THE 8TH ANNUAL L.A. CANCER CHALLENGE 2005 PRESENTED BY UNDER ARMOUR PERFORMANCE APPAREL

OCTOBER 30TH
5/10K WALK/RUN

L.A. CANCER CHALLENGE 2005

YOU CAN HOPE OR YOU CAN HELP

SPONSORSHIP COMMITMENT FORM

_____Yes, I am interested in sponsoring your 5K/10 Run!
List Specific Sponsorship you are interested in: _____

NAME: _____
COMPANY: _____
TITLE: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
TELEPHONE:( ) _____ FAX: ( ) _____
E-MAIL: _____

Please return to: 2005 LA Cancer Challenge
375 Homewood Rd.
Los Angeles, CA 90049
or fax to: (310) 471-1020

Please make checks payable to "Hirshberg Foundation"

Questions? Contact Lisa Manheim, (310) 472-6310. lmanheim@pancreatic.org

We invite your support and participation in this exciting and important event by supporting the Hirshberg Foundation for Pancreatic Cancer Research. With your help, we hope to raise over $200,000 for this important cause. Please join us with your commitment!

FAST FACTS

WHAT:	8th Annual LA Cancer Challenge, benefiting the Hirshberg Foundation for Pancreatic Cancer Research
WHEN:	Sunday, October 30, 2005
START TIMES:	5K/10K Walk & Run – 8:00 am Kiddie K – 9:30 am
WHERE:	On the Veterans Administration Grounds in West LA
WHO:	Men, women and children of all ages
EVENT CHAIRMAN:	Lisa Manheim Hirshberg Foundation for Pancreatic Cancer Research 375 Homewood Road, Los Angeles, CA 90049 Phone: (310) 472-6310 Fax: (310) 471-1020 lmanheim@pancreatic.org
EVENT LOGISTICS:	Walt Walston, W2 Promotions www.w2promo.com, 310-828-4123
MEDIA CONTACT:	Sheryl Craig / Donald Wilson 310-899-2900
MARKETING:	Phillip Kim, Marketing Director
WEBSITE/GRAPHICS:	Lisa Fletcher, lfletcher@pancreatic.org
INFORMATION:	For entry and event information, call 310-472-6310 or visit www.lacancerchallenge.com. For foundation information, go to www.pancreatic.org

SPONSORSHIP OPPORTUNITIES

$10,000 + PRESENTING SPONSOR - *no longer available*

-PRESENTING SPONSOR status of the LA Cancer Challenge
-"Presented By ____" status on television, radio and other promotions
-Recognition of sponsorship in all signage, banners and promotional event materials, including 50,000 registration forms
-Largest logo placement in all advance promotional materials, including advertisements, 2000 t-shirts, press releases, and website (lacancerchallenge.com)
-Priority selection of 10' x 10' on-site event booth to market your company
-Priority placement of your company's banner on Event Day
-Banner ad or hyper link on website
-Inclusion of your company's materials* in 2000 Runners Gift Bags
-10 Announcements on PA by MC featuring your company name
-25 VIP participant entries into the race, and 25 official race t-shirts

$7,500 + PREMIER SPONSORS

-Recognition of sponsorship in all advance signage, banners and promotional event materials, including 50,000 registration forms
-2nd largest logo placement on all promotional materials, including advertisements, 1750 t-shirts, press releases, and website (lacancerchallenge.com)
-Priority selection of 10' x 10' on-site event booth to market your company
-Priority placement of your company's banner on Event Day
-Banner ad or hyper link on website
-Inclusion of your company's materials* in 2000 Runners Gift Bags
-7+ Announcements on PA by MC
-15 VIP participant entries into the race, and 15 official race t-shirts

$5000 KIDDIE RUN SPONSOR

-PREMIER SPONSORSHIP of the Kiddie Run Festivities
-Specially designed Kiddie Treat Bag with your corporate logo on it
-Exposure to 500+ kids (ages 3-14) and parents in attendance
-Opportunity to brand and direct the day's "Kiddie" activities
-Logo placement on 2000 t-shirts, 50,000 registration forms and Kiddie Finisher Ribbon
- Your company banner and 10'x10' booth placement at the event

