



colonscreeningforlife.com

February 20, 2023



Dear Community Partner,

We are organizing our 15th annual Colon Screening for Life 5K Run/Walk and 1 Mile Walk on June 17, 2023!

At Colon Screening for Life, Inc., a non-profit 501c (3) organization, our mission is to work to increase the number of colon cancer survivors by educating the community on the importance of early detection through regular screenings such as colonoscopies. Along with our community partners we work to decrease the incidences of colon cancer and related deaths in the Tri-State area by encouraging individuals to make informed choices that lessen the possibility of developing colon cancer and increasing the number of individuals who seek timely colon cancer screenings.

This year's event will be held at Old National Bank, Downtown and we are reaching out to you and other area companies for sponsorship.

Why should you sponsor Colon Screening for Life? When your company decides to be an advocate for colorectal cancer prevention, people will pay attention. This is an opportunity for you to get involved with an issue that has national attention. Your support will make a true impact and save thousands of lives.

Position your company as a leader in colorectal cancer prevention: Your sponsorship has the potential to save lives and prevent colorectal cancer diagnoses each year. Few companies can say they have that type of impact.

Promote health and good morale for your employees: According to the American Cancer Society chances are, one out of every 24 people who work for your organization will be diagnosed with colorectal cancer at some point in their life. Working alongside Colon Screening for Life can help save the lives of people you work with daily.

Generate more business: Studies show that consumers prefer purchasing things from companies known to be charitable. This will align your company with a disease that affects hundreds of thousands of people each year.

If you are interested in helping and participating in this worthwhile community event, we would love to have your support! Attached is information regarding our partnership and some of the advertising opportunities we offer. If you are unable to sponsor, we would love to see a team from your company at the event! To receive the full benefit of print and TV advertising sponsorship please submit the commitment form by March 30, 2022. Feel free to call me or call/email Laurie Townsend at 812-266-2906 or ltownsend@colonscreeningforlife.com if we can answer any questions for you. We appreciate you considering our request.

Sincerely,

A handwritten signature in black ink that reads "Gardar Gislason".

Gardar Gislason, MD
Board Member
Colon Screening for Life, Inc.
(812)477-6103
www.colonscreeningforlife.com

3800 Venetian Way • Newburgh • Indiana • 47630

www.colonscreeningforlife.com



JOIN US IN THE RACE OF OUR LIVES.

15th ANNUAL COLON SCREENING FOR LIFE 5K RUN/WALK

Excluding skin cancers, colorectal cancer is the third most common cancer diagnosed in both men and women in the United States. The American Cancer Society's estimates for the number of colorectal cancer cases in the United States for 2023 are:

- 106,180 new cases of colon cancer
- 44,850 new cases of rectal cancer

The American Cancer Society (ACS) has guidelines for colorectal cancer screening and recommends people at average risk for colorectal cancer begin screening at age 45. In the most recent guideline update, ACS lowered the age to start screening because studies show rates of colorectal cancer among people younger than 50 are on the rise. If all adults 45 and older were screened for colorectal cancer we could avoid thousands of deaths each year and prevent many people from ever getting the disease.

For the past decade and a half, we at Colon Screening for Life along with our many other community sponsors have worked to increase the number of survivors by continuing to educate people on the importance of early detection and the prevention of colon cancer by regular screenings with events like the Colon Screening for Life 5K Run/Walk and 1 Mile Walk.

This year's Colon Screening for Life 5k event will be held on June 17, 2023 at Old National Bank, Downtown Evansville. If you are interested in participating in this important community event please see the attached listing of sponsorship opportunities. To receive the full benefit of print and TV advertising sponsorship, **please submit commitment form by March 30th, 2023. Sponsorship payments due in full by April 30th, 2023.** We look forward to partnering with you in our mission to promote a larger awareness of colon cancer detection and prevention.



3800 Venetian Way
Newburgh, IN 47630 | 812.477.6103
colonscreeningforlife.com
We are a 501(c)(3) nonprofit organization.



*American College of Gastroenterology,
2015 Scopy Award Winner for Best
Coordinated Community Campaign!*



JUNE 17, 2023



SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS	TITLE \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	IN-KIND OR CASH \$250
PRE-EVENT RECOGNITION					
Social Media Promotion	•	•	•	•	•
Website Presence	•	•	•	•	•
Email blast (500+ participants)	•				
Race Advertisements	•	•			
Event Flyer	•	•			
Press Release	•	•	•		
ON-SITE RECOGNITION					
Logo on Start/Finish line	•				
Logo on Event Sponsor Banners*	6	4	2	1	Shared Banner with In-Kind Sponsors
Corporate Item in Racer Bag**	•	•	•	•	•
Logo on Back of Event T-Shirt	•	•	•		
Name on Back of Event T-Shirt				•	•
Table at Pre & Post Race Expo	•	•	•	•	•
Complimentary Race Entries	15	10	7	5	3
POST-EVENT RECOGNITION					
Social Media Promotion	•	•	•	•	•
Website Presence	•	•	•	•	•
Email Blast (500+ Participants)	•	•			

* Banners Supplied by Colon Screening For Life ** Item provided by sponsor



JUNE 17, 2023



SPONSOR COMMITMENT FORM

Commitment form due by March 30, 2023. Payments due by April 30, 2023.

