



2021
SPIRIT OF SURVIVAL

**SPONSORSHIP
OPPORTUNITIES**

VIRTUAL EVENTS
HALF/QUARTER/5K
BIKE RIDES
25M/50M/75M/100M



LIVE EVENTS
SPIRIT WALK &
KIDS' BUBBLE
MARATHON

ABOUT

2021
SPIRIT OF SURVIVAL



The Cancer Centers of Southwest Oklahoma, Lawton, Duncan, Altus and Chickasha, are pleased to announce this year's Spirit of Survival event!

The Spirit of Survival has become one of the largest tourism attractions in Lawton and Oklahoma, drawing visitors to our community and providing support and assistance to the patients of Southwest Oklahoma. The 2019 event in Lawton was once again a great success with over 3,200 participants from 25 states.

Unfortunately, we were unable to have the 2020 Spirit of Survival Event due to the Covid-19 pandemic, and our event in 2021 will be a little different from past years. We will be having VIRTUAL EVENTS for the Bike Rides, Half Marathon, Quarter Marathon, 5K, and we have added a new one...The Mount Scott Run! The Spirit Walk and the Kids' Bubble Fun Run will still be held as live events on Sunday, September 19.

Most importantly, the SOS Marathon supports those with cancer and their families in four cancer center locations throughout Southwest Oklahoma in Lawton, Altus, Duncan, and Chickasha.



Alison Green

Co-Race Director SOS
Cancer Centers of
Southwest Oklahoma



Lane Hooton

Co-Race Director SOS
Cancer Centers of
Southwest Oklahoma



RACE FACTS

VIRTUAL EVENTS

Registration opens
May 1, 2021

*Events must be
completed on or before:*
September 19, 2021

LIVE EVENTS

Sunday,
September 19, 2021

SURVIVOR WALK

1:00 pm (1 Mile)

KIDS' BUBBLE FUN RUN

2:00 - 4:00 pm


Dedicated Website:

spiritofsurvival.com

Dedicated Social Media Platforms:

 [spiritofsurvival](https://www.facebook.com/spiritofsurvival)

 [sosrace](https://twitter.com/sosrace)

 [spiritofsurvivalrace](https://www.instagram.com/spiritofsurvivalrace)

**Expected Runners,
Walkers & Bikers:**

4,500+

Expected Spectators:

500

Volunteers:

100

The most exciting part of the event is that 100% of proceeds from the SOS will be used to support cancer patients here in Southwest Oklahoma.

Currently, the CCSWOK is involved in dozens of clinical trials. As one of the leading programs for clinical trials in Oklahoma, this impacts our ability to enroll patients in trials, and hopefully save more lives, right here at home.

We invite you to join us in the fight against cancer by considering one of the sponsorship opportunities listed in the attached sponsorship proposal.

All sponsorships are 100% tax deductible and will be used to fund patient assistance for patients at the Cancer Centers of Southwest Oklahoma in Lawton, Duncan, Altus and Chickasha.





BIKERIDES

INCLUDING 25, 50, 75, & 100 MILE EVENTS





I rode the 46 miler and ran the 5K this year and had a fabulous time. I especially love the participant t-shirts and finisher medals. Thanks you to all the volunteers who made this event memorable. I highly recommend and will be doing both events again next year.”

DINA PANG, 2019



BENEFITS OF SPONSORSHIPS

The Spirit of Survival is truly a labor of love to help prevent and cure cancer! Since 2010, all proceeds from the SOS have been used to fund patient assistance at the Cancer Centers of Southwest Oklahoma in Lawton, Altus, Duncan, and Chickasha.

In fourteen years, the SOS has raised over \$600,000 for cancer care in Southwest Oklahoma as well as offering transportation and prescription assistance to the patients of Southwest Oklahoma.

EVENT PROMOTIONS

Event promotions have already begun and include the following:

- ▶ Ongoing television promotion on television stations throughout Oklahoma and Texas with a market reach of over 2 million people
- ▶ Ongoing radio promotion on radio stations throughout Oklahoma and Texas
- ▶ Ads and news features in the Lawton Constitution, Duncan Banner, Altus Times and other local newspapers
- ▶ Promotions in Runner's World Magazine, Oklahoma Sports & Fitness Magazine, and numerous other running publications
- ▶ International race registration and promotion through race publications and newsletters
- ▶ Ongoing news articles and advertisements
- ▶ Features in the Lawton Constitution and MedWatch 7 on KSWO TV
- ▶ Running clubs throughout Oklahoma, Texas and the nation
- ▶ Spirit of Survival Website www.spiritofsurvival.com
- ▶ Ongoing ecommunications through Facebook
- ▶ Communication to local and national cancer associations

Your sponsorship is an opportunity to help your community and put your business in the spotlight with local consumers. Please show your support in the fight against Cancer.



