



# **MAKING STRIDES AGAINST BREAST CANCER** *of* **SARASOTA MANATEE**

**SATURDAY, OCTOBER 19, 2024**  
**NATHAN BENDERSON PARK**

**7 AM – FESTIVAL AREA OPENS**  
**8 AM – PROGRAM BEGINS**  
**9 AM – WALK BEGINS**  
**11 AM – FESTIVAL AREA CLOSSES**



LEARN MORE ONLINE AT  
[MAKINGSTRIDESWALK.ORG/SARASOTAMANATEE](https://www.makingstrideswalk.org/sarasotamanatee)



## What is Making Strides Against Breast Cancer?

Over the past three decades, Making Strides Against Breast Cancer has united communities, companies, and individuals and has grown into the nation's largest and most impactful breast cancer movement.

Together, we raise funds for lifesaving breast cancer research and are committed to advancing health equity through essential programs and services.

**Join the movement and be the hope to help end breast cancer as we know it, for everyone.**

**Being involved in Making Strides events provides your employees, customers, and communities the opportunity to help save lives from cancer.**

## 2023 SARASOTA MANATEE ACCOMPLISHMENTS

👩 **10,000 Participants**

👩 **\$610,000 Raised**

👩 **400 Survivors/ Thrivers**

## Why partner with us?



90%

The American Cancer Society continues to be a **highly trusted** source for cancer information, with nearly **90% brand awareness** among consumers.



**45%** of those surveyed say they are **more likely** to purchase a product if it's partnered with the American Cancer Society brand.



# The Lake Club – United for a Cure!

In partnership with Making Strides Against Breast Cancer of Sarasota Manatee, **The Lake Club – United for a Cure!** is offering **exclusive** sponsorship opportunities that provide benefits and brand recognition at both the 2024 Making Strides Walk at Nathan Benderson Park, which draws over **10,000 participants**, AND in The Lake Club – a **704 home** private luxury community.

**Your partnership provides valuable opportunities to align your company with the nation's largest and most impactful breast cancer movement, and shows your commitment to supporting the American Cancer Society's mission of ending cancer as we know it, for everyone.**

In addition to sponsorship amenities provided at the Making Strides of Sarasota Manatee events, through **The Lake Club – United for a Cure!** you will also receive additional benefits such as:

-  Recognition on our Premier Website
-  Amplified Social Media Visibility
-  Spotlights in event and program materials

**Your contributions will directly fund critical breast cancer research, patient and caregiver support programs, and education and prevention awareness campaigns.**

For more information, or to secure your sponsorship, please contact Pat Pope at (513)582-1482 or patpope1482@gmail.com

[MakingStridesWalk.org/SarasotaManatee](https://MakingStridesWalk.org/SarasotaManatee)

# YOUR PARTNERSHIP SAVES LIVES



An estimated **313,510 people** will be diagnosed with invasive breast cancer in 2024: **310,720 women** and **2,790 men**



Breast cancer alone accounts for **32% of newly diagnosed** invasive cancers in women



Female breast cancer has **surpassed lung cancer** as the most commonly diagnosed cancer worldwide



Among Black women, **breast cancer is the most commonly diagnosed cancer** and has surpassed lung cancer as the leading cause of death among Black women (in 2019)



The death rate from breast cancer **dropped 42% from 1989 to 2019** as a result of earlier detection through increased awareness and mammography screenings, as well as advances in treatments



There are more than **4 million breast cancer survivors** in the US today, including those who completed treatment and those still undergoing treatment



