



colonscreeningforlife.com



JOIN US IN THE RACE OF OUR LIVES.

16th 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 2024 are:

- 106,590 new cases of colon cancer (54,210 in men and 52,380 in women)
- 46,220 new cases of rectal cancer (27,330 in men and 18,890 in women)



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

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 almost two decades, 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 8, 2024 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 30, 2024. Sponsorship payments due in full by April 30, 2024.** We look forward to partnering with you in our mission to promote a larger awareness of colon cancer detection and prevention.



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



JUNE 8, 2024



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 8, 2024



MEDIA SPONSOR OPPORTUNITIES

\$10,000 Level

- Logo on t-shirt
- Logo on signage at Race
- Logo on Facebook posts
- Logo on website as Media Sponsor
- Sponsor mention on emails to participants (500+)

\$5,000 Level

- Name on t-shirt
- Logo on website as Media Sponsor
- Sponsor mention on emails to participants (500+)

MEDIA SPONSORSHIP LEVEL:

- ☐ \$10,000
- ☐ \$5,000

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.



JUNE 8, 2024



SPONSOR COMMITMENT FORM

Commitment form due by March 30, 2024. Payments due by April 30, 2024.

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 8, 2024. 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, 2024)

Please forward your logo in jpeg or tiff format AND eps or ai format (both color and black & white if available) to ltownsend@colonscreeningforlife.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 30, 2024**, to:

Laurie Townsend | ltownsend@colonscreeningforlife.com | 812.469.3281 (Fax)

Thank you for helping to save lives!



JUNE 8, 2024



PLEASE MAIL PAYMENT BY APRIL 30, 2024

PAYMENT METHOD:

- ☐ Check – Full payment enclosed
- ☐ Check – Partial payment enclosed
- ☐ Invoice Us
- ☐ Credit Card Payment - Please call or email ltownsend@colonscreeningforlife.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 8, 2024



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 as a team 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 Friday, June 7th, \$30 per person for late registration on day of event.
- 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.