



 SHARSHERET

West Coast Dash

5K | 10K | Family Fun Race
Sunday, September 14, 2025

**EVENT SPONSORSHIP
AND SUPPORT OPPORTUNITIES**

- national and local -

For more information:

Jessica Jablon
Director, West Region
jjablon@sharsheret.org

SHARSHERET.ORG

SUPPORT SHARSHERET IN 2025

Join us at the beach and
across the country!

WHAT IS THE SHARSHERET WEST COAST DASH?

On Sunday, September 14, 2025, Sharsheret will gather over 1,200 cancer thrivers, caregivers, and friends for our 4th 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.

2024 WEST COAST DASH DEMOGRAPHICS

- 1,200+ Attendees
- 56 Teams (Synagogues, Schools, Hospitals, Individuals)
- 75% over 18 years old
- 60% Female
- Majority of participants from Los Angeles County and Orange County
- 10,000 subscribers received 27 eblasts
- 5,100 West Coast Dash page views
- 7,500 postcards mailed
- Sponsors recognized on our national social media
- Select eblasts going to over 80,000 email addresses

BECOME A SPONSOR – LOCALLY AND NATIONALLY

Sharsheret will be holding SEVEN events in 2025 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 improving the lives of thousands of women, men 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.

2025 RACE GRAND MARSHALS

Community Hero Grand Marshals

Sarah Farzan Kamrava, DDS, and Mitchell R. Kamrava, MD, MHDS, have been incredible friends and supporters of Sharsheret. Sarah is a 13 year breast cancer survivor and has shared her personal story at countless Sharsheret events and serves as a peer supporter helping women with breast cancer. She is active on the Sharsheret West Advisory and Events Committees. Mitch is a radiation oncologist and professor in the Department of Radiation Oncology at Cedars-Sinai and serves as the Director of Brachytherapy Services. He has positively impacted countless lives and is highly regarded by both his patients and colleagues. Both are deeply involved in the Sinai Akiba Academy and Sinai Temple communities.



Healthcare Hero Grand Marshal

Sahar Wertheimer, MD, earned her medical degree from Albert Einstein College of Medicine and completed her residency in Obstetrics and Gynecology and Women's Health at Montefiore Medical Center. She traded in the cold to do her fellowship in Reproductive Endocrinology and Infertility at Cedars-Sinai. She currently works in private practice at HRC Fertility in Los Angeles. Dr. Wertheimer specializes in oncofertility, helping both patients with cancer and those with increased hereditary risk with family planning or emergent treatments. She is dedicated to empowering and educating women about their health and has shared her expertise through Sharsheret's national webinars and local events. Dr. Wertheimer serves on the Sharsheret West Advisory Committee.



Honorary Grand Marshal

Rochelle Shoretz A"H, Recognizing the 10th Yahrtzeit of Sharsheret's Founder

This year, we commemorate 10 years since Rochelle's passing. What began 24 years ago as a small group of dedicated volunteers gathered around a kitchen table has flourished into an international organization, providing critical support and financial assistance to hundreds of thousands facing breast cancer, ovarian cancer, and hereditary cancer risk. By contributing to the race, help pay tribute to our beloved founder's vision and help secure the future of her lasting legacy.





SHARSHERET

West Coast Dash

10K | 5K | FAMILY FUN RACE
SUNDAY, SEPTEMBER 14, 2025



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
RACE DAY						
Race entries for your team to our West Coast Dash	25	15	12	10	5	4
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
SIGNAGE						
Step and repeat recognition	x	x				
Logo included in printed race mailing sent to 7,500 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 back side of race t-shirts				x	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

**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 over 7,500 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 80,000 subscribers

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





SPONSORSHIP OPPORTUNITIES

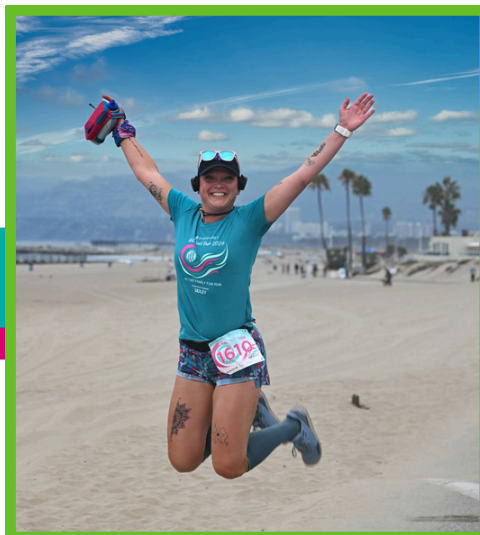
\$25,000 BENEFACTOR SPONSOR

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 over 7,500 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 80,000 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 over 7,500 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 80,000 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 80,000



\$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 80,000





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



\$300 VENDOR BOOTH

- Contact us for more information about vendor booth opportunities

FOR MORE INFORMATION:

Jessica Jablon, Director, West Region
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2022-24 SIGNAGE SAMPLES

(SUBJECT TO CHANGE IN 2025)

FINISH LINE



MILE MARKER/WATER STATION



STARTING LINE



KIDS' ZONE





2022-24 SIGNAGE SAMPLES

(SUBJECT TO CHANGE IN 2025)

2023 SHIRT

FRONT



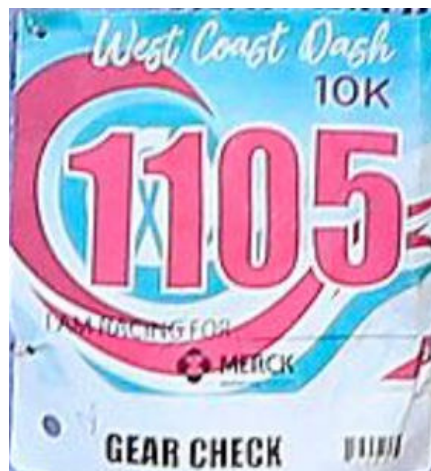
BACK



RACE BIB (5K)



RACE BIB (10K)



RACE BIB (FAMILY FUN RACE)

