

2011-2012 Team CanCare & Chevron Houston Marathon Sponsorship Opportunities

For more information, contact
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Become a Team CanCare / Houston Marathon Sponsor

- Join the Houston Marathon, Half Marathon and 5K event on Sunday, January 15, 2012, which is committed to the Houston community and has an economic impact of \$30 million and charity raising record of \$2.1 million for non-profit organizations in 2011
- Support a 40-year community tradition that now attracts more than 30,000 participants, 7,500 volunteers, 200,000 spectators and more than one million television viewers
- Strategic marketing opportunities for your company and brand before, during and after race weekend
- Association with other race weekend events, including a two-day health and fitness EXPO, and in 2012, the U.S. Olympic Team Trials Marathon
- Premier branding and exposure opportunity to a large and diverse demographic
- Exclusive VIP access and hospitality as well as marathon and half marathon race entries for top level sponsors
- Support CanCare, Inc. with a tax-deductible donation
- Build teamwork and camaraderie among employees outside the workplace by participating in the Full, Half or 5K races with Team CanCare or in one of many Team CanCare Volunteer Opportunities
- Create a fun, exciting opportunity for employees, clients and vendors to cheer on thousands of runners tackling 26.2 miles along a designated area of the marathon course
- Experience the excitement of race weekend and the satisfaction of knowing that your company is contributing to a worthy cause that directly benefits CanCare, Inc. and 56 other charitable organizations, as well as the local community
- Wide variety of opportunities for businesses and organizations to be recognized as a prominent supporter of the Chevron Houston Marathon, its Run for a Reason charity program, and CanCare, Inc.

About CanCare, Inc.

CanCare provides one-on-one emotional support to cancer patients and their families from trained volunteers who have survived similar types of cancer. Volunteers help patients cope with a cancer diagnosis, give support during treatment and enable patients and family members to move forward with Hope. Founded in 1990, the non-profit organizations partners with more than 130 corporations, hospitals and congregations of varied faiths. All of our services are confidential and provided without charge. www.cancare.org



About Team CanCare



In its 18th year as a Run for a Reason Official charity, Team CanCare consists of runners, walkers, and volunteers from all over the city, state, and even world. Anyone is welcome to join, in fact, the more, the merrier! Last year, Team CanCare boasted over 300 members who ran, walked, crawled and cheered in support of the programs and services of CanCare, Inc. In 1995, Team CanCare was one of the first Run for a Reason Charities to partner with the Chevron Houston Marathon and is one of the largest and strongest teams to date. For several years, Team CanCare has been awarded the Top Fundraising Charity, as well as the Top Individual Fundraiser by the Houston Marathon Committee and Run for a Reason program. www.teamcancare.org

About the Chevron Houston Marathon

This single day sporting event, held on Sunday, January 15, 2012, combines the full marathon (26.2 miles), half marathon (13.1 miles), and 5K races. More than 30,000 participants, 7,500 volunteers, 200,000 spectators and over 1 million television viewers will flood the streets of Houston as runners and walkers participate in one of the largest race events in the nation. www.chevronhoustonmarathon.com



About Run for a Reason



The Chevron Houston Marathon's Run for a Reason charity program links thousands of runners with participating nonprofits, including CanCare, Inc., and provides a platform for charities to raise awareness and funds, as well as educate others about their cause. In 2011, the Run for a Reason charity program raised a record \$2,086,000 benefiting 52 charities. With more than 16,000 donations, the 2010-2011 season marked the second consecutive year the Run for a Reason program set a new fundraising record, generating more than \$12.4 million in the program's 17-year history. www.RunforaReasonHouston.org

2011-2012 Team CanCare Sponsorship Packages

CHAMPION (\$5,000) – 3 available

- \$4,500 tax-deductible donation to a CanCare, Inc.
- \$500 to the Houston Marathon Committee

Package includes:

- Sidewalk Squad Sponsorship – company branding of an area along the race course
- Opportunity for employees to cheer on runners at your company's Sidewalk Squad Station
- Block party bag for 10 (thundersticks, clappers, Sidewalk Squad T-shirts)
- Highly visible signage on your area of the course
- Recognition and logo placement at Run for a Reason Kickoff Party and Houston Marathon EXPO
- Recognition and logo placement in official Race Day Program
- Recognition, logo placement and hyperlink on Marathon and Team CanCare websites
- Two (2) full and/or half race entries (runner entry deadline: December 2, 2011)
- Two (2) race day VIP breakfast invitations
- Two (2) charity luncheon invitations
- Four (4) invitations to Team CanCare Pre-Race Pasta and Post-Race Victory Parties
- Recognition at Team CanCare Pre-Race Pasta and Post-Race Victory Parties
- Logo placement on Team CanCare T-shirts (art deadline: September 2, 2011)
- Logo placement and hyperlink in all (minimum 5) Team CanCare email newsletters
- Opportunity for employees to cheer on runners alongside Team CanCare volunteers at your company's Sidewalk Squad Station

GOLD (\$2,500) – 5 available

- \$2,500 tax-deductible donation to a CanCare, Inc.

