

# Ellen's Run



The **Ellen** Hermanson  
FOUNDATION

*Presents*

## **The 23rd Annual ELLEN'S RUN**

**Sunday, August 19, 2018**

**Race time: 9 AM**

**Stony Brook Southampton Hospital – Parrish Memorial Hall**

### **JOIN THE RACE TO BEAT BREAST CANCER**

Now in its 23<sup>rd</sup> year, Ellen's Run—a community-based 5K (3.1-mile) run/walk—is the signature fundraising event of The Ellen Hermanson Foundation. Join the race to beat breast cancer by supporting this competitive and spirited 5K race, benefiting a broad range of breast health programs in the East End community!

Established in 1996, Ellen's Run is a grassroots annual tradition and a highly visible event that raises both awareness about breast cancer and funds to support The Ellen Hermanson Breast Center at Stony Brook Southampton Hospital and satellite locations in Hampton Bays and East Hampton. Over 1,000 participants attend Ellen's Run—families, runners and walkers alike. Ellen's Run is the largest and most anticipated race on the South Fork of Long Island, NY, and was voted Best Sporting Event for the last seven years by *Dan's Papers: Best of the Best*.

Sponsoring Ellen's Run will build brand awareness during the height of the Hamptons summer season, while making a tremendous difference in the lives of the community we serve. Your financial support of The Ellen Hermanson Foundation will help provide accessible mammography screening, especially for the uninsured, and psycho-social support services to breast cancer survivors and their families—free of charge. No patient is turned away from the Ellen Hermanson Breast Center for lack of insurance or inability to pay for treatment.

The Ellen Hermanson Foundation is a 501(c)(3) charitable organization recognized by the IRS and the State of New York.

[ellenhermanson.org](http://ellenhermanson.org) [anne.gomberg@ellensrun.org](mailto:anne.gomberg@ellensrun.org) 917-749-8304



**SPONSORSHIP OPPORTUNITIES**  
**THE 23rd ANNUAL ELLEN'S RUN**  
 Sunday, August 19, 2018  
 Southampton, New York

	<b>PLATINUM</b> <i>Recognition as presenting sponsor</i>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b>Amount</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
<b>Race registrations</b>	20	10	5	2
<b>Complimentary t-shirts</b>	20	10	5	2
<b>Logo stake signs at the race</b>	7	5	3	2
<b>Logo on t-shirt</b>	Prominent placement	✓	✓	✓
<b>Logo on website</b>	Prominent placement with link	Logo with link	✓	✓
<b>Logo on race application</b>	Prominent placement	✓	✓	✓
<b>Logo on posters</b>	Prominent placement	✓	✓	✓
<b>Logo on e-blasts</b>	Prominent placement	✓	✓	✓
<b>Logo on print ads</b>	Prominent placement	✓	✓	
<b>Social media mentions</b>	3	2	1	
<b>Recognition in event photos</b>	✓	✓		
<b>Display space in expo area</b>	✓	✓		
<b>Verbal recognition at awards ceremony</b>	✓			
<b>Your company's banner at finish line</b>	✓			
<b>Mammograms underwritten</b>	20	10	5	2

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## TARGETED SPONSORSHIPS



### **SURVIVOR SPONSOR**

Sponsor special recognition for breast cancer survivors and brand your business at the Survivor's tent. \$3000, includes bronze sponsorship benefits.

### **BRANDED VEHICLE**

Showcase your branded vehicle on the race route in high visibility areas. \$3000, includes bronze sponsorship benefits.

### **IN KIND SPONSOR**

Our goal is to underwrite race expenses through both cash and in-kind contributions, ensuring that maximum funding goes to fighting breast cancer. Items and services essential to the race are valued at fair market value.

### **CUSTOMIZE YOUR SPONSORSHIP**

Target your sponsorship to specific segments of race participants, enjoy exclusive sponsorship of a race event, or tailor your sponsorship to enhance the race and get your message out to your customers.

For more information, please contact:  
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# The **Ellen** Hermanson FOUNDATION



## Changing Lives, Saving Lives

**The Ellen Hermanson Foundation** ensures access to state-of-the-art breast health care and empowers people affected by cancer.

**Our beautiful corner of the East End of Long Island, has one of the highest rates of breast cancer diagnosis and mortality in New York.** Having local access to screening, treatment and psycho-social support is life changing and life saving for community members who would otherwise need to travel long distances to receive quality breast health care services and support.

**The Ellen Hermanson Foundation funds essential health care in our own community** through 3D mammography screenings at **The Ellen Hermanson Breast Center at Stony Brook Southampton Hospital** and its satellite locations in Hampton Bays and East Hampton.

**Ellen's Well** provides oncological social worker-led support groups, nutrition, yoga, reiki and other healing opportunities for survivors—free of charge.

**The Ellen Hermanson Foundation provides direct services that are critical in breast cancer diagnosis and support.**

*"The encouragement, assistance and knowledge received through services provided by Ellen's Well helped me to cope and overcome this horrific disease. I could never have been able to pay for all the love and support I received. I thank God and Ellen's Well for making me a better person through it all." L.F.*

*"My wife had a mammogram today at Stony Brook Southampton Hospital and she was offered a 3D mammography at no cost. The technician said it is thanks to The Ellen Hermanson Foundation. Thank you so much for such a generous gift and a valuable resource." M.T.*

**No patient is turned away from The Ellen Hermanson Breast Centers for lack of insurance or inability to pay for treatment.**

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