



Jodi's Race
for Awareness

benefiting CO colorado ovarian
CA cancer alliance

Survivor Path

2021 Jodi's Race for Awareness
5K RUN | 1 MILE WALK | VIRTUAL 5K
SURVIVOR

RAISING AWARENESS ONE STEP AT A TIME

Jodi's Race
for Awareness

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SPONSORSHIP OPPORTUNITIES

Saturday, June 11, 2022

5K & 1 Mile In-Person Run/Walk

City Park, Colorado

www.jodisrace.org

IN 2010,

Colorado Ovarian Cancer Alliance (COCA) took a chance and devoted almost all its cash assets to start a race that has transformed not only the organization but the community we serve.

Thanks to Jodi's Race sponsors and donors, COCA has been able to provide:

\$530,000

in out-of-pocket savings on gynecologic cancer care to patients in Colorado through our Carol's Wish Financial Navigation Program.

5,500

support group visits for women and those who love them since 2005. Two new virtual weekly groups were added in 2020 in response to the COVID-19 pandemic.

\$500,000

in direct financial assistance to low income Colorado women since 2013 through our COCA.Cares Financial Assistance program.

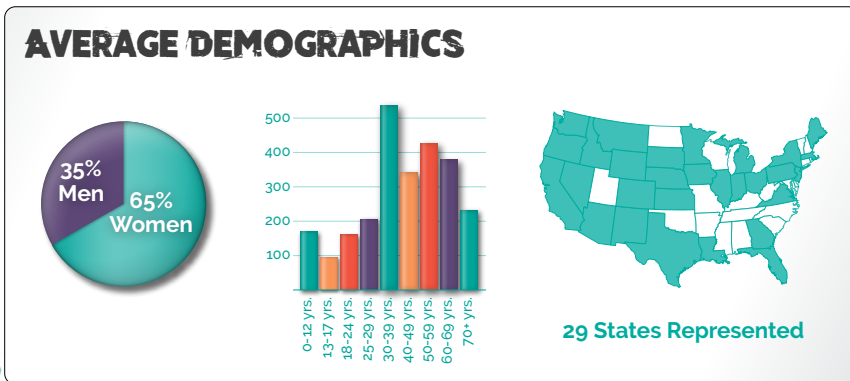
**PLEASE HELP US
CONTINUE TO
MAKE A SIGNIFICANT
DIFFERENCE IN THE
LIVES OF COLORADO
WOMEN AND THOSE
WHO LOVE THEM.
OUR COMMUNITY IS
COUNTING ON YOU!**



JODI'S RACE IS ONE OF THE LARGEST OVARIAN CANCER RACES IN THE COUNTRY AND AMONG THE TOP 10 LARGEST RACES IN COLORADO!

BY SPONSORING, your organization will be exposed to in-person attendees as well as virtual event participants. We anticipate the total number of attendees to be over 2,000. In-person race participants to be determined by Denver Parks COVID-19 regulations.

- Increase visibility
- Build credibility
- Differentiate your organization
- Access key markets
- Generate sales
- Increase brand loyalty
- Reach new audiences
- Motivate and empower employees





DENVER'S CHANNEL 7

has been involved with Jodi's Race since the beginning and have helped promote Jodi's Race across the greater Denver metro area.

Outreach about Jodi's Race for Awareness happens across all social media platforms. We can spread awareness of your brand and support of Jodi's Race through recurring social media posts.

 **Jodi's Race for Awareness**
 May 24 · 🌐

Former Jodi's Race Director Jennifer Rechholtz Manta was instrumental in the success of Jodi's Race from the very first year! She continues to support COCA in her new role as an agent for Home Smart Realty. Not only is Jennifer a race sponsor, but she will donate \$1000 back to COCA for anyone who closes a real estate transaction with her between now and the end of the year!! Just mention Jodi's Race. Thank you Jennifer!

<https://homesmart.com/real-estate-agent/colorado/greenwo...> See more



COLORADO
expression



OVERVIEW

Event Sponsor

Targeted Sponsor

Sponsor Benefits	Presenting Sponsor - \$10,000	Teal Sponsor - \$7,500	Platinum Sponsor - \$5,000	Gold Sponsor - \$2,500	Survivor Breakfast - \$7,500 <i>Multi-Year Commitment</i>	1 Mile Family Fun Run - \$6,000	Team Village - \$5,000	Wellness Message - \$3,500	Mile Marker - \$1,000	Bib Coupon - \$500	In-Kind Donation
	1 available	1 available	1 available	3 available	3 available	3 available	3 available	3 available	3 available	3 available	
Sponsor Summary (see page #)	page 5	page 5	page 5	page 5	page 6	page 6	page 6	page 6	page 6	page 6	page 6
Press Releases	■										
Media Exposure - TV, Radio, Print	Featured	■	■		■	■	■				
Start/Finish Structure Branding on Start/Finish Structure	■	■	■	■	■	■	■	■			
Other Exclusive Signage and Branding	Branding Post-Event Video				Branded Website	Signage on 1 Mile Start		On Course			
Virtual Survivor and Virtual Race Events	■				■						
Race Shirts - Branding	■	■	■	■	■	■	■	■			
Race Registration - Complimentary	15	10	8	3	10	8	8	3	2	1	2
Survivor Goody Bag Insert	■	■	■	■	■	■	■	■	■		
In-Person and Virtual Race Recognition	■	■	■	■	■	■	■	■	■		■
Online Exposure - Web, Social Media, Email	■	■	■	■	■	■	■	■	■	■	■
Print Materials - Branding on Event Posters and Ads	■	■	■	■	■	■	■	■	■		
Complimentary Booth at Vendor Expo	■	■	■	■	■	■	■	■	■	■	
Exclusive Benefits	Branded tent on race day				Branded tent on race day		Team Village Website Branding	On Course Signage			

EVENT SPONSOR

PRESENTING SPONSOR - \$10,000

- “Presented by” in all mentions of Jodi’s Race
- Top branding on Start and Finish structure
- Logo in top position on race shirt
- PR building up to race day, including recognition in all press releases
- Exclusive branded tent on race day with opportunity to provide information and/or branded item
- Ability to include branded item in survivor goody bag
- Branding on post-event video
- Opportunity to speak during live event
- Logo featured on all print materials
- Logo featured in all print ads
- Online exposure (website, social media, eblasts)
- In-person event recognition
- Complementary race registrations (15)
- VIP parking at the race
- Complimentary booth at vendor expo
- Other options available – just ask!

