



**Dear Potential Sponsor,**

Thank you for taking the time to review the sponsorship opportunities for the 18<sup>th</sup> Annual **SummeRun & Walk for Ovarian Cancer**. We hope you will join us on **Sunday, July 22<sup>th</sup>** with other community leaders to provide greatly-needed support for ovarian cancer research.

While survival rates for other women's cancers – like breast and cervical cancer – have dramatically improved in recent years, the incidence and mortality of ovarian cancer has remained unchanged in 50 years. The statistics are sobering: seven in ten women die within five years of being diagnosed with ovarian cancer. I feel there is a great urgency for all of us here at home. Ovarian cancer is the most deadly of all gynecologic cancers and here in Washington State, for reasons unknown, we have one of the highest incidence and mortality rates in the country.

The *SummeRun & Walk* has been instrumental in creating greater awareness for ovarian cancer in our community, while raising hundreds of thousands of dollars each year for critical research. By sponsoring this prominent Seattle event, your company will have the opportunity to support vital advancements for a disease that impacts so many of the women we love. Best of all, thanks to the generous underwriting of Swedish Medical Center, **100% of your sponsorship dollars and all funds raised through the event will benefit the Marsha Rivkin Center for Ovarian Cancer Research.**

If you have any questions regarding the *SummeRun & Walk for Ovarian Cancer* or sponsorship of this event, please contact us at (206) 215-6200.

Sincerely,

Saul E. Rivkin, MD  
Founder and Chairman  
Marsha Rivkin Center for Ovarian Cancer Research



*Ovarian cancer survivors celebrate at the 2011 SummeRun & Walk.*



## 5K Walk / 5K Run

- Date:** Sunday, July 22, 2012  
8:15AM start time
- Participants:** Approximately 3,500 registered runners & walkers, and nearly 200 volunteers all come out in support of cancer research.
- Location:** Swedish Medical Center  
First Hill & Capitol Hill neighborhoods  
Seattle, Washington
- Fees:** \$30 pre-registration or \$35 day-of registration fee
- Proceeds:** Thanks to generous underwriting by Swedish Medical Center, 100% of all funds raised benefit the *Marsha Rivkin Center for Ovarian Cancer Research*.
- Survivor Tribute:** Following the 5K Run & Walk, the *SummeRun & Walk* provides a festive celebration of survivorship with the Surviving Ovarian Cancer Tribute.
- Teams:** A team is any group of five individuals or more. Team members can include all ages and levels of fitness, and can be any combination of runners, walkers or wheel-chair participants. Team captains are responsible for collecting all completed entry forms and fees; suggested pledges are \$150/team member.
- History:** The *SummeRun* was created by Dr. Saul Rivkin, along with his five daughters, in memory of his wife, Marsha Rivkin, who lost her life to ovarian cancer. Since its inception 18 years ago, the *SummeRun* has raised over \$4.5 million towards ovarian cancer research, and has become a major annual community event in Seattle. Money raised from the *SummeRun* supports the *Rivkin Center's* mission to save lives and reduce suffering through improved treatment, early detection, and prevention of ovarian cancer.

The Rivkin Center provides vital funding for studies both nationally and internationally in both basic and clinical research in ovarian cancer. They also provide women throughout the region with early detection ovarian cancer screening services, and hosts the only regularly occurring scientific research conference in the nation exclusively devoted to ovarian cancer.



*Kar Kar's Crusaders at the  
2011 SummeRun & Walk*

**For information:** **Marnie Foust**, Event Manger (206) 386-3357 / [marnie.foust@swedish.org](mailto:marnie.foust@swedish.org)  
**Gaynor Hills**, Development Director (206) 386-6928 / [gaynor.hills@swedish.org](mailto:gaynor.hills@swedish.org)

[www.summerun.org](http://www.summerun.org)

[www.rivkin.org](http://www.rivkin.org)

[www.swedishfoundation.org](http://www.swedishfoundation.org)

## SUMMERUN& WALK SPONSORSHIP BENEFITS

	<b>Presenting \$50,000</b>	<b>Platinum \$25,000</b>	<b>Gold \$15,000</b>	<b>Silver \$10,000</b>	<b>Bronze \$5,000</b>
<b>Company Logo</b> (Placement positioned by sponsorship level)					
Recognition as Presenting Sponsor	X				
Logo on all participant bib numbers	X				
Television Advertisements (visual only)	X	X			
Print Advertisements	X	X			
Race Poster	X	X	X	X	
Race Brochure & T-Shirt (Subject to print deadlines below)	X	X	X	X	Text Only
Newsletters (2) & Website	X	X	X	X	Text Only

<b>Company Name</b>					
Event Press Release	X	X			
Swedish Medical Center Donor Wall	X	X	X	X	
Rivkin Center Annual Report	X	X	X	X	X
Swedish Medical Center Annual Report	X	X	X	X	X
SummeRun Facebook page	X	X	X	X	X

<b>On-Site Recognition</b>					
On-Stage Presentation	X				
Inclusion on Finish Line Banners	X	X	X	X	
Display Booths	3	2	1	1	1
Company Banner	5	3	2	2	1
PA Announcements	X	X	X	X	X
Route Recognition	X	X	X	X	
Product Give-Away Opportunity	X	X	X	X	X
Opportunity to give official welcome at opening ceremonies	X				

<b>Corporate Participation</b>					
Social media - Cross promotion opportunity	X	X	X	X	
Company profiled on event webpage	X				
Complimentary Entries	30	20	15	10	5

Print Deadlines: Race Brochure: March 28, 2012

T-Shirt: June 1, 2012



## 18<sup>TH</sup> ANNUAL SUMMERUN & WALK SPONSORSHIP PLEDGE FORM

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**Yes!** We would like to support the 2012 SummerRun & Walk at the following level (see attached for benefits):

- |   |  |
|---|--|
| <input type="checkbox"/> <b>\$50,000</b> Presenting Sponsor | <input type="checkbox"/> <b>\$ 25,000</b> Platinum Sponsor |
| <input type="checkbox"/> <b>\$15,000</b> Gold Sponsor       | <input type="checkbox"/> <b>\$ 10,000</b> Silver Sponsor   |
| <input type="checkbox"/> <b>\$ 5,000</b> Bronze Sponsor     | <input type="checkbox"/> <b>\$ _____</b> Other             |

FOR RECOGNITION PURPOSES (Please print your name as it should appear in publication):

_____ Company Name		
_____ Contact Name		_____ Phone
_____ Address		
_____ City	_____ State	_____ Zip
_____ Fax		_____ Email

**Please return this form to:**

Marnie Foust  
**Swedish Medical Center Foundation**  
747 Broadway  
Seattle, WA 98122  
Phone: (206) 386-3357  
Fax: (206) 386-2765

**Please submit company logos to:**

marnie.foust@swedish.org

Files must be high-resolution, print-ready and at least 3" in size.

**Brochure Deadline: March 28, 2012**  
**T-Shirt Deadline: June 1, 2012**

*Thank you for your support!*