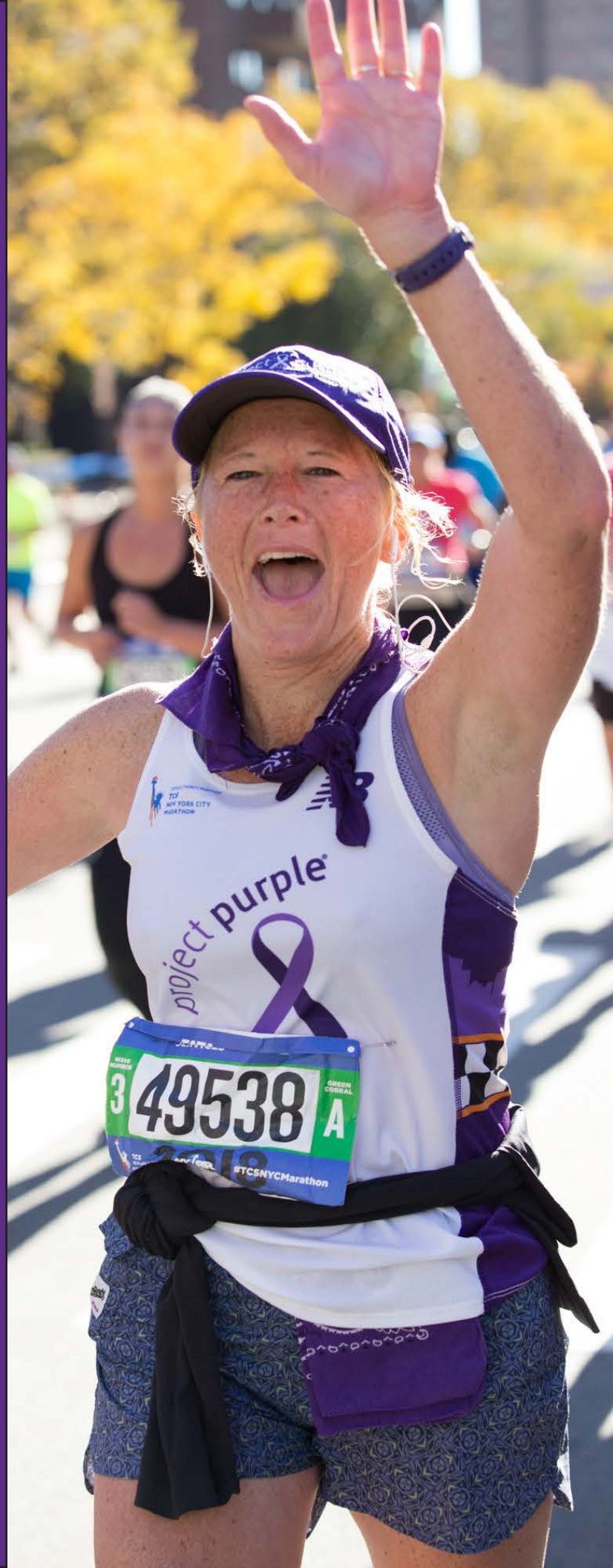




RUNNING TO BEAT PANCREATIC CANCER

2019 CORPORATE SPONSORSHIP OPPORTUNITIES

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project purple

— A WORLD WITHOUT PANCREATIC CANCER —

PROJECT PURPLE OVERVIEW

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. **By 2020 pancreatic cancer is expected to be the #2 killer of all cancer deaths.** It is also the only cancer on the list of deadliest U.S. cancers with a **single digit survival rate after 5 years – only 9%.** In spite of its deadlines, 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 \$2 million in research 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. The 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.

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

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



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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.

March 17, 2019 – United Airlines NYC Half Marathon

May 5, 2019 – OC Marathon & Half

May 5, 2019 – Lincoln Marathon

May 19, 2019 – Chicago Half Marathon (Spring)

June 22, 2019 – Grandmas Marathon

July 21, 2019 – Napa to Sonoma

August 25, 2019 – Chicago Triathlon

September 29, 2019 – Chicago Half Marathon (Fall)

October 5, 2019 – Twin Cities Marathon & 10 Miler

October 13, 2019 – Bank of America Chicago Marathon

October 20, 2019 – Detroit Marathon & Half

November 3, 2019 – TCS NYC Marathon

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WALK SPONSORSHIP LEVELS

Start/Finish Line Sponsor: \$5000

Your company's name and logo will be featured on the banner at the Start/Finish line. Company employees may volunteer to high-five participants after they finish the walk and show their support for Project Purple. Your company will be recognized on every social media platform as a sponsor of Project Purple at the event.

Aid Station Sponsor: \$3000

Your company's name and logo will be featured on signage at Aid Station and you will be recognized on every social media platform as a sponsor of Project Purple at the event.

Mile Marker Sponsor (3 available): \$1500

Your company's name and logo will be featured on signage at Mile Marker (1 of 3). Your company will be recognized on every social media platform as a sponsor of Project Purple at the event.

Registration Sponsor: \$1000

Your company's logo will be featured on our registration platform as well as the registration tent on race day. Your company will be recognized on every social media platform as a sponsor of Project Purple at the event.

Hope Sponsor: \$500

Your company will be recognized on social media platforms as a sponsor of Project Purple at the event. In addition, your company's name will be listed on the event banner on the day of the event.

Purple Ribbon Sponsor: \$250

Your company's name or loved one's name will be listed on the event banner on the day of the event.

WALK SCHEDULE:

May 11, 2019 – Norwalk Steps For a Cure

May 18, 2019 – Lincoln Steps For a Cure

August 25, 2019 – Horner Hustle, Park Ridge IL

September, 2019 – New Jersey



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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:

- Finish Line Sponsor (\$5000)
- Aid Station Sponsor (\$3000)
- Mile Marker Sponsor (3 only) (\$1500)
- Registration Sponsor (\$1000)
- Hope Sponsor (\$500)
- Purple Ribbon Sponsor (\$250)

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@projectpurple.org or mail to:

Project Purple
Attention: Dino Verrelli
PO Box 884
Seymour, CT 06483

- Sponsors for all sponsorship levels, please send an EPS or PDF version of your logo to: dino@projectpurple.org

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