	•	•	
Company official to speak at Race Day ceremonies	•	•	
P.A. announcements throughout Race Day	•	•	•
Stage signage with company logo	•	•	•
VIP Parking Race Day	•	•	•
Company banner (8'x3') at Race Site (provided by sponsor)	10	8	6
Sponsor booth on Race Day	20'x20'	20'x20'	10'x20'
Opportunity to distribute company promotional materials to Race Participants on Race Day	•	•	•
Sponsor recognition award	•	•	•
Team Tailgating Location	Prominent	Prominent	Prominent
Complimentary Race Entries	40	30	20
Complimentary tickets to Pasta Party Celebration	20	15	10
Invitation to VIP Breakfast on Race Day	•	•	•
VISIBILITY			
Display of metal pink ribbon at company location	•	•	•
Recognition on bib numbers	LOGO	LOGO	LOGO
Recognition on Race T-Shirts	LOGO	LOGO	LOGO
Recognition on Race Posters	LOGO	LOGO	LOGO
Official pick-up site for entry forms	•	•	•
Recognition on Race application entry forms	LOGO	LOGO	LOGO

Contact Terrie Arnold, Executive Director, Susan G. Komen for the Cure® Texarkana Affiliate at 903.791.9585 or Debra Moore, Sponsorship Chair at 903.277.3505.

Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000	Jogger \$500	Walker \$250	Miler \$100
●						
●	●					
●	●					
5	4	3	2			
10'x10'	10'x10'	10'x10'	10'x10'			
●	●	●	●			
●	●	●	●			
Prominent	Prominent	●	●	●		
15	10	8	6	4	2	2
8	6	4	2	2		
●	●	●	●	●	●	●
●	●					
NAME	NAME					
LOGO	LOGO	NAME				
LOGO	LOGO	NAME	NAME			
●	●	●	●			
LOGO	LOGO	NAME	NAME	NAME	NAME	



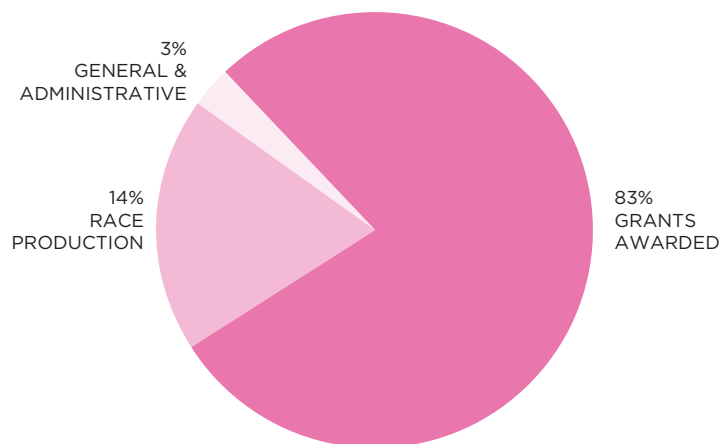
ABOUT SUSAN G. KOMEN FOR THE CURE

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.9 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.



SUPPORTING OUR MISSION: USE OF FUNDS

Our objective is to provide maximum return to support our mission of saving lives and ending breast cancer through education, screening and research. 83% of all funds raised, through our Race and other events, are spent on our mission. Over the past 12 years the Komen Texarkana Affiliate has raised \$4,401,075.



EARLY DETECTION SAVES LIVES

The Komen Texarkana Race for the Cure® is very proud of the fact that up to 75% of the net proceeds from our local donations remain in our community to help friends, neighbors and co-workers receive breast health education and screening. Additionally, at least 25% of the net proceeds is directed to the national Susan G. Komen for the Cure Grants Program to fund research.



THANK YOU TO OUR 2010 LOCAL SPONSORS

GRAND PRESENTING SPONSOR

EZ Mart

CHRYSTAL SPONSOR

Wadley Regional Medical Center

PLATINUM SPONSOR

CHRISTUS St. Michael
Health System
KLFJ-TV

GOLD SPONSORS

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Atchley, Russell, Waldrop
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BWI Companies, Inc.
City of Texarkana, TX
Collom & Carney Pediatrics
Commercial National Bank
Cooper Tire & Rubber Co.
Dierksen Memorial Hospice
Douglas Companies, Inc.
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Dunn, Nutter & Morgan, L.L.P.
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J-W Payne Construction Co., Ltd.
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Texarkana First Bank
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Texarkana Gastroenterology
Consultants & The Endoscopy
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Texarkana Jiu Jitsu
Tri State Iron & Metal Company
Twin City Title
Txk. Alumnae Chapter -
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UPS
Visiting Angels
Wholesale Electric Supply Co., Inc.
Mr. & Mrs. Phil Alford, Jr.
Patsy & Don Morriss
Connor W. Patman
Karen & Randy Schmidt
Mary Katherine & Pat Weber

2010 GRANT RECIPIENTS

Angel Fund Foundation	\$5,400.00
Atlanta Memorial Hospital	\$21,352.58
CHRISTUS St. Michael Health System	\$197,488.60
Hospice of Texarkana	\$4,507.50
Little River Memorial Hospital	\$16,792.05
UAMS AHEC Southwest	\$128,269.85

GRAND TOTAL: \$373,810.58

JOIN US ALONG WITH A STELLAR LIST OF NATIONAL AND LOCAL SPONSORS FOR OUR 13TH ANNUAL SUSAN G. KOMEN TEXARKANA RACE FOR THE CURE®.

Susan G. Komen Texarkana Race for the Cure® believes that to truly eradicate breast cancer, it must not only invest in research for a cure for future generations, but also help meet the immediate health needs of women and their families facing the disease today.

Susan G. Komen for the Cure® Texarkana Affiliate
Tax ID: 75-2844649



TEXARKANA AND KOMEN
WALKING TOGETHER FOR 13 YEARS
IMPACT THAT LASTS FOREVER.
SATURDAY, OCTOBER 15, 2011 • FOUR STATES FAIRGROUNDS

TARGETED SPONSORSHIP OPPORTUNITIES

Kids for the Cure® | Sleep In for the Cure®
Survivor Breakfast | Pre-Race & Sponsor Celebration

**KOMEN TEXARKANA RACE FOR THE CURE
ALSO OFFERS IN-KIND SPONSORSHIP OPPORTUNITIES***

TEXARKANA AFFILIATE OF SUSAN G. KOMEN FOR THE CURE®

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For more information about the 2011 Komen Texarkana Race for the Cure®,
visit our website: KomenTexarkana.org.

Contact Terrie Arnold, Executive Director, Susan G. Komen for the Cure® Texarkana Affiliate at 903.791.9585
or Debra Moore, Sponsorship Chair at 903.277.3505.



The Komen Promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

4530 Summerhill Road
Texarkana, TX 75503
Race Hotline 903.791.9585
Fax 903.791.9587
Email raceforthe cure@valornet.com

* PLEASE NOTE that gifts in-kind are considered at one-half their retail value and must be approved by Race Committee.
Donations of services by individuals are not deductible to the individual donor.

"The running Ribbon is a registered trademark of Susan G. Komen for the Cure®".