Package includes:

- Naming Opportunity to one (1) of the following
 - Co-Sponsor of Team CanCare Pre-Race Pasta Party
 - Co-Sponsor of Team CanCare Post-Race Victory Party
- OR
- Logo placement on sleeve of Team CanCare T-shirts (art deadline: September 2, 2011)
- Ten (10) invitations to the party your company co-sponsors
- Two (2) invitations to either the Team CanCare Pre-Race Pasta or Post-Race Victory Parties (whichever you are not sponsoring)
- Logo placement on Team CanCare T-shirts (art deadline: September 2, 2011)
- Recognition, logo placement and hyperlink on Team CanCare websites
- Logo placement and hyperlink in all (minimum 5) Team CanCare email newsletters
- Recognition at Team CanCare Pre-Race Pasta Party
- Recognition at Team CanCare Post-Race Victory Party

SILVER (\$1,000) – 8 available

- \$1,000 tax-deductible donation to a CanCare, Inc.

Package includes:

- Logo placement on Team CanCare T-shirts
- Recognition, logo placement and hyperlink on Team CanCare websites
- Logo placement and hyperlink in all (minimum 5) Team CanCare email newsletters
- One (1) invitation to Team CanCare Pre-Race Pasta and Post-Race Victory Parties
- Recognition at Team CanCare Post-Race Victory Party
- Recognition at Team CanCare Pre-Race Pasta Party

BRONZE (\$500) – 10 available

- \$500 tax-deductible donation to a CanCare, Inc.

Package includes:

- Logo placement on Team CanCare T-shirts
- Recognition, logo placement and hyperlink on Team CanCare website
- Logo placement and hyperlink in all (minimum 5) Team CanCare email newsletters
- Recognition at Team CanCare Pre-Race Pasta Party
- Recognition at Team CanCare Post-Race Victory Party
- Invitation to the Post-Race Victory Party

CHEERLEADER (\$_____)

- Name your own price!

Package includes:

- Recognition on Team CanCare website
- Invitation to the Post-Race Victory Party

2011 Houston Marathon Participant Demographics

- 31,500 runners in four races: marathon, half marathon, 5K, kids' fun run
- 51% female
- 49% male
- 57% have an annual household income over \$100,000
- 83% are between the ages of 25 and 54
- 75% are from the Greater Houston area
- 88% are from Texas
- 99% are from all 50 U.S. states
- 1% are from more than 20 foreign countries
- 200,000+ spectators on course
- Over 1 million television viewers
- Two-day EXPO attracts over 50,000 attendees
- Over 12,000,000 website hits
- More than \$2 million raised benefiting 52 charities
- 2012 race marks 40th consecutive running of the Houston Marathon
- 2012 brings the U.S. Olympic Team Trials Marathon to Houston

2011-2012 Team CanCare Sponsorship Commitment Form

Please choose one of the following Sponsorship Levels:

Sidewalk Squad Sponsorships

RECORD HOLDER - \$10,000*

- 1 Available
- Amount to CanCare: \$9,000
- Amount to Houston Marathon Committee: \$1,000

OLYMPIAN - \$7,500*

- 2 Available
- Amount to CanCare: \$6,750
- Amount to Houston Marathon Committee: \$750

CHAMPION - \$5,000

- 3 Available
- Amount to CanCare: \$4,500
- Amount to Houston Marathon Committee: \$500

*For more information on these levels, please contact Amy Tanner at (713) 461-7879 or amyt@cancare.org.

General Sponsorships

GOLD - \$2,500 (Check one below)

5 Available

- Amount to CanCare: \$2,500
- ___ Naming Rights to Pasta Party
- ___ Naming Rights to Victory Party
- ___ Naming Rights to Team CanCare T-shirts

SILVER - \$1,000

8 Available

- Amount to CanCare: \$1,000

BRONZE - \$500

10 Available

- Amount to CanCare: \$500

CHEERLEADER - I cannot commit to a sponsorship, but I would like to make a donation of \$_____.

Company: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Company website: _____

**** Please submit two (2) checks:** one (1) payable to CanCare, Inc.; and one (1) payable to the **Houston Marathon Committee**. The Houston Marathon Committee receives a portion of the proceeds because they are responsible for a portion of the benefits received. CanCare, Inc. will submit your check to the Houston Marathon Committee upon receipt. You will be contacted by Kimberly Hall at the Marathon office to confirm your Sidewalk Squad hoopla station and to discuss goodie bag inserts, corporate logo information, signage, block party bag materials, runner registration, etc.

____ Check enclosed. ____ Please charge my MasterCard, Visa or Discover. ____ I will pay by _____

Credit Card Number _____ Exp. _____ Security Code _____

Name on Card: _____

Billing Address _____

City _____ State _____ Zip _____

I authorize the amount checked above to be charged to my credit card:

Signature: _____ Date: _____

Please complete this form and return to:

Team CanCare / CanCare, Inc. • 9575 Katy Freeway, Suite 428 • Houston, Texas 77024

Fax - 713.461.0704 • Email: amyt@cancare.org