



IT TAKES A VILLAGE WHY PARTNER WITH US?

Breast cancer doesn't just happen in October. It's something our members and their families face year round from diagnosis, through treatment, and beyond. We need your help to be **Here for the Girls** when they need us!

Here are the top 8 reasons to partner with us!

Celebrate with community partners the overall impact for young women living with breast cancer

Promote brand awareness and association with events and campaigns

Connect with **H4TG** members and hear how your support is making a difference

Share a brand story and start a conversation through a selection of shareables and event influencer kit

Invest in the future of one and a community of many

Extend reach through marketing and PR with the support of **H4TG's** media partners

Drive authentic key messaging through your own event page and an integrated experience at our events

Embrace **H4TG's** foundational value of "treasuring love above all"



LEARN MORE AT HEREFORTHEGIRLS.ORG

RUN FOR THE HILLS



Every October, **Here for the Girls** invites 500+ participants, volunteers, and community members who value health and fitness at its annual Run for the Hills presented by TowneBank. This event, which takes place during Breast Cancer Awareness Month, draws diverse groups together for a morning of fun – supporters of breast cancer survivors, survivors themselves, companies, health care practitioners, and those who just love to run or walk. Many teams don matching outfits (from tee shirts to decorated bras) to support a loved one or to promote a favorite business. Find out more at herefortheirls.org/run.

	Presenting \$12,000 (1)	Team Photo Platinum \$5,500 (2)	Runner Swag Gold \$2,550 (4)	Finish Line Silver \$1,500 (3)	Run Station Bronze \$750 (4)	On Course Sign \$350 (8)
Category exclusivity	Prominently featured and naming rights	Featured on team photo	Select from runner bag, medal, bib or water bottle	Featured at the start/finish line of the race	Select from water station, food/bev, awards, check-in	Select from marshal stop or mile markers
Event signage	Logo Recognition + Most Prominent Logo Placement on the Race Tee	Logo Recognition + Premier Logo Placement on the Race Tee	Logo Recognition + Logo on the Race Tee	Logo Recognition + Logo on the Race Tee	Recognition + Listed on the Race Tee	Recognition + Listed on the Race Tee
Event marketing and promotion						
PR & editorial	x					
Tickets and hospitality	64 race entries	32 race entries	16 race entries	8 race entries	4 race entries	2 race entries
Brand activation	x	x	x	x		
Consumer promotion	x	x	x	x	x	
Speaking opportunities	x					
Onsite reads and announcements	x	x	x			
Post-event consumer insights	x	x				
Website recognition	x	x	x	x	x	
Electronic direct mail content	x	x	x			
Social inclusions	x	x	x			
Opportunity to re-serve the sponsorship for next year	x	x	x	x	x	x

Our annual Run for the Hills scheduled for Saturday, October 7, 2023 at Sullivans Square New Town is one of three primary fundraising events at **Here for the Girls** that helps to fund our service offerings. The race features a blend of road and beautiful trails along with a virtual participant option where you can run anytime, anywhere. Your support helps to provide the necessary support to address the social and emotional healing required after a breast cancer diagnosis.

Sponsorship deadline is Friday, September 2nd. Sponsorships after the deadline will not be guaranteed recognition on printed material.



MARKETING + MEDIA HOW WE CAN HELP YOU!

A three-month comprehensive media and marketing campaign for each signature event will be activated across a number of platforms and channels.

DIGITAL

- H4TG eNewsletter - 8500+ database
- Event specific Electronic Direct Mail - 8500+ database
- Paid digital campaign including adwords and social advertising
- Other H4TG communications subject to availability



WEBSITE

- H4TG Main Website
- Event Page through Classy.org
- 4000+ average page views monthly
- 1200+ average unique users monthly
- Unique campaign page for each event
- 1300+ transactions per year



SOCIAL

- H4TG Facebook and Instagram
- Media Partner Facebook and Instagram
- 2,800+ Facebook followers
- 700+ Instagram followers



OUTDOOR

- Local community signage and promotion
- On-site promotions



MEDIA + PR

- H4TG press releases
- Exclusive media partner opportunities (past examples include The Tide/WY Daily and 13NewsNow)
- Photo opportunities



IN-KIND SPONSORSHIP OPPORTUNITIES

Provide the event with products, prizes, or services valued at \$300 or greater that is usable at the event in exchange for sponsor support you will have a presence at the event.

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Meals for volunteers and staff
- Clinics or demos (golf and run only)
- Photography/videography services
- Raffle merchandise and goodies
- Prize merchandise, services, and goodies
- Event signage

YOU WILL RECEIVE:

- Acknowledgment of your support on-line and throughout the event
- Promotional table at the tournament
- Promotional items for participant bags
- Logo/link on website, emails, social media channels
- Possible tickets or hospitality (depends on the fair market value of the in-kind sponsorship)



MEDIA SPONSORSHIP OPPORTUNITIES

Let's talk about exclusive media partnerships for our signature events!

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Print Media
- Online Media
- Social Media
- Radio
- Television
- On-site Entertainment
- Promotional Partners

YOU WILL RECEIVE:

- A custom media partner agreement
- Promotional table at the tournament
- Promotional items for participant bags
- Logo/link on website, emails, social media channels
- Possible tickets or hospitality (depends on the fair market value of the in-kind sponsorship)

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