

# PURPLESTRIDE SOUTH BAY 2011

Saturday, Saturday, May 14  
Plaza El Segundo

## SPONSOR LEVELS

	Purple \$500	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Platinum \$10,000	Presenting \$15,000
<b>Water-station</b>	name					
<b>Sponsor banner</b>	name name logo logo logo logo logo					
<b>Complimentary registration</b>	2 5 10 15 20					
<b>T-shirts</b>	name logo logo logo logo logo					
<b>Event website</b>	Name Logo Logo Link Logo Link Logo Link					
<b>Print material</b>	Logo on: -fliers -posters -postcards -brochures					
<b>Advertising</b>	Name on: - print advertising  Logo on: - print advertising - radio & television advertising  Logo on: - print advertising - radio & television advertising  Logo on: - print advertising - radio & television advertising  Company may use event logo  Company may use event logo					
<b>Event e-mail promotion</b>	Logo Logo Link Logo Link					
<b>Event-day program &amp; announcements</b>	Recognition from stage Invitation to participate in opening ceremonies Invitation to participate in opening and closing ceremonies and ribbon-cutting					
<b>General event banner</b>	logo logo					
<b>Banner sponsoring VIP, Survivor or Information tent</b>	yes yes					
<b>Booth</b>	Yes yes					
<b>Start-finish banner</b>	Logo exclusivity					
<b>Company banner on stage</b>	yes					

**Plagues Note:** All logo sizes relative to the level of donation. All sponsorship contracts must meet logo submission deadlines to be included. Logo must be submitted as high resolution, 300 dpi in .eps or .ai format. No other formats will be accepted. If this file format is not submitted, event may substitute text version of company name for logo.  
\* Chairs and table will be provided; company must provide own tent.

\*\*Company will need to provide own banner in KidZone. Restrictions may apply; please contact your sponsorship coordinator for details.

Please contact Danielle Dietz at [ddietz@pancanvolunteer.org](mailto:ddietz@pancanvolunteer.org) or 631-275-6218 to learn more.

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## SPONSOR FORM

### SPONSOR INFORMATION

Company Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Contact First Name \_\_\_\_\_ Contact Last Name \_\_\_\_\_  
Tel \_\_\_\_\_ F \_\_\_\_\_ E-mail Address \_\_\_\_\_

### SPONSOR LEVEL

Presenting       Platinum       Gold       Silver       Bronze       Purple  
How would you like your company listed? \_\_\_\_\_

### PAYMENT METHOD

**CHECK**      Check #: \_\_\_\_\_ Check Date: \_\_\_\_\_  
*Please make check payable to Pancreatic Cancer Action Network. Please include event name.*

**CREDIT CARD**

Please select one:     VISA       MC       AmEx       Disc  
Card # \_\_\_\_\_ CID# \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Name as it appears on card \_\_\_\_\_  
Signature \_\_\_\_\_

**CASH**

**IN-KIND DONATION**

Description of item(s) \_\_\_\_\_  
Estimated fair market value \$ \_\_\_\_\_  
 Donation will be delivered       Donation is enclosed       Please pick up donation

**TOTAL AMOUNT ENCLOSED OR CHARGED \$** \_\_\_\_\_

This agreement, signed by a duly authorized representative of the company, will constitute a binding contract for the sponsorship amount indicated. By signing this agreement, you acknowledge that you have read and agree to all Pancreatic Cancer Action Network sponsorship terms and conditions. This agreement will become effective upon acceptance by the Pancreatic Cancer Action Network. Payment is due within 30 days of signing. A receipt will be distributed for tax purposes.

**SIGNATURE OF AUTHORIZED REPRESENTATIVE** \_\_\_\_\_

**PRINT NAME** \_\_\_\_\_ **DATE** \_\_\_\_\_

For more information, please contact Danielle Dietz at [ddietz@pancanvolunteer.org](mailto:ddietz@pancanvolunteer.org) or 631-275-6218.