TEAL SPONSOR - \$7,500

- Branding on Start and Finish structure
- Online exposure (website, social media, eblasts)
- Logo in primary position on race shirt
- Logo featured on all print materials
- Logo featured in all print ads
- In-person event recognition
- Opportunity to include branded item in survivor goody bag
- Complementary race registrations (10)
- Complimentary booth at vendor expo
- Other options available – just ask!

PLATINUM SPONSOR - \$5,000

- Branding on Start and Finish structure
- Online exposure (website, social media, eblasts)
- Logo in primary position on race shirt
- Logo on all print materials
- Logo in print ads
- In-person event recognition
- Opportunity to include branded item in survivor goody bag
- Complementary race registrations (8)
- Complimentary booth at vendor expo

GOLD SPONSOR - \$2,500

- Branding on Start and Finish structure
- Logo on race shirt
- Logo on all print materials
- Online exposure (website, social media, eblasts)
- In-person event recognition
- Opportunity to include branded item in survivor goody bag
- Complementary race registrations (3)
- Complimentary booth at vendor expo

Lock in this year's price by committing to a multi-year sponsorship! Enhanced benefits are available at all levels.

Let's talk!

TARGETED SPONSOR

SURVIVOR BREAKFAST - \$7,500

- Name in all mentions of Survivor Breakfast
- Branding on Start and Finish structures
- Branded survivor information tent on race day
- Prominent website branding for Survivor Breakfast
- Logo on race shirt
- Opportunity to give branded items/gifts to survivors
- Logo on Survivor Breakfast invitation
- Logo on all print materials
- Logo in print ads
- Online exposure (website, social media and eblasts)
- Prominent branding on Survivor Breakfast page of Jodi's Race website
- In-person event recognition
- Complementary race registrations (10)
- Complimentary booth at vendor expo

1 MILE FAMILY FUN RUN - \$6,000

- Title Sponsor of 1 Mile Family Fun Run
- Sponsor name in all mentions of Family Fun Run
- Signage at 1 Mile Family Fun Run start line
- Opportunity to speak at 1 Mile Family Fun Run start time
- Branding on 5K Start and Finish structure
- Logo on race shirt
- Logo on all print materials
- Online exposure (website, social media and eblasts)
- In-person event recognition
- Complementary race registrations (8)
- Complimentary booth at vendor expo

TEAM VILLAGE - \$5,000

- Branding on Start and Finish structure
- Sponsor branded Team Village website page
- Logo on race shirt
- Logo on all communications going to Jodi's Race Teams
- Online exposure (website, social media and eblasts)
- Exclusive logo on team page of website
- In-person event recognition
- Complementary race registrations (8)
- Complimentary booth at vendor expo

WELLNESS MESSAGE - \$3,500

- Sponsor provided messaging on THREE race route signs with logo
- Branding on Start and Finish structure
- Logo on race shirt
- Logo on all print materials
- Integrated messaging via social media plan – pre and post event
- Online exposure (website, social media and eblasts)
- In-person event recognition
- Complementary race registrations (3)
- Complimentary booth at vendor expo

MILE MARKER - \$1,000 (LIMIT OF 3)

- Signage at one designated mile marker
- Online exposure (website, social media and eblasts)
- Opportunity to have volunteers at designated mile marker
- Complementary race registrations (2)
- Complimentary booth at vendor expo

BIB COUPON - \$500 (LIMIT OF 3)

- Coupon with logo on all race bibs
- Online exposure (website, social media and eblasts)
- In-person event recognition
- Complimentary booth at vendor expo

SPONSORSHIP IN-KIND

Any race expenses that are funded through your generous support allow COCA to focus our resources on programs that directly benefit Colorado women.

In-Kind Benefits

- In-person event recognition
- Online exposure (website, social media and eblasts)
- Complementary race registration upon request

In-Kind Wish List

- Advertising
- Printing, copies
- Water
- Whole fruit (bananas, oranges)
- Sports drinks
- Supplies
- Rentals (tables, chairs, etc.)
- In-store donations
- In-store promotions
- Items for survivor goody bags

THANK YOU FOR YOUR CONSIDERATION

We'd love the opportunity to talk to you about sponsoring Jodi's Race. Let us show you the business benefits to your organization and how you can help with this important effort.

Visit www.jodisrace.org for photos and videos from previous years.

We are committed to helping more women and their loved ones in 2021 and beyond. Join us!

Patrice Hauptman

COCA Executive Director

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THE MISSION OF COCA IS
TO PROMOTE AWARENESS
AND EARLY DETECTION
OF OVARIAN CANCER
THROUGH ADVOCACY
AND EDUCATION WHILE
PROVIDING SUPPORT
TO PEOPLE AFFECTED BY
OVARIAN CANCER.

*Jodi's Race for Awareness
benefits the Colorado Ovarian
Cancer Alliance (COCA), a 501 (c)3
nonprofit organization.*