INDIVIDUAL RACE SPONSORSHIPS

HALF MARATHON SPONSOR \$2,500

- ▶ **Logo on start/finish banner at live event**
- ▶ **Logo on shirts/other marketing materials**
- ▶ Announced at live event
- ▶ Mentioned on SOS commercial
- ▶ Social media graphic/thank you

SPIRIT WALK SPONSOR \$2,500

- ▶ **Logo on start/finish banner at live event**
- ▶ **Logo on shirts/other marketing materials**
- ▶ Announced at live event
- ▶ Mentioned on SOS commercial
- ▶ Social media graphic/thank you

QUARTER MARATHON SPONSOR \$2,500

- ▶ **Logo on start/finish banner at live event**
- ▶ **Logo on shirts/other marketing materials**
- ▶ Announced at live event
- ▶ Mentioned on SOS commercial
- ▶ Social media graphic/thank you

KIDS' BUBBLE MARATHON SPONSOR \$2,500

- ▶ **Logo on start/finish banner at live event**
- ▶ **Logo on shirts/other marketing materials**
- ▶ Announced at live event
- ▶ Mentioned on SOS commercial
- ▶ Social media graphic/thank you

5K SPONSOR \$2,500

- ▶ **Logo on start/finish banner at live event**
- ▶ **Logo on shirts/other marketing materials**
- ▶ Announced at live event
- ▶ Mentioned on SOS commercial
- ▶ Social media graphic/thank you

MOUNT SCOTT RUN \$2,500

- ▶ **Logo on start/finish banner at live event**
- ▶ **Logo on shirts/other marketing materials**
- ▶ Announced at live event
- ▶ Mentioned on SOS commercial
- ▶ Social media graphic/thank you



The Spirit of Survival is INCREDIBLE! I LOVE having the opportunity to be a part of it! I'm so GRATEFUL! It brings so many wonderful, people together for such an awesome cause! Being a Cancer Survivor I am thankful for the Cancer Centers of Southwest Oklahoma! They took such great care of me."

DEBBIE PRATT, 2019

BIKE TOUR SPONSOR \$2,500

- ▶ **Logo on start/finish banner at live event**
- ▶ **Logo on shirts/other marketing materials**
- ▶ Announced at live event
- ▶ Mentioned on SOS commercial
- ▶ Social media graphic/thank you

RACE COURSE SPONSOR BENEFITS

- ▶ **Logo on Event T-shirts**
- ▶ **Logo featured in electronic and print advertising**
- ▶ Inclusion in Pre- and Post-Event Media Releases
- ▶ Prominent logo inclusion on the Spirit of Survival website with link to company website
- ▶ Free race registrations/entries
- ▶ Logo on Event Bib







CAUSE SPONSORSHIPS

\$2,500 **UNLIMITED**

The Cause Sponsor is the most prestigious sponsor level, with prominent recognition and exclusive benefits. Your company name will be linked with the event and gain far-reaching exposure, while also assisting in indigent care and those in need participating in the event. There is no limit to the number of Cause Sponsors.