# SPONSORSHIP AT A GLANCE

| SPONSOR BENEFIT   | PRESENTING<br>(\$25,000) | PLATINUM<br>(\$20,000) | GOLD<br>(\$10,000) | SILVER<br>(\$7,500) | BRONZE<br>(\$5,000) | PINK<br>(\$3,500) | SUPPORTING<br>(\$1,500) |
|---|--------------------------|------------------------|--------------------|---------------------|---------------------|-------------------|-------------------------|
| Excluding naming rights "Making Strides of Sarasota Manatee Presented by (Your Company)"        | ♀                        |                        |                    |                     |                     |                   |                         |
| <b>WALK DAY EXPERIENCE</b>  |                          |                        |                    |                     |                     |                   |                         |
| Speaking opportunity during pre-event program   | ♀                        | ♀                      |                    |                     |                     |                   |                         |
| Promotional space at event in prominent location, tent provided by ACS                          | 10' x 30'                | 10' x 20'              | 10' x 15'          | 10' x 10'           |                     |                   |                         |
| Tent space next to sponsored activation   |                          |                        | ♀                  | ♀                   | ♀*                  |                   |                         |
| Co-branded promotional give-away item at sponsored activation                                   |                          |                        | ♀                  | ♀*                  | ♀*                  | ♀*                |                         |
| Co-branded banner provided by ACS   | ♀                        | ♀                      | ♀                  | ♀                   | ♀                   |                   |                         |
| Company recognition on Jumbo Screen, walk route signage, and during sponsor shout outs at event | ♀                        | ♀                      | ♀                  | ♀                   | ♀                   | ♀                 | ♀                       |
| Space for sponsor-provided 10'x10' tent in festival area, table and 2 chairs provided by ACS    |                          |                        |                    |                     | ♀                   | ♀                 | ♀                       |
| VIP parking passes  | ♀                        | ♀                      | ♀                  | ♀                   | ♀                   | ♀                 | ♀                       |
| <b>KICKOFF EXPERIENCE</b>   |                          |                        |                    |                     |                     |                   |                         |
| Option to select Survivor Speaker   | ♀                        |                        |                    |                     |                     |                   |                         |
| Speaking opportunity during the Making Strides Kickoff event                                    | ♀                        | ♀                      |                    |                     |                     |                   |                         |
| Reserved seating for Kickoff event  | 40 guests                | 20 guests              | 10 guests          | 10 guests           | 5 guests            | 5 guests          | 2 guests                |
| Verbal recognition during program   | ♀                        | ♀                      | ♀                  | ♀                   | ♀                   | ♀                 | ♀                       |
| Logo on signage by stage and in printed program   | ♀                        | ♀                      | ♀                  | ♀                   | ♀                   | ♀                 | ♀                       |
| <b>MEDIA / PROMOTIONAL</b>  |                          |                        |                    |                     |                     |                   |                         |
| Television and radio interview opportunities (subject to media partner)                         | ♀                        | ♀                      |                    |                     |                     |                   |                         |
| Inclusion in pre- and post-event news releases  | ♀                        | ♀                      |                    |                     |                     |                   |                         |
| Rights to promote sponsorship in other publications with co-branded ad approved by ACS          | ♀                        | ♀                      | ♀                  | ♀                   |                     |                   |                         |
| <b>DIGITAL MARKETING</b>  |                          |                        |                    |                     |                     |                   |                         |
| ACS support in developing and executing co-branded social campaign                              | ♀                        | ♀                      |                    |                     |                     |                   |                         |
| Exclusive naming rights to agreed upon social media/ recognition campaign                       |                          |                        | ♀                  | ♀*                  |                     |                   |                         |
| Recognition on a case-by-case basis on state or major market social media pages                 | ♀                        | ♀                      | ♀                  | ♀                   |                     |                   |                         |
| Logo featured on event website home page  | ♀                        | ♀                      | ♀                  | ♀                   |                     |                   |                         |
| Recognition on event social media channels  | ♀                        | ♀                      | ♀                  | ♀                   | ♀                   | ♀                 | ♀                       |
| Logo featured on sponsor page on event website and on all local email blasts                    | ♀                        | ♀                      | ♀                  | ♀                   | ♀                   | ♀                 | ♀                       |

