

Ellen's 26TH ANNUAL Run[®]

2021 SPONSORSHIP PACKAGE

HYBRID 5K RACE

Sunday, August 15, 2021, 9 AM START TIME

Southampton Intermediate School – new location!

ADVANCE REGISTRATION REQUIRED FOR THE IN-PERSON RACE — NO RACE DAY REGISTRATION.

JOIN THE RACE VIRTUALLY — *chart your own course!*

Run or walk 3.1 miles anytime, anywhere!



JOIN THE RACE TO BEAT BREAST CANCER

Run or walk 3.1 miles anytime, anywhere.

Now in its 26th year, **Ellen's Run** is the signature fundraising event of The Ellen Hermanson Foundation. Ellen's Run is a grassroots tradition and a highly visible event that raises awareness about breast cancer and money to support **The Ellen Hermanson Breast Center at Stony Brook Southampton Hospital** and locations in Hampton Bays and East Hampton.

This year the Ellen's Run 5K run/walk is back on Sunday, August 15, with advance registration available for the live event (no race day registration). Participants are also invited to join the race virtually in neighborhoods throughout our East End community and beyond. Runners can post their virtual results beginning Sunday, August 15 through Monday, August 30, 2021. Teams and Individual runners can set up virtual campaigns to help our cause. Top runners and fundraisers will be announced.

With participants from the Hamptons, New York City, and all around the country, Ellen's Run is a summer favorite – consistently 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 underserved, and free 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

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

📍 ellenhermanson.org 📧 anne.gomberg@ellensrun.org ☎️ 917-749-8304

Ellen's 26TH ANNUAL Run[®]



The Ellen Hermanson
FOUNDATION

SPONSORSHIP OPPORTUNITIES THE 26TH ANNUAL ELLEN'S RUN Hybrid 5K Race

Sunday, August 15, 2021, 9 AM

Southampton Intermediate School – new location!

ADVANCE REGISTRATION REQUIRED FOR THE IN-PERSON RACE

In person race registration closes on Saturday, August 14, at 12 PM.

No race day registration!

Or join the race virtually – chart your own course!

Run or walk 3.1 miles anytime, anywhere!

Post your results Sunday, August 15 — Monday, August 30, 2021.

Virtual race registration closes on Monday, August 30, at 11:59 PM.

Register or Sponsor at ellenhermanson.org or contact info@ellensrun.org

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

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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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Elken's 2020 SPONSORS Run

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THANK YOU!
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The Ellen Hermanson FOUNDATION

Changing Live & 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 support is life changing and life saving for patients who would otherwise travel long distances to receive quality breast health care.

The Ellen Hermanson Foundation provides essential health care in our own community by funding advanced technology 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 (2019).

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

Funds-raised provide for direct breast health services in our community:

- Free **breast cancer screenings** for uninsured women
- A full-time oncological **social worker** to provide group and individual therapy through **Ellen's Well**, a free support and wellness program
- Funding for a **bi-lingual, bi-cultural outreach** worker
- **Transportation** assistance to medical appointments
- **Emergency grants** for diagnostic breast healthcare expenses
- Funding for breast health programs in partnership with **The Bridgehampton Child Care and Recreation Center, OLA (Organización Latino-Americana of the East End), The Retreat -- All Against Abuse** and **The Shinnecock Indian Health Center**

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