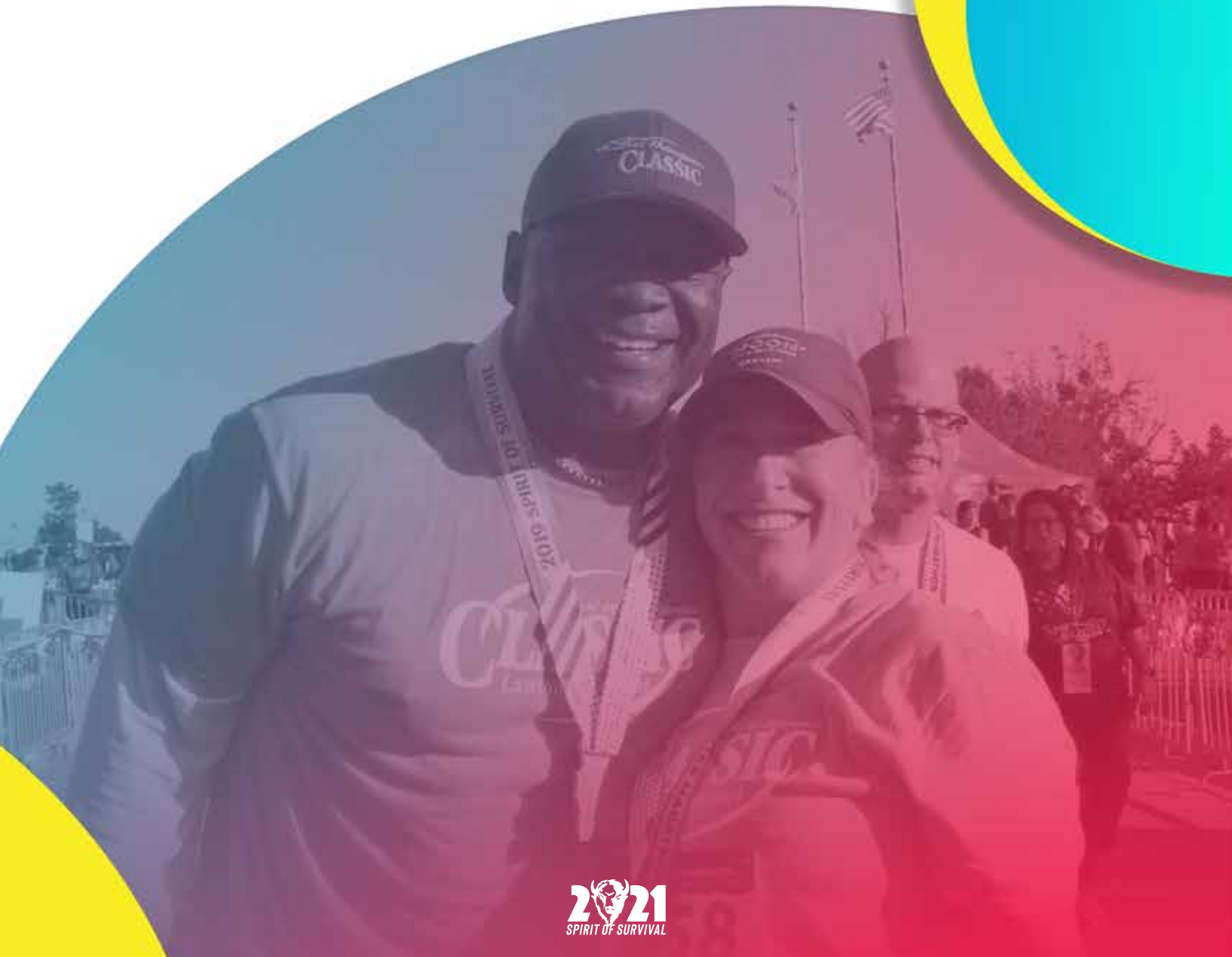
IN ADDITION, FOR YOUR SPONSORSHIP YOU RECEIVE:

- ▶ **Logo on start/finish banner at live event**
- ▶ **Logos on shirts/other marketing materials**
- ▶ Announced at live event
- ▶ Mentioned on SOS commercial
- ▶ Social media graphic/thank you



My mom, daughters,
and I always participate
in The Spirit of Survival
in memory of my daddy
and to celebrate all the
survivors!!

CALLIE RIST, 2019



ADDITIONAL SPONSORSHIP PACKAGES

PLATINUM \$1,500

For Your Platinum Sponsorship, You Receive the Following:

- ▶ Listed on event website as a Platinum Sponsor with link to your website
- ▶ Name listed as Platinum Sponsor to include: fliers, event shirts, etc.
- ▶ 5 Free Entries into any event
- ▶ Name announced at Live Events
- ▶ First right of sponsorship

GOLD \$750

For Your Gold Sponsorship, You Receive the Following:

- ▶ Listed on event website as a Gold Sponsor with link to your website
- ▶ Name listed as Gold Sponsor to include: fliers, event shirts, etc.
- ▶ 2 Free Entries into any event
- ▶ Name announced at Live Events
- ▶ First right of sponsorship



SILVER \$500

For Your Silver Sponsorship, You Receive the Following:

- ▶ Listed on event website as a Silver Sponsor with link to your website
- ▶ Name listed as Silver Sponsor to include: fliers, event shirts, etc.
- ▶ 2 Free Entries into any event
- ▶ Name announced at Live Events
- ▶ First right of sponsorship

BRONZE \$250

For Your Bronze Sponsorship, You Receive the Following:

- ▶ Listed on event website as a Bronze Sponsor with link to your website
- ▶ Name listed as Bronze Sponsor to include: fliers, event shirts, etc.
- ▶ 1 Free Entry into any event
- ▶ Name announced at Live Events
- ▶ First right of sponsorship

RACE SWAG SPONSORSHIPS

MEDAL SPONSOR \$2,500

The Medal Sponsor will have their logo prominently featured on the Runners' Medals. In addition to this highly visible brand awareness, the Medal Sponsor will receive the benefits as described below.

