



September 8, 2017
Academy Center of the Arts
Lynchburg, VA

Benefitting:



WHO WE ARE

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen®, now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$2 billion invested to date. Virginia Blue Ridge is one of 100 Komen affiliates worldwide, covering a 42 city/county service area with education and local grant funding.

JOIN THE FIGHT

Susan G. Komen Virginia Blue Ridge is doing important work in our 42 city/county service area. Each year there are 818 women and men in our service area who are diagnosed with breast cancer and 172 women and men who die from breast cancer. We are dedicated to this mission and will not stop until our promise to end breast cancer forever has been fulfilled. The money we raise through events like Laugh for the Cure is used to fund screening and diagnostic mammograms, outreach and breast health education programs for uninsured and underinsured women as well as breast cancer research.

LAUGH FOR THE CURE®

Laugh For The Cure® (LFTC) is a grass-roots effort founded in 2002 in Charlotte, NC by a group of friends whose lives had each been touched by breast cancer. They founded the event to remember loved ones they had lost, celebrate the survivors and help those in their community currently impacted by the disease. The event has grown into one of the most highly anticipated and unique fundraising events in Charlotte and is quickly spreading to cities across the country! Laughter is the best medicine and the PG comedy shows have universal appeal to all audiences and keep the crowd 'laughing for a cure!' In our first 3 years, we have raised over \$100,000!

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$10,000

- Identified as "Presenting Sponsor" in radio and/or television promotions related to event
- Record radio promotion for event identifying company in support of Komen - to air 100 times on WLNI (40), WPLY (40), WSLQ (10) and WVBE (10)
- Corporate logo on event posters/signage
- Event night recognition from the stage
- Opportunity for live check presentation, if desired
- Logo on event day signage
- Corporate name and logo on Laugh for the Cure website, including link to company site
- Sponsorship acknowledged via Komen social media sites
- Sponsorship acknowledged in Komen e-newsletter
- Logo in pre-show slide presentation
- 24 event tickets with premiere seating (three tables)
- Corporate recognition in event program, including corporate logo on cover design and full page acknowledgment, back cover (provided by sponsor)
- Invitation to pre-party, 1 drink ticket per guest

Celebrity Act \$7,500

- Record radio promotion identifying company in support of Komen - to air 65 times on WLNI (25), WPLY (25), WSLQ (10) and WVBE (5)
- Corporate logo on event posters/signage
- Event night recognition from the stage
- Logo on event day signage
- Corporate name and logo on Laugh for the Cure website, including link to company site
- Sponsorship acknowledged via Komen social media sites
- Sponsorship acknowledged in Komen e-newsletter
- Logo in pre-show slide presentation
- 24 event tickets with premiere seating (3 tables)
- Corporate recognition in event program, including full page acknowledgment (provided by sponsor)
- Invitation to pre-party, 1 drink ticket per guest

Headliner \$5,000

- Record radio promotion identifying company in support of Komen - to air 45 times on WLNI (20), WPLY (20), WSLQ (5)
- Corporate logo on event posters/signage
- Logo on event day signage
- Corporate name and logo on Laugh for the Cure website, including link to company site
- Sponsorship acknowledged via Komen social media sites
- Sponsorship acknowledged in Komen e-newsletter
- Logo in pre-show slide presentation
- 16 event tickets with premiere seating (2 tables)
- Corporate recognition in event program, including half page acknowledgment (provided by sponsor)
- Invitation to pre-party, 1 drink ticket per guest

Feature \$2,500

- Corporate logo on event posters/signage
- Corporate name and logo on Laugh for the Cure website
- Sponsorship acknowledged via Komen social media sites
- Sponsorship acknowledged in Komen e-newsletter
- Corporate Name listed in pre-show slide presentation
- 12 event tickets with premiere seating (1.5 tables)
- Corporate recognition in event program, including quarter page acknowledgment (provided by sponsor)
- Invitation to pre-party, 1 drink ticket per guest

Opener \$1,500

- Corporate name and logo on Laugh for the Cure website
- Sponsorship acknowledged via Komen social media sites
- Corporate Name listed in pre-show slide presentation
- 8 event tickets with premiere seating (1 table)
- Corporate recognition in event program, including quarter page acknowledgment (provided by sponsor)

Susan G. Komen Virginia Blue Ridge is the boldest community fueling the best science and making the biggest impact in the fight against breast cancer. To date, we have invested over \$2.9 million in research and life-saving community programs. We are the only breast cancer organization with a comprehensive approach that touches research, advocacy and community support.

OUR MISSION:

The Susan G. Komen promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.