**Mail form and payment to:**  
PurpleStride South Bay 2011  
c/o Pancreatic Cancer Action Network  
1500 Rosecrans Ave., Suite 200  
Manhattan Beach, CA 90266

## SPONSOR TERMS

Sponsoring parties must agree to all of the terms and conditions below to sponsor a Pancreatic Cancer Action Network event. Please initial after each item to indicate that you have read and agree.

1. The Pancreatic Cancer Action Network hereby grants sponsoring party(s) the right to be an Official Sponsor of the Event. **Sponsoring party(s)** shall have the right to use the name of the Event, the Pancreatic Cancer Action Network's trademarks associated with the Event, in advertising on the effective date of this signed contract until 30 days after the Event. However, **sponsoring party(s)** must refer to the Event by its full name, including the name of the title sponsor, if any. All such materials are subject to the Pancreatic Cancer Action Network's prior written approval.  
Initial: \_\_\_\_\_
2. **Sponsoring party(s)** will not grant any of its rights hereunder to any third party nor allow any tie-in partner of **sponsoring party(s)** to refer to its official status hereunder without the Pancreatic Cancer Action Network's prior written approval. **Sponsoring party(s)** will notify the Pancreatic Cancer Action Network in writing if they learn of any unauthorized use of the Event name or trademarks.  
Initial: \_\_\_\_\_
3. The Pancreatic Cancer Action Network shall have the right to use **sponsoring party(s)** trademarks in advertising and promoting the Event. **Sponsoring party(s)** shall have the right to use the Event trademarks on merchandise in connection with **sponsoring party's** promotion of your sponsorship of the Event, provided any merchandise produced by **sponsoring party(s)** shall be of high quality consistent with our outstanding public image. All such materials are subject to the Pancreatic Cancer Action Network's prior written approval.  
Initial: \_\_\_\_\_
4. Each party represents and warrants that it is free to enter into this Agreement without violating the rights of any person, that its trademarks do not infringe the trademarks or trade names of any person and that it will comply with all laws and regulations pertinent to its business.  
Initial: \_\_\_\_\_
5. In the event that the Event does not take place due to any cause beyond the reasonable control of the parties, this Agreement shall terminate and the Pancreatic Cancer Action Network's only obligation shall be to return to **sponsoring party(s)** the Licensing Fee paid to the Pancreatic Cancer Action Network hereunder less any direct out-of-pocket expenses incurred by the Pancreatic Cancer Action Network prior to the date of termination.  
Initial: \_\_\_\_\_
6. This Agreement does not constitute a partnership or joint venture or principal-agent relationship between us. This Agreement may not be assigned by either party. It shall be governed by the laws of the State of California. It is complete and represents the entire agreement between the parties.  
Initial: \_\_\_\_\_

## Logo Submission Guidelines for Sponsors

Whenever possible, logos will be included on print material, such as banners and T-shirts, as well as on the event website, according to signed sponsor agreements. We kindly request that you follow these guidelines when submitting your logo:

- Submit your logo as a vector-based file, typically ending in “.eps” or “.ai.”
- When submitting vector files, please convert text to outlines.
- Please submit both full-color and 1-color versions of your logo whenever possible. Images in EPS files should not include gradients. T-shirts are printed in one color with no gradients.
- We cannot use a PDF unless created from a vector program (please check with your designer).
- We cannot use images embedded in Word documents, or images pulled off the internet.

If your company does not have an .eps or .ai version of your logo, we reserve the right to substitute a text version of your name in place of your company logo (as necessary).

If you do not have a vector-based file, please talk with your graphic designer. Please do not try to create a vector-based file by pasting a JPG into an EPS or AI document. You cannot create a vector-based file from a JPG.

### **What is vector-based?**

A vector-based file allows us to transform the size without any loss of quality. JPGs become pixelated and blurry when enlarged.

Our T-shirts are printed with white ink on a purple background; no gradients. A vector-based file allows us to convert the logo to a one-color version, if necessary, but retain the integrity of the design.

**In the event that we cannot obtain a logo in a usable format, we may substitute a text listing of the company name.**