

Project purple®



**RUNNING TO BEAT
PANCREATIC CANCER**

**2016-17
CORPORATE
SPONSORSHIP
OPPORTUNITIES**

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Project Purple is a nonprofit focused on raising awareness and funds towards a cure for pancreatic cancer. Our ultimate goal is to see a cure put us out of business in the next five years. Sadly, the statistics are staggering. Pancreatic cancer is the **3rd leading cause of cancer related death** in the U.S. Researchers project that it will reach **2nd place by 2020**. It is also the only cancer on the list of deadliest U.S. cancers with a **single digit survival rate after 5 years** – only 8%. In spite of its deadliness, research for it is the **least funded of any major cancer**.

How do we work to beat this disease? **We run.** Project Purple has an endurance training program that empowers people to fight back and do something good by training for, and finishing, a running event while raising funds and awareness for pancreatic cancer.

AUDIENCE

Anyone is welcome to join Project Purple, regardless of age or fitness level, from those who have never run or walked a mile, to seasoned athletes. Participants train, fundraise, and spread the word throughout their community about Project Purple and pancreatic cancer.

IMPACT

- **Research:** Our primary goal is to support the vital research of doctors in the top U.S. medical labs and hospitals. A cure and methods for early detection are crucial to beating this disease. Since the founding of our organization in 2010, we have provided over \$500k in grants to some of the best pancreatic cancer labs in the country, such as University of Nebraska Medical Center, Beth Israel Deaconess, Columbia University, NYU and more.
- **Patient Financial Aid:** Project Purple seeks to improve the quality of life of those currently battling pancreatic cancer. Aid we provide goes towards medical, pharmaceutical, and living expenses. We also assist with the information about the latest medical trials and provide care packages.
- **Scholarships:** Our scholarship program assists high-achieving students whose lives have been adversely affected by pancreatic cancer. This program has awarded 19 scholarships since its inception in 2013. So far we have given out \$30,000 to deserving students in a variety of programs all around the U.S.

CORPORATE PARTICIPATION

Corporate support is critical to the success of Project Purple and a wonderful way for you to promote your company in your community.

- 91% of global consumers expect companies to do more than make a profit, but also operate responsibly to address social and environmental issues
- If companies address social and environmental issues, they'll be rewarded with 90% trust, 88% loyalty, and 93% positive image
- 63% of consumers have bought a product associated with a cause in the last 12 months.
- 90% of consumers would switch brands to one associated with a social or environmental cause

Source: 2015 Cone Communications/Ebiquity Global CSR Study

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RUNNING PROGRAM

Project Purple's running program offers anyone who participates professional training, community support, and the inspiration they need to finish their chosen running event, while fundraising to beat pancreatic cancer. Our runners run in three of the top U.S. marathons and beyond. With their help, we have been providing research funding, patient financial aid, and scholarships since 2010.

October 9, 2016 – Jet Blue Long Beach Marathon & Half Marathon

Come experience one of the most scenic events in California, "Run Long Beach". Starting in Downtown Long Beach, runners head towards the historic Queen Mary and then through Shoreline Village.



October 9, 2016 – Bank of America Chicago Marathon

Runners from all 50 states and more than 100 countries will set out to cross the finish line in Grant Park. This marathon is one of the six in the world for size and popularity, with 45,000 runners and almost 2 million spectators.

October 16, 2016 – Rock 'n' Roll Denver Half Marathon

Runners rock out to live and local bands on-course and celebrate with a post-race beer and headliner concert featuring G. Love and Special Sauce! This is a one-of-a-kind fall running event with a scenic, USATF sanctioned, certified course.



November 6, 2016 – TCS New York City Marathon

With nearly 50,000 finishers in 2015, the NYC Marathon has grown from 55 finishers racing in Central Park, to the world's largest and most popular marathon course. Over 60 Project Purple runners will cross the finish line in November!

April 17, 2017 – Boston Marathon

Another of the top six marathons worldwide, the Boston Marathon is the gold standard for runners at every level. Competition is fierce to even gain entry. It is also New England's most widely viewed sporting event, with over 500,000 spectators.



May 2017 – Lincoln National Guard Marathon and Half Marathon

As the soul charity partner of the Lincoln Marathon, this is the biggest team for Project Purple. In 2015, over 100 runners crossed the finish line with our purple singlets. This National Guard qualifying event draws over 12,500 runners and is a favorite throughout the midwest.

May 7, 2017 – U.S. Bank OC Marathon and Half Marathon

A gorgeous, scenic course that unfolds through the Southern California coastal communities of Newport Beach and Costa Mesa awaits at the OC Marathon and Half Marathon, which saw more than 14,000 runners in 2016.



FIND OUT MORE ABOUT PROJECT PURPLE AT www.run4projectpurple.org OR CALL (203) 714-6052

	PLATINUM (\$5,000)	GOLD (\$2,500)	SILVER (\$1,000)
invitation to after party at finish line on race day	✓		
water station table sponsorship at 2 group training sessions where applicable	✓		
signage and information display at the pasta party	✓		
recognition in press releases distributed to local electronic and print media (deadlines apply)	✓	✓	
acknowledgment of support in national Project Purple e-newsletter (list of 7,000 people)	✓	✓	
company logo featured in all Project Purple weekly email updates to participants for entire season (16 weeks)	✓	✓	✓
company logo on race singlets (deadlines apply)	✓	✓	✓
logo signage on Project Purple website under "Corporate Partners"	✓	✓	✓

SUBMISSION DEADLINES:

To have your company logo included in Project Purple weekly e-newsletters and press releases, and on course markers, please submit your company commitment form and company logo by the deadlines below.

	SESSION START DATE	DEADLINE FOR COMPANY LOGO ON RACE SINGLETS	RACE DATE
LONG BEACH	May 9, 2016	August 10, 2016	October 9, 2016
CHICAGO	May 9, 2016	August 10, 2016	October 9, 2016
DENVER	May 10, 2016	August 15, 2016	October 16, 2016
NEW YORK CITY	June 1, 2016	August 30, 2016	November 6, 2016
BOSTON	November 15, 2016	January 16, 2017	April 17, 2017
LINCOLN	December 1, 2016	February 1, 2017	May 2017
ORANGE COUNTY	December 1, 2016	February 1, 2017	May 2017



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CORPORATE SPONSORSHIP COMMITMENT FORM

Company Information:

Company or organization name (as you would like it to appear in print): _____

Contact person: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____

E-mail Address: _____

Signature: _____

Commitment Level:

- Platinum Sponsor (\$5,000)
- Gold Sponsor (\$2,500)
- Silver Sponsor (\$1,000)

Method of Payment:

- Check enclosed (payable to Project Purple)
- Please invoice our company
- Charge the following credit card

Type of card: Visa MC AMEX Discover

Card number: _____

Expiration date: _____ Security code: _____ (three digits on signature strip or four digits above card number)

Name on card: _____

Signature: _____

- Please scan and email this commitment form to dino@run4projectpurple.org or mail to:
Project Purple
Attention: Dino Verrelli
94A N Main Street
Beacon Falls, CT 06403
- Sponsors for all sponsorship levels, please send an EPS or PDF version of your logo to:
elizabeth@run4projectpurple.org

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