Please reply as soon as possible to ensure placement on printed material, per sponsorship level.

(Company Name) _____ is proud to help sponsor the Colon Screening For Life 5k Run/Walk and 1 Mile Walk to promote colorectal cancer awareness and education at Old National Bank Downtown on June 17, 2023. Colon Screening For Life is a non-profit 501(c)3 organization.

Please accept our sponsorship in the amount of \$ _____ (see suggested levels and special sponsorship opportunities). Sponsors will receive a donation receipt for tax purposes if requested.

CONTACT INFORMATION:

Organization: (as you would like it to appear in print) _____

Contact Person Name: _____

Email: _____ Phone: _____

Business Address: _____

Authorized Signature: _____

PLEASE SEND PAYMENT TO THE FOLLOWING:

Colon Screening For Life, Attn: Laurie Townsend, 3800 Venetian Way, Newburgh, IN 47630

MAKE CHECK PAYABLE TO:

Colon Screening For Life

(Please submit payment by April 30, 2023)

Please forward your logo in jpeg or tiff format AND eps or ai format (both color and black & white if available) to ltownsend@dccevv.com at your earliest convenience, to ensure placement on marketing materials and website, per sponsorship level.

Please complete and email or fax your sponsorship commitment no later than **March 30th, 2023**, to: Laurie Townsend | ltownsend@colonscreeningforlife.com | 812.469.3281 (Fax)

Thank you for helping us save lives!



JUNE 17, 2023



PLEASE MAIL PAYMENT BY APRIL 30, 2023

PAYMENT METHOD:

- ☐ Check – Full payment enclosed
- ☐ Check – Partial payment enclosed
- ☐ Invoice Us
- ☐ Credit Card Payment - Please call or email ltownsend@dccevv.com

Company/Org. Name: _____

Contact Name: _____

Email: _____

Phone Number: _____

SPONSORSHIP LEVEL:

- ☐ Title Sponsor – \$10,000
- ☐ Gold Sponsor – \$5,000
- ☐ Silver Sponsor – \$2,500
- ☐ Bronze Sponsor – \$1,000
- ☐ In-Kind Sponsor – \$250 worth
of trade, e.g., money, food, drinks, supplies

If you are unable to be a sponsor at this time, smaller amount donations are also greatly appreciated.

Please visit colonscreeningforlife.com to make a donation.

Please mail this form with payment to:
Colon Screening for Life, ATTN: Laurie Townsend
3800 Venetian Way
Newburgh, IN 47630

Alternatively, you may email this form
to
ltownsend@colonscreeningforlife.com
or fax to 812.469.3281

If you would like information about
forming a company team please email
Laurie Townsend at
ltownsend@colonscreeningforlife.com



JUNE 17, 2023



WANT TO FORM A TEAM?

We love teams! Colon cancer awareness is finally starting to gain national prominence and your involvement means there is one more organization in the fight against colon cancer. Each year, thousands of American families are affected by this common but little discussed disease.

By participating in the 5K Run/Walk and 1 Mile Walk, your organization and team join our growing movement to make colon cancer a disease of the past. Colon Screening for Life is a nonprofit on a mission to end preventable colon cancer death and suffering. Let's walk, run, and jog for a world without colon cancer!

GUIDELINES FOR FORMING A TEAM

- A team is a group of 5 or more individuals that sign up to participate in the Colon Screening for Life 5k Run/Walk and 1 Mile Walk.
- Team must be formed by May 30th and have 5 or more people to participate in early packet pick-up. Any team members registered after May 30th will pick up packets individually day of the event.
- Team members can be any combination of runners, walkers, adults, and/or children.
- Each team must have a team name and an assigned team captain.
- Corporate sponsored teams of 20 or more participants will receive a 20% discount. Please contact Laurie Townsend for more information.

TEAM COMPETITION AND REWARDS

All team captains will go into a drawing to win a \$200.00 gift card. In addition, the team captain (excluding corporate sponsored teams) with the largest amount of participants will receive a trophy and a \$100 gift card.

REGISTRATION

- Each team member must complete a race registration form, either online at colonscreeningforlife.com or on paper.
- Remember when you register, to add your team name on the registration form and remind your team members to include team name when registering.
- The cost to register is \$25 per person if you pre-register by/on June 5th, \$30 per person for late registration on/after June 6th.
- When you purchase 3 registrations, you receive a 4th registration for free. You must register all on the same registration form.

PACKET PICK-UP FOR LARGE TEAMS

If you have a team of 20 or more and your team is registered by May 30th, you can make arrangements with Laurie Townsend to pick up Team Packets early.

For more information about forming a team, please contact Laurie Townsend at **812.266.2906** or **ltownsend@colonscreeningforlife.com**.

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