# PLATINUM SPONSOR

**(Exclusive)**

**\$20,000**

## WALK DAY EXPERIENCE

- **Speaking opportunity during the opening program and verbal recognition throughout**
- **Promotional space at your Making Strides event in prominent location**
  - **10 x 20 tent, provided by ACS**
- Company logo featured on the highly visible Jumbotron Screen at Nathan Benderson Park
- Verbal and visual recognition throughout the walk day program
- Co-branded banner provided by the American Cancer Society
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- **Reserved seating for up to 20 guests**
- **Speaking opportunity during program**
- Company logo featured on signage by stage
- Company logo featured in program

## MEDIA/ PROMOTIONAL

- **Media slots subject to media partner**
- **Inclusion in pre- and post-event news releases**
- Rights to promote sponsorship in other publications with co-branded ad approved by ACS

## DIGITAL MARKETING

- ACS support in developing cobranded social campaign and execution
- Company logo featured on home page and sponsor page of the event website
- Recognition on event social channels
- Recognition on a case-by-case basis on state or major market social media pages
  - Must have mission tie-in/relevant story/video/image



# COMMUNITY ENGAGEMENT SPONSOR

**(Multiple Available)**

**\$7,500**

## WALK DAY EXPERIENCE

- **Promotional space at your Making Strides event located next to Activation**
  - 10x 10 tent, provided by ACS
- **Company logo featured on or with Activation**
  - Location/ inclusion dependent on specific activation sponsored
- Company logo featured on the highly visible Jumbotron Screen at Nathan Benderson Park
- Verbal and visual recognition throughout the walk day program
- Co-branded banner provided by the American Cancer Society
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- **Reserved seating for up to 10 guests**
- Company logo featured on signage by stage
- Company logo featured in program

## DIGITAL MARKETING

- Company logo featured on home page and sponsor page of the event website
- Recognition on event social channels
- Recognition on a case-by-case basis on state or major market social media pages
  - Must have mission tie-in/relevant story/video/image

## MEDIA/ PROMOTIONAL

- Rights to promote sponsorship in other publications with co-branded ad approved by ACS



# SALUTE TO SERVICE SPONSOR

**(Exclusive)**

**\$7,500**

## WALK DAY EXPERIENCE

- **Promotional space at your Making Strides event located next to Salute to Service tent**
  - 10x 10 tent, provided by you
- **Verbal recognition during Presentation of Colors and National Anthem**
- **Patriotic- themed, co-branded banner provided by the American Cancer Society**
- Company logo featured on the highly visible Jumbotron Screen at Nathan Benderson Park
- Verbal and visual recognition throughout the walk day program
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- **Reserved seating for up to 10 guests**
- Company logo featured on signage by stage
- Company logo featured in program

## DIGITAL MARKETING

- Company logo featured on home page and sponsor page of the event website
- Recognition on event social channels
- Recognition on a case-by-case basis on state or major market social media pages
  - Must have mission tie-in/relevant story/video/image

## MEDIA/ PROMOTIONAL

- Rights to promote sponsorship in other publications with co-branded ad approved by ACS



# STRENGTH IN SIGHT SPONSOR

**(Exclusive)**

**\$7,500**

## WALK DAY EXPERIENCE

- **Promotional space at your Making Strides event located next to empowerment murals (serves as back drops for photos)**
  - **10x 10 tent, provided by ACS**
- **Company logo featured on or with murals**
  - Location/ inclusion dependent on specific activation sponsored
- Company logo featured on the highly visible Jumbotron Screen at Nathan Benderson Park
- Verbal and visual recognition throughout the walk day program
- Co-branded banner provided by the American Cancer Society
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- **Reserved seating for up to 10 guests**
- Company logo featured on signage by stage
- Company logo featured in program

## DIGITAL MARKETING

- Company logo featured on home page and sponsor page of the event website
- Recognition on event social channels
- Recognition on a case-by-case basis on state or major market social media pages
  - Must have mission tie-in/relevant story/video/image

## MEDIA/ PROMOTIONAL

- Rights to promote sponsorship in other publications with co-branded ad approved by ACS



