

2020 Miles for Melanoma  
Corporate Partnership Opportunities



## Miles for Melanoma San Francisco Presented by the San Francisco Marathon

Saturday November 14, 2020

Fisherman's Wharf

*San Francisco, CA*

**MILES FOR  
MELANOMA**



## Miles for Melanoma: Hope, Strength, Community

### MRF Mission Statement



To support medical **RESEARCH** for finding effective treatments and eventually a cure for melanoma.  
To **EDUCATE** patients and physicians about the prevention, diagnosis and treatment of melanoma. To act as an **ADVOCATE** for the melanoma community to raise awareness of this disease and the need for a cure.

### Corporate Social Responsibility

Your team can help to make a positive, life-changing impact in the melanoma community by contributing to the

MRF's research, *education* and *advocacy* efforts. Melanoma is the deadliest form of skin cancer-it is not just a simple mole to be removed as is the common misconception in society. In fact, it can develop anywhere on the body. The American Cancer Society's 2020 Surveillance Research shows that more than **100,000** cases of melanoma will be diagnosed nationwide this year. Of those cases, more than **11,000 new cases** will residents in the state of California. While breakthroughs continue to occur each year, the need for continued research to find a cure is as prevalent as ever.

**How?** There are multiple opportunities for your team to become involved with the MRF and make a difference to those in the melanoma community by becoming a corporate partner at and having a presence at a local Miles for Melanoma event. Corporate Partners are invited to form teams and become involved in the 5K, volunteer at registration or interact with participants at your corporation's branded tent\*.



\*partners who join at the \$2500 or above level will be invited to attend the event with your own 10x10 tent, signage and area to distribute giveaways to event participants.

# 2020 Miles for Melanoma

## Corporate Partnership Opportunities



The following highlights various partnership levels and benefits for our 2020 Miles for Melanoma program. We are happy to discuss options with you to fulfill your philanthropic objective.



### Local Presenting Sponsor: \$5,000

- Corporation name and logo included in event title (2020 Miles for Melanoma San Francisco presented by...)
- Corporate Representative invited to speak during Opening Ceremonies
- Corporate Representative and/or Team invited to distribute race awards during Closing Ceremonies
- Highlighted as local presenting sponsor in Miles for Melanoma San Francisco and San Francisco Marathon 5K event press release distributed to local media
- Tabling opportunity at Friday Expo and 5K Saturday; interact with Miles for Melanoma and San Francisco Marathon participants, provide small giveaways and/ or literature highlighting services
- Exclusive opportunity to provide skin checks at the event and schedule new patient appointments\* (applicable to dermatology and healthcare practices only)
- Logo exclusivity on 'We Walk for' participant banner
- Prominent logo placement on event day signage and sponsor banner
- 15 complimentary registration passes to Miles for Melanoma San Francisco or San Francisco Marathon event
- Prominent corporate logo placement with link to corporate home page on local Miles for Melanoma event website

### Hope Sponsor: \$2,500

- Tabling opportunity at Saturday 5K event; interact with participants, provide small giveaways and/ or literature highlighting services
- Opportunity to provide spot checks at the event \*applicable to dermatology and healthcare practices only
- Prominent logo placement on event day signage and sponsor banner
- 5 complimentary registration passes to Miles for Melanoma San Francisco or San Francisco Marathon event
- Verbal acknowledgement during Opening Ceremonies
- Corporate logo with link to corporate home page on local Miles for Melanoma event website



# 2020 Miles for Melanoma Corporate Partnership Opportunities



## Strength Sponsor: \$1,000

- Prominent logo placement on course route signage
- 3 complimentary registration passes to Miles for Melanoma San Francisco event
- Verbal acknowledgement during Opening Ceremonies
- Corporate logo with link to corporate home page on local Miles for Melanoma event website

## Miles Friend: \$500

- One complimentary registration pass to Miles for Melanoma San Francisco event
- Logo on course route signage
- Corporate logo with link to corporate home page on local Miles for Melanoma event website





## **Miles for Melanoma San Francisco Commitment Form**

*Please indicate your level of commitment for the 2020 Miles for Melanoma event:*

- Local Presenting: \$5,000
- Hope Sponsor: \$2,500
- Strength Sponsor: \$1,000
- Miles Friend: \$500

**Corporation Name** (*How you would like to be listed on promotional materials*):

\_\_\_\_\_

**Primary Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**Website and Social Media Handles:**

\_\_\_\_\_

*By providing this information, you agree to have your website linked to the Melanoma Research Foundation's Miles for Melanoma 2020 website.*

### **METHOD OF PAYMENT**

- Check: (Please make checks payable to the *Melanoma Research Foundation* and mail to: Attn: Lorrie-Beth Miley// 1420 K Street NW 7<sup>th</sup> Floor//Washington DC 20005)
- Visa      MasterCard      AMEX      Discover

**Card Number:** \_\_\_\_\_

**Expiration:** \_\_\_\_\_ **CVV:** \_\_\_\_\_

I, commit to \_\_\_\_\_ on behalf of \_\_\_\_\_

*sponsorship level*

*corporation name*

on \_\_\_\_\_ in support of the 2020 Miles for Melanoma program.

*date*

**Authorized signature:** \_\_\_\_\_

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Thank **YOU** for choosing to partner with the Melanoma Research Foundation! Your support and dedication to finding a cure for melanoma is deeply appreciated!



Please direct all questions to:

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