RUNNER'S BIB SPONSOR \$2,500

The Runner's Bib Sponsor will have their logo prominently featured on the Runners' Bibs. In addition to this highly visible brand awareness, the Bib Sponsor will receive the benefits as described below.

MEMORY BIB SPONSOR \$500

The Memory Bib Sponsor will have their logo prominently featured on memory bibs, which are purchased in honor of the memory of a loved one who has been battling cancer. In addition to this highly visible brand awareness, the Memory Bib Sponsor will receive the benefits as described below.

RACE SWAG BENEFITS

- ▶ Logo on Sponsored Swag (bib and medal)
- ▶ Logo on Event Shirts
- ▶ Logo on start/finish banner at live event
- ▶ Logo on Posters
- ▶ Logo featured in electronic and print advertising
- ▶ Inclusion in Pre- and Post-Event Media Releases
- ▶ Prominent logo inclusion on the Spirit of Survival website with link to company website
- ▶ Mentioned on SOS commercial
- ▶ Free race registrations/entries



SPONSORSHIP PACKAGE SUMMARY

	LOGO COVERAGE IN PRINT ADS AND ON EVENT T-SHIRTS	SIZE OF LOGO	YOUR COMPANY'S LINK ON SOS WEBSITE
HALF MARATHON	XX	LARGE	X
QUARTER MARATHON	XX	LARGE	X
5K	XX	LARGE	X
SPIRIT WALK	XX	LARGE	X
KIDS' MARATHON	XX	LARGE	X
MT SCOTT RUN	XX	LARGE	X
MEDAL	XX	LARGE	X
BIB	XX	LARGE	X
CAUSE	X	MEDIUM	X
BIKE TOURS	XX	MEDIUM	X
PLATINUM	X	MEDIUM	X
MEMORY BIB	XX	MEDIUM	X
GOLD	X	MEDIUM	X
SILVER	X	TEXT ONLY	X
BRONZE	X	TEXT ONLY	X

XX INDICATES LOGO COVERAGE AT YOUR SPONSORED EVENT LOCATION OR ON YOUR SWAG ITEM



MATERIAL IN RACE PACKETS	FREE RACE REGISTRATIONS	COST
X	10	\$2,500
X	10	\$2,500
X	10	\$2,500
X	10	\$2,500
X	10	\$2,500
X	5	\$1,500
X	10	\$2,500
X	10	\$2,500
X	10	\$2,500
X	10	\$2,500
X	5	\$1,500
X	3	\$500
X	2	\$750
X	2	\$500
X	1	\$250

XX INDICATES LOGO COVERAGE AT YOUR SPONSORED EVENT LOCATION OR ON YOUR SWAG ITEM





READY TO
SIGN UP?

Please fill out the attached form and return to us. We can't wait to have you on board for what we hope will be the most successful Spirit of Survival yet!



SPONSORSHIP AGREEMENT

YES! I would like to be a partner in the battle against cancer by being a sponsor for the 2021 Spirit of Survival!

I WOULD LIKE TO BE A SPONSOR IN THE FOLLOWING AREA: _____
(PLEASE REFER TO SPONSORSHIP PACKET)

Amount of Sponsorship: _____

Business/Civic Club/Individual Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City/State/Zip Code: _____ Contact Phone #: _____ Fax #: _____

Email: _____

Check here if you would like to receive an invoice

My tax-deductible contribution is: enclosed will be mailed later will be paid online via PayPal

Sponsorship form prepared by: _____ Title: _____

Signature: _____ Date: _____

PLEASE EMAIL YOUR LOGO TO: SPONSORSHIPS@SPIRITOFSURVIVAL.COM

SPONSORSHIP DEADLINE IS JULY 1, 2021
AGREEMENTS RECEIVED AFTER THE DEADLINE MAY NOT RECEIVE ALL LISTED BENEFITS.

**CHECKS SHOULD BE MADE PAYABLE TO
THE CANCER CENTERS OF SOUTHWEST OKLAHOMA**

ONLINE PAYMENTS AVAILABLE VIA PAYPAL

EMAIL TO ALISON GREEN
ALISON.GREEN@CCSWOK.ORG
FOR MORE INFORMATION, CALL 580.536.2121

**CANCER CENTERS OF SOUTHWEST OKLAHOMA
P.O. BOX 6130
104 NW 31ST STREET, LAWTON, OK 73505**

**PLEASE VISIT WWW.SPIRITOFSURVIVAL.COM
TO VERIFY YOUR PREFERRED AREA OF SPONSORSHIP IS STILL AVAILABLE.**



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SPIRIT OF SURVIVAL



WWW.SPIRITOFSURVIVAL.COM