- Banner ad or hyper link on website
- 5+ Announcements on PA by MC
-10 VIP Participant entries into the race

$5000 EVENT BANNER SPONSOR

- EVENT BANNERS are needed to support the run and are placed in high-profile locations throughout Los Angeles beginning one month prior to the run
-Past locations have included Westwood Blvd, Pico Blvd, Wilshire Blvd and other prime intersections within West LA.
- Logo placement on 2000 t-shirts & 50,000 registration forms
- Your company banner and 10'x10' booth placement at the event
- Banner Ad or hyper link on website
- 5+ Announcements on PA by MC
-10 VIP Participant entries into the race

$5,000 CAR WRAP SPONSOR (1 available)

-Three months exposure across Southern California at least 25 high-traffic events including races, festivals, fairs and beaches.
-Logo placement on 2000 t-shirts & 50,000 registration forms
-10 VIP Participant entries into the race
- Your company banner and 10'x10' booth placement at the event
- Banner Ad or hyper link on website
- 5+ Announcements on PA by MC

$5,000 T-SHIRT SPONSOR (1 available)

-EXCLUSIVE SPONSORSHIP of the 2000 t-shirts produced/distributed at the event
-Prominent logo placement on t-shirt
-10 VIP Participant entries into the race
- Your company banner and 10'x10' booth placement at the event
- Banner Ad or hyper link on website
- 5+ Announcements on PA by MC

$2,500 WINNERS AWARD SPONSOR (1 available)

-EXCLUSIVE SPONSORSHIP of the RUNNER MEDALS
-Your logo on 290 Custom Imprinted Mylar Medals for 1st through 5th place winners in each age division
-Prominent logo placement at AWARD STAND as medals are presented
- Logo placement on t-shirts and registration forms
- Your company banner and 10'x10' booth placement at the event
- 5 VIP participant entries into the race, and 5 official race t-shirts

$2,500 GOODIE BAG SPONSOR (1 available)

-2000 Premium quality RUNNER GOODIE bags emblazoned with your brand image/logo distributed to runners at registration. Bags will contain runner information and other goodies/samples.

- Logo placement on t-shirts and registration forms
- Your company banner and 10'x10' booth placement at the event
- 5 VIP participant entries into the race, and 5 official race t-shirts

$2,000 RUNNING BIB NUMBER SPONSOR

-Your ad, logo or coupon printed on the back side of 2000 runners bibs.
-Logo placement on t-shirts and registration forms
- Your company banner and 10'x10' booth placement at the event
-5 VIP participant entries into the race, and 5 official race t-shirts

$2,000 FINISHER MEDAL SPONSOR (1 available)

-EXCLUSIVE SPONSORSHIP of the 2000 FINISHER RIBBONS / MEDALS that are handed out to the expected 2000 runners as they cross the finish line.
-Prominent logo placement at FINISH LINE
- Logo placement on t-shirts and registration forms
- Your company banner and 10'x10' booth placement at the event
-5 VIP participant entries into the race, and 5 official race t-shirts

$1,000 FINISH LINE SPONSOR

-Prominent banner placement at the finish line
-Logo placement on t-shirts and registration forms
- Your company banner and 10'x10' booth placement at the event
-5 VIP participant entries into the race, and 5 official race t-shirts

$500 WATER BOOTH SPONSOR (3 available)

-Banner on one of three water stations along the course
-Participation in the Best Water Station Challenge, with the opportunity to staff the station with your employees, decorate it, etc. An excellent TEAM BUILDING activity

EVENT SAMPLING $500

-SAMPLING opportunity: "GOODIES" needed for inclusion in the Runner Gift Bag
-Exposure to more than 1,000 runners, walkers and volunteers.
* Past company materials have included product samples, pens, key chains, other promotional items, coupons and gift certificates.

MEDIA PARTNER/SPONSORSHIP

-Variety of print, television, and radio media sponsorships are available
-Opportunities range from TITLE Media Sponsorship to contributing advertising/PSA space
-Goal is to involve the community through the support and participation of local media, its talent/reporters and audiences.