West Coast Dash
5K | 10K | Family Fun Race
Sunday, September 10, 2023

EVENT SPONSORSHIP
national and local opportunities

for more information:
Jessica Jablon
CA Regional Director
jjablon@sharsheret.org
Join us at the beach and across the country!

WHAT IS THE SHARSHERET WEST COAST DASH?
On Sunday, September 10, 2023, Sharsheret will gather 1,000 cancer thrivers, caregivers, and friends for our Second Annual Sharsheret West Coast Dash at Dockweiler Beach in Playa del Rey, CA. Our run/walk will include a 5K, 10K, Family Fun Race, Virtual Option and Race Festival. The event will be made up of individuals and teams led by volunteer leaders, patients, synagogues and schools representing the diverse religious and geographic reach of the Southern California community.

OUR GRAND MARSHALS

**Healthcare Hero Grand Marshal - Dr. Leslie Botnick**

Dr. Leslie Botnick, Senior Medical Director - Radiation Community Practices, City of Hope, has made a difference in countless lives over his 40+ years in practice. He has served as an active member of the Sharsheret California Advisory Committee for the past 4 years, bringing his expertise to events and advocating for Sharsheret in the community.

**Community Hero Grand Marshal - Sari Abrams**

Sari Abrams, Director of Parent and Child Education at Pressman Academy, is a two-time breast cancer survivor. She has been volunteering and speaking on behalf of Sharsheret since 2002. For the past three years, Sari served as the Sharsheret California Advisory Committee Co-Chair, guiding local leadership and expanding Sharsheret's impact throughout the state.

BECOME A SPONSOR – LOCALLY AND NATIONALLY
Sharsheret will be holding SIX events in 2023 among our regional offices in Los Angeles, Chicago, South Florida, New York City, Long Island and Teaneck, NJ. As a National sponsor, you will receive prominent recognition at events, dependent on the sponsorship level selected. 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.

Sharsheret is a Jewish 501(c)(3) not-for-profit organization that supports everyone, regardless of background, race, gender, sexual orientation, age, or religion. Visit sharsheret.org for more information.
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**Video message must be approved by Sharsheret.
$50,000 UNDERWRITER SPONSOR

West Coast Dash Benefits:

- 25 race entries for your team to our West Coast Dash
- Acknowledgement during opening program
- Step and repeat recognition
- Logo featured on race bibs
- Logo recognition on front of race t-shirts
- Opportunity to contribute a digital ad for the event website
- Prominently placed signage at West Coast Dash event festival and finish line
- Two booths with central placement at event festival
- Company’s promotional card and informational brochure provided to each attendee
- Acknowledgement and recognition in post-event wrap video shared with thousands nationwide
- Logo included in printed race mailing sent to 6,500 households across Southern California
- Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn
- Logo recognition on event website

Additional National Benefits:

- Self-tape a short congratulatory video message** shared on social media
- Opportunity to contribute a digital ad for national benefits website
- Prominently placed signage and logo on print and email invitations at two additional national Sharsheret events
- Logo on select national marketing materials sent to mailing list of 55,000 subscribers

**Prior to use, video message must be approved by Sharsheret
**$25,000 BENEFACCTOR SPONSOR**

**West Coast Dash Benefits:**

- 15 race entries for your team to our West Coast Dash
- Acknowledgement during opening program
- Step and repeat recognition
- Logo recognition on front of race t-shirts
- Opportunity to contribute a digital ad for the event website
- Prominently placed signage at West Coast Dash event festival and finish line
- Two booths with central placement at event festival
- Company’s promotional card and informational brochure provided to each attendee
- Acknowledgement and recognition in post-event wrap video shared with thousands nationwide
- Logo included in printed race mailing sent to 6,500 households across Southern California
- Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn
- Logo recognition on event website

**Additional National Benefits:**

- Prominently placed signage and logo on print and email invitations at two additional national Sharsheret events
- Logo on select national marketing materials sent to mailing list of 55,000 subscribers
$18,000 CHAMPION SPONSOR

West Coast Dash Benefits:

- 12 race entries for your team to our West Coast Dash
- Logo recognition on front of race t-shirts
- Prominently placed signage at West Coast Dash event festival and finish line
- One booth with central placement at event festival
- Company’s promotional card and informational brochure provided to each attendee
- Logo included in printed race mailing sent to 6,500 households across Southern California
- Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn
- Logo recognition on event website

Additional National Benefits:

- Logo on select national marketing materials sent to mailing list of 55,000 subscribers
$10,000 AMBASSADOR SPONSOR

West Coast Dash Benefits:

- 10 race entries for your team to our West Coast Dash
- Finish line banner recognition
- Logo recognition on top level back side of race t-shirts
- One booth with preferred placement at event festival
- Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn
- Logo recognition on event website

Additional National Benefits:

- Logo on select national marketing materials sent to mailing list of 55,000

$5,000 PATRON SPONSOR

West Coast Dash Benefits:

- 5 race entries for your team to our West Coast Dash
- Start line banner recognition
- Logo recognition on top level back side of race t-shirts
- One booth with preferred placement at event festival
- Company will receive acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn
- Logo recognition on event website

Additional National Benefits:

- Logo on select national marketing materials sent to mailing list of 55,000
ADDITIONAL GIVING OPPORTUNITIES

$2,500 GOLD SUPPORTER
West Coast Dash Benefits:

- 4 race entries for your team to our West Coast Dash
- Mile marker, water station or kids’ zone sign recognition
- Logo recognition on back of race t-shirts
- Logo recognition on event website
- One booth at event festival

$1,800 SILVER SUPPORTER
West Coast Dash Benefits:

- 2 race entries for your team to our West Coast Dash
- Logo/Name recognition on back of race t-shirts
- Logo recognition on event website
- One booth at event festival

$300 VENDOR BOOTH
- Contact us for more information about vendor booth opportunities

FOR MORE INFORMATION:
Jessica Jablon, CA Regional Director
jjablon@sharsheret.org
2022 SIGNAGE SAMPLES
(SUBJECT TO CHANGE IN 2023)

FINISH LINE

STARTING LINE

MILE MARKER/WATER STATION

KIDS’ ZONE
2022 SIGNAGE SAMPLES
(SUBJECT TO CHANGE IN 2023)

2022 SHIRT

FRONT

BACK

RACE BIB (5K)

RACE BIB (10K)

RACE BIB (FAMILY FUN RACE)