



SHARSHERET

WEST COAST DASH

10K | 5K | FAMILY FUN RACE
SUNDAY, SEPTEMBER 18, 2022

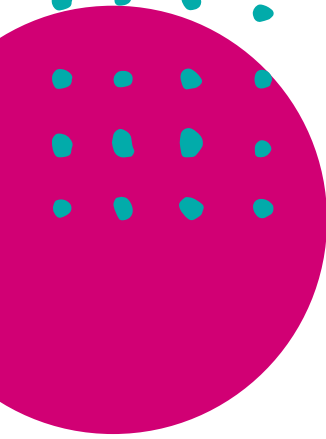

EVENT SPONSORSHIP
national and local opportunities

for more information:

Jenna Fields
CA Regional Director
jfields@sharsheret.org

SHARSHERET.ORG

SUPPORT SHARSHERET IN 2022



Join us at the beach and across the country!

What is the Sharsheret West Coast Dash?

On Sunday, September 18, 2022, Sharsheret will gather 400-700 thrivers, caregivers, friends and supporters for our First Annual Sharsheret West Coast Dash at Dockweiler Beach in Los Angeles, CA. Our run/walk will include a 5K, 10K, Family Fun Race and post-race festival. The event will be made up of individuals and teams led by Jewish leaders, synagogues and schools representing the diverse religious and geographic reach of the LA community.

Recognizing a UCLA Healthcare Hero

Our West Coast Dash Grand Marshal will be Dr. Amy Kusske, esteemed Co-Director of the UCLA Santa Monica Breast Center. Dr. Kusske is beloved by her patients and has served on the Sharsheret Medical Advisory Board and California Community Advisory Committee for the past 5 years.

Become a Sponsor – Locally and Nationally

Sharsheret will be holding SIX events in 2022 among our regional offices in Los Angeles, Chicago, South Florida, New York City, Long Island and Teaneck, NJ. As a sponsor, you will receive prominent recognition at all or a portion of the national events, dependent on the selection below. Recognition also includes your name on invitations, programs and related event materials both in print and online with exposure to thousands across the country.

Where the Money Goes

Your company will join fellow sponsors in advancing Sharsheret's daily work of improving the lives of thousands of women and families facing breast cancer and ovarian cancer at every stage—before, during, and after diagnosis through personalized support and saving lives through educational outreach.



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GIVING AT GLANCE

	\$50,000 Underwriter Sponsor	\$25,000 Benefactor Sponsor	\$18,000 Champion Sponsor	\$10,000 Ambassador Sponsor	\$5,000 Supporter Sponsor	\$2,500 Gold Sponsor	\$1,000 Silver Sponsor
RACE DAY							
Race entries for your team to our West Coast Dash	20	10	10	10	5	5	2
Acknowledgement during opening program	X	X					
SIGNAGE							
Step and repeat recognition	X	X					
Logo included in printed race mailing sent to 6,000 households across LA	X	X	X				
Company's promotional card and informational brochure provided to each attendee	X	X	X				
Prominently placed signage at West Coast Dash event festival and finish line	X	X	X				
Start line banner recognition				X			
Finish line banner recognition					X		
Mile marker or water station sign recognition						X	
RACE GEAR							
Logo featured on race bibs	X	X					
Logo recognition on front of race t-shirts	X	X	X				
Logo recognition on back of race t-shirts				X	X	X	X
ONLINE							
Self-tape a short congratulatory video message** shared on social media	X						
Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn	X	X	X	X	X		
Logo recognition on the event website	X	X	X	X	X	X	X

**Video message must be approved by Sharsheret.

FOR MORE INFORMATION, INCLUDING NATIONAL SPONSORSHIP OPPORTUNITIES, CONTACT JENNA FIELDS AT JFIELDS@SHARSHERET.ORG



SPONSORSHIP OPPORTUNITIES

\$50,000 UNDERWRITER SPONSOR

West Coast Dash Benefits:

- 20 race entries for your team to our West Coast Dash
- Prominently placed signage at West Coast Dash event festival and finish line
- Step and repeat recognition
- Logo featured on race bibs
- Logo recognition on front of race t-shirts
- Logo included in printed race mailing sent to 6,000 households across LA
- Acknowledgement during opening program
- Logo recognition on event website
- Company's promotional card and informational brochure provided to each attendee
- Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn

Additional National Benefits:

- Prominently placed signage at three national Sharsheret events
- Self-tape a short congratulatory video message** shared on social media
- Full-page acknowledgment in printed programs
- Logo on select national marketing materials sent to mailing list of 65,000
- Acknowledgment in wrap video shared with thousands nationwide
- Sponsor level recognition projected via digital scroll at all events
- More national benefits available. Contact us for details.

**Prior to use, video message must be approved by Sharsheret



SPONSORSHIP OPPORTUNITIES

\$25,000 BENEFACTOR SPONSOR

West Coast Dash Benefits:

- 10 race entries for your team to our West Coast Dash
- Prominently placed signage at West Coast Dash festival and finish line
- Step and repeat recognition
- Logo included on printed race mailing sent to 6,000 LA households
- Logo featured on race bibs
- Logo recognition on front of race t-shirts
- Acknowledgement during opening program
- Logo recognition on event website
- Company's promotional card and informational brochure provided to each attendee
- Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn

Additional National Benefits:

- Full-page acknowledgment in printed programs
- Logo on select national marketing materials sent to mailing list of 65,000
- Acknowledgment in wrap video shared with thousands nationwide
- Sponsor level recognition projected via digital scroll at all events
- More national benefits available. Contact us for details.



SPONSORSHIP OPPORTUNITIES

\$18,000 CHAMPION SPONSOR

Make it possible for 10 patients to attend Sharsheret's West Coast Dash. In addition to your tickets, this support will subsidize the cost for those patients otherwise unable to attend.

West Coast Dash Benefits:

- 10 race entries for your team to our West Coast Dash
- Prominently placed signage at West Coast Dash festival and finish line
- Logo included in printed race mailing sent to 6,000 households across LA
- Logo recognition on front of race t-shirts
- Logo recognition on event website
- Company's promotional card and informational brochure provided to each attendee
- Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn

Additional National Benefits:

- Logo on select national marketing materials sent to mailing list of 65,000
- Acknowledgment and recognition in post event wrap video shared with thousands nationwide
- Sponsor level recognition projected via digital scroll at all events
- More national benefits available. Contact us for details.



SPONSORSHIP OPPORTUNITIES

\$10,000 AMBASSADOR SPONSOR

West Coast Dash Benefits:

- 10 race entries for your team to our Sharsheret West Coast Dash
- Start line banner recognition
- Logo recognition on back of race t-shirts
- Logo recognition on event website
- Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn

Additional National Benefits:

- Sponsor level recognition projected via digital scroll at all events
- Logo on select national marketing materials sent to mailing list of 65,000

\$5,000 SUPPORTER SPONSOR

West Coast Dash Benefits:

- 5 race entries for your team to our Sharsheret West Coast Dash
- Finish line banner recognition
- Logo recognition on back of race t-shirts
- Logo recognition on the event website
- Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn

Additional National Benefits:

- Sponsor level recognition projected via digital scroll at all events
- Logo on select national marketing materials sent to mailing list of 65,000



SPONSORSHIP OPPORTUNITIES

\$2,500 GOLD SPONSOR

West Coast Dash Benefits:

- 5 race entries for your team to our Sharsheret West Coast Dash
- Logo recognition on back of race t-shirts
- Mile marker or water station sign recognition
- Logo recognition on the event website

\$1,000 SILVER SPONSOR

West Coast Dash Benefits:

- 2 race entries for your team to our Sharsheret West Coast Dash
- Logo/Name recognition on back of race t-shirts
- Logo recognition on the event website

FOR MORE INFORMATION:

Jenna Fields
CA Regional Director
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