

# Ellen's 25<sup>TH</sup> ANNUAL Run<sup>®</sup>



## SPONSORSHIP OPPORTUNITIES THE 25th ANNUAL ELLEN'S RUN VIRTUAL 5K

**Run or Walk 3.1 miles anytime, anywhere!  
Sunday, August 16 — Monday, August 31, 2020**



### JOIN THE RACE TO BEAT BREAST CANCER

***Breast cancer does not stop while Covid-19 exists, and neither will we!***

Now in its 25<sup>th</sup> year, Ellen's Run is the signature fundraising event of The Ellen Hermanson Foundation. This year the 5K run/walk will go on virtually in neighborhoods throughout our East End, Long Island, community and beyond. Runners can post their results beginning on Sunday, August 16 through Monday, August 31, 2020. Top performers and fundraisers will be announced.

Join the 25<sup>th</sup> Annual Ellen's Run and support the race to beat breast cancer by running or walking 3.1 miles anytime, anywhere. Ellen's Run is a grassroots tradition and a highly visible event that raises awareness about breast cancer and funds to support The Ellen Hermanson Breast Center at Stony Brook Southampton Hospital and locations in Hampton Bays and East Hampton. With over 1000 participants, Ellen's Run is a summer favorite, voted Best Sporting Event by *Dan's Papers: Best of the Best*.

An Ellen's Run sponsorship will build brand awareness across multiple platforms, while making a tremendous difference in the community we serve. Your financial support of The Ellen Hermanson Foundation will provide access to breast cancer screenings, especially for the uninsured, and free psycho-social support services for patients and their families. 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**  
*Celebrating 25 Years of  
Changing Lives & Saving Lives*

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

# Ellen's 25<sup>TH</sup> ANNUAL Run<sup>®</sup>



## SPONSORSHIP OPPORTUNITIES THE 25th ANNUAL ELLEN'S RUN Virtual5K Race

Post your results

**Sunday, August 16 — Monday, August 31, 2020**

*Chart your own course.*

*Run or walk 3.1 miles anytime, anywhere.*

Register or sponsor at [ellenhermanson.org](http://ellenhermanson.org)  
or contact [info@ellensrun.org](mailto:info@ellensrun.org)

	<b>PLATINUM</b> <i>Recognition as presenting sponsor</i>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>COMMUNITY BOOSTER</b>
<b>Amount</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1000</b>	<b>\$500</b>
<b>Race registrations</b>	20	10	7	5	10
<b>Complimentary t-shirts</b>	20	10	7	5	10
<b>Logo on website</b>	Prominent placement with link	Logo with link	Logo with link	Logo	Name listing
<b>Logo on e-blasts</b>	Prominent placement	✓	✓	✓	Name listing
<b>Logo on t-shirt</b>	Prominent Placement	✓	✓	✓	
<b>Logo on posters</b>	Prominent placement	✓	✓	✓	
<b>Logo on print/digital ads</b>	Prominent placement	✓	✓		
<b>Social media mentions</b>	10	5	3	1	
<b>Your company's digital finish line banner</b>	✓				
<b>Mammograms underwritten</b>	<b>20</b>	<b>10</b>	<b>5</b>	<b>2</b>	<b>1</b>

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## TARGETED SPONSORSHIPS

### IN KIND SPONSOR

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

### CUSTOMIZE YOUR SPONSORSHIP

We would love to hear your ideas for enhancing the race and getting your message out to your customers.



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# Ellen's 2019 SPONSORS Run

POLO RALPH LAUREN FOUNDATION  
PINK PONY FUND



bloomingdales



Sotheby's  
INTERNATIONAL REALTY



Rocco A. Carriero Wealth Partner  
Amerinrise Private Wealth Advisory Practice



Dee & Co.  
GROUP



Buckley's  
Flower Shop



**THANK YOU!**

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# The **Ellen** Hermanson FOUNDATION

**Celebrating 25 Years of  
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 women who would otherwise need to travel long distances to receive quality breast health care.

The Ellen Hermanson Foundation provides essential health care in our own community by funding advanced screening and diagnostics at **The Ellen Hermanson Breast Center at Stony Brook Southampton Hospital** and satellite locations in Hampton Bays and East Hampton, where 12,000 breast cancer screenings are performed annually.

The **Ellen's Well** support program provides patient support groups, fitness boxing, reiki, transportation assistance, and other healing opportunities—free of charge.

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

*"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.*

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