



SHARSHERET

West Coast Dash

5K | 10K | Family Fun Race
Sunday, September 15, 2024



EVENT SPONSORSHIP

national and local opportunities

for more information:

Jessica Jablon
CA Regional Director
jjablon@sharsheret.org



SHARSHERET.ORG

SUPPORT SHARSHERET IN 2024

Join us at the beach and across the country!

WHAT IS THE SHARSHERET WEST COAST DASH?

On Sunday, September 15, 2024, Sharsheret will gather 1,200 cancer thrivers, caregivers, and friends for our Third 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. Joshua G. Cohen



Dr. Joshua G. Cohen is a board-certified gynecologic oncologist and Medical Director of the Gynecologic Cancer Program at the Lennar Foundation Cancer Center at City of Hope Orange County. He completed a fellowship in gynecologic oncology at UCLA and Cedars-Sinai Medical Center. He has been recognized by Los Angeles Magazine as one of L.A.'s Top Doctors and a Southern California Super Doctor. He has worked with Sharsheret for the past five years and is a member of the California Advisory Committee. Dr. Cohen is grateful for the immense work that Sharsheret does with patients and families impacted by breast and ovarian cancer.

Legacy Grand Marshal - Rabbi Aimee Gerace z"l



Rabbi Aimee Irshay Gerace devoted her career to serving the Jewish community and has set in motion a remarkable legacy with the tremendous force of her words, actions, laughter, wisdom, and grace. Aimee most recently served as the Education Director at Pasadena Jewish Temple and Center from 2017 until her passing from breast cancer in October 2023. It's not actually possible to know or measure her impact, because it's just getting started and will continue for generations through her family, her friends, her students, her colleagues, the communities she built, and her beautiful and brilliant children.

BECOME A SPONSOR – LOCALLY AND NATIONALLY

Sharsheret will be holding SEVEN events in 2024 among our regional offices in Los Angeles, Chicago, South Florida, New York City, Long Island, Dallas, 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](https://www.sharsheret.org) for more information.



SHARSHERET

West Coast Dash

10K | 5K | FAMILY FUN RACE
SUNDAY, SEPTEMBER 15, 2024



GIVING AT GLANCE

| | \$50,000 Underwriter Sponsor | \$25,000 Benefactor Sponsor | \$18,000 Champion Sponsor | \$10,000 Ambassador Sponsor | \$5,000 Patron Sponsor | \$2,500 Gold Supporter | \$1,800 Silver Supporter |
|--|------------------------------------|-----------------------------------|---------------------------------|-----------------------------------|------------------------------|------------------------------|--------------------------------|
| RACE DAY | | | | | | | |
| Race entries for your team to our West Coast Dash | 25 | 15 | 12 | 10 | 5 | 4 | 2 |
| Acknowledgement during opening program | x | x | | | | | |
| Booth(s) with central placement at event festival | 2 | 2 | 1 | | | | |
| Booth with preferred placement at event festival | | | | 1 | 1 | | |
| Booth at event festival | | | | | | 1 | 1 |
| SIGNAGE | | | | | | | |
| Step and repeat recognition | x | x | | | | | |
| Logo included in printed race mailing sent to 6,500 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 | | | | |
| Finish line banner recognition | | | | x | | | |
| Start line banner recognition | | | | | x | | |
| Mile marker or water station sign recognition | | | | | | x | |
| RACE GEAR | | | | | | | |
| Logo featured on race bibs | x | | | | | | |
| Logo recognition on front of race t-shirts | x | x | x | | | | |
| Logo recognition on top level back side of race t-shirts | | | | x | x | | |
| Logo recognition on back of race t-shirts | | | | | | x | x |
| ONLINE | | | | | | | |
| Self-tape a short congratulatory video message** shared on social media | x | | | | | | |
| Contribute a digital ad for the event website | x | x | | | | | |
| Acknowledgement and recognition in post-wrap video shared with thousands nationwide | x | x | | | | | |
| 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 JESSICA JABLON AT JJABLON@SHARSHERET.ORG



SPONSORSHIP OPPORTUNITIES

\$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





SPONSORSHIP OPPORTUNITIES

\$25,000 BENEFACTOR 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





SPONSORSHIP OPPORTUNITIES

\$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





SPONSORSHIP OPPORTUNITIES

\$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 O P P O R T U N I T I E S

\$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
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2022-23 SIGNAGE SAMPLES

(SUBJECT TO CHANGE IN 2024)

FINISH LINE



MILE MARKER/WATER STATION



STARTING LINE



KIDS' ZONE





2022-23 SIGNAGE SAMPLES

(SUBJECT TO CHANGE IN 2024)

2023 SHIRT

FRONT



BACK



RACE BIB (5K)



RACE BIB (10K)



RACE BIB (FAMILY FUN RACE)