# FAN FAVORITE SPONSOR

**(Exclusive)**

**\$7,500**

## WALK DAY EXPERIENCE

- **Promotional space at your Making Strides event located next to local mascot and monster truck activation (serves as photo opportunity)**
  - **10x 10 tent, provided by ACS**
- **Company logo featured on or with Activation**
  - Location/ inclusion dependent on specific activation sponsored
- Company logo featured on the highly visible Jumbotron Screen at Nathan Benderson Park
- Verbal and visual recognition throughout the walk day program
- Co-branded banner provided by the American Cancer Society
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- **Reserved seating for up to 10 guests**
- Company logo featured on signage by stage
- Company logo featured in program

## DIGITAL MARKETING

- Company logo featured on home page and sponsor page of the event website
- Recognition on event social channels
- Recognition on a case-by-case basis on state or major market social media pages
  - Must have mission tie-in/relevant story/video/image

## MEDIA/ PROMOTIONAL

- Rights to promote sponsorship in other publications with co-branded ad approved by ACS



# STAGE SPONSOR

**(Exclusive)**

**\$5,000**

## WALK DAY EXPERIENCE

- **Co-branded banner on the stage provided by the American Cancer Society**
- **Promotional space at your Making Strides event**
  - 10x 10 tent, provided by you
- Company logo featured on the highly visible Jumbotron Screen at Nathan Benderson Park
- Verbal and visual recognition throughout the walk day program
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- **Reserved seating for up to 5 guests**
- Company logo featured on signage by stage
- Company logo featured in program

## DIGITAL MARKETING

- Company logo featured on sponsor page of the event website
- Recognition on event social channels



[MakingStridesWalk.org/SarasotaManatee](http://MakingStridesWalk.org/SarasotaManatee)

# WATER STOP SPONSOR

**(4 Available)**

**\$3,500**

## WALK DAY EXPERIENCE

- **Opportunity to co-brand 1 of 4 Water Stops along the walk route**
  - Option to provide staffing for water stop, or utilize ACS volunteers
  - Option to provide company branded tent for water stop
- **Promotional space at your Making Strides event**
  - 10x 10 tent, provided by you
- Company logo featured on the highly visible Jumbotron Screen at Nathan Benderson Park
- Verbal and visual recognition throughout the walk day program
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- **Reserved seating for up to 5 guests**
- Company logo featured on signage by stage
- Company logo featured in program

## DIGITAL MARKETING

- Company logo featured on sponsor page of the event website
- Recognition on event social channels



[MakingStridesWalk.org/SarasotaManatee](http://MakingStridesWalk.org/SarasotaManatee)

# JUMBOTRON SPONSOR

**(Exclusive)**

**\$3,500**

## WALK DAY EXPERIENCE

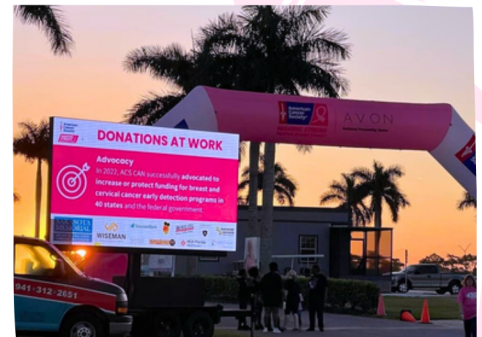
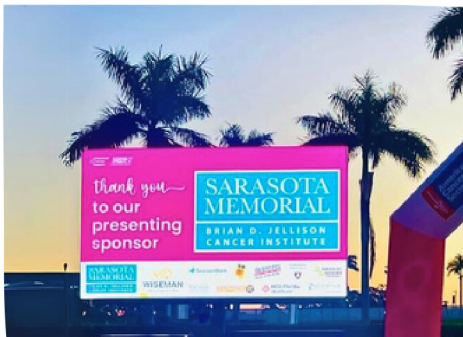
- **Company logo featured on all slides on highly visible Jumbotron at Nathan Benderson Park**
- **Promotional space at your Making Strides event**
  - 10x 10 tent, provided by you
- Verbal and visual recognition throughout the walk day program
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- **Reserved seating for up to 5 guests**
- Company logo featured on signage by stage
- Company logo featured in program

## DIGITAL MARKETING

- Company logo featured on sponsor page of the event website
- Recognition on event social channels



[MakingStridesWalk.org/SarasotaManatee](http://MakingStridesWalk.org/SarasotaManatee)

# REFUEL ROW SPONSOR

**(Exclusive)**

**\$3,500**

## WALK DAY EXPERIENCE

- **Co-branded sign in food truck area provided by the American Cancer Society**
- **Promotional space at your Making Strides event**
  - 10x 10 tent, provided by you
- Company logo featured on the highly visible Jumbotron Screen at Nathan Benderson Park
- Verbal and visual recognition throughout the walk day program
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- **Reserved seating for up to 5 guests**
- Company logo featured on signage by stage
- Company logo featured in program

## DIGITAL MARKETING

- Company logo featured on sponsor page of the event website
- Recognition on event social channels



# PINWHEEL GARDEN SPONSOR

**(Exclusive)**

**\$3,500**

## WALK DAY EXPERIENCE

- Co-branded sign in Pinwheel Garden on beach provided by the American Cancer Society
- Promotional space at your Making Strides event
  - 10x 10 tent, provided by you
- Company logo featured on the highly visible Jumbotron Screen at Nathan Benderson Park
- Verbal and visual recognition throughout the walk day program
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- Reserved seating for up to 5 guests
- Company logo featured on signage by stage
- Company logo featured in program

## DIGITAL MARKETING

- Company logo featured on sponsor page of the event website
- Recognition on event social channels



# SUPPORTING SPONSOR

**(Multiple)**

**\$1,500**

## WALK DAY EXPERIENCE

- **Promotional space at your Making Strides event**
  - 10x 10 tent, provided by you
- Company logo featured on the highly visible Jumbotron Screen at Nathan Benderson Park
- Verbal and visual recognition throughout the walk day program
- Co-branded track marker located on walk route
- Opportunity to distribute Society-approved company products or materials

## KICKOFF EXPERIENCE

- **Reserved seating for up to 2 guests**
- Company logo featured on signage by stage
- Company logo featured in program

## DIGITAL MARKETING

- Company logo featured on sponsor page of the event website
- Recognition on event social channels



# TRACK MARKER SPONSOR

**Want to support Making Strides,  
but not interested in a tent?**

**Reserve your company-  
branded sign to be seen  
along the walk route by  
over 10,000 participants  
and help us end cancer as  
we know it, for everyone!**

**Large Sign (24 in x 18 in) - \$500**

**Standard Sign (18 in x 12 in) - \$250**



[MakingStridesWalk.org/SarasotaManatee](http://MakingStridesWalk.org/SarasotaManatee)

# The Lake Club – United For A Cure!

*Supporting Making Strides Against Breast Cancer of Sarasota Manatee*

## Sponsorship Commitment Form

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Commitment level:** \_\_\_\_\_

**Method of Payment:** *(note: amenities to begin once payment is received)*

Pay by credit card: <https://tinyurl.com/3dsbfa3x>

Enclosed check (see below for mailing address)

Please send invoice to: \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**\*\*Please email your logo to [emily.rhoads@cancer.org](mailto:emily.rhoads@cancer.org).** To ensure high quality printing, please send **JPG** or **PNG** of highest quality available. Note: submitting a low-resolution logo may require signage to be printed in text in order to maintain quality.

**Please mail checks to:**

American Cancer Society

Attn: **AQKP67 – The Lake Club**

PO Box 17127, Tampa FL 33682





For more information contact  
Emily Rhoads, Senior Development Manager  
Emily.Rhoads@cancer.org | (941) 779-5494



[MakingStridesWalk.org/SarasotaManatee](http://MakingStridesWalk.org/SarasotaManatee)