



It's The
Journey Inc.
SPONSORSHIP GUIDE



JOIN US ON OUR JOURNEY

As an It's The Journey sponsor, your company becomes a crucial supporter in the fight against breast cancer in Georgia. Since 2002, It's The Journey has raised over \$17.5 million to support Georgia's local breast cancer communities. With your help, our impact will be felt as we strive to reach every corner of the state, bolstering and advancing local breast health and breast cancer programs.

Be a part of our legacy by supporting our premier fundraising event - the Georgia 2-Day Walk for Breast Cancer. Bring a night to remember to life by sponsoring It's The Journey's Giving Gala. Help us reach and rally communities in Middle Georgia by supporting the Georgia 5K Run for Breast Cancer. Join us in supporting breast cancer patients, survivors, and their loved ones by sponsoring a Celebrating Survivors Breakfast.



It's The Journey's Giving Gala is a fabulous night on the town to celebrate and raise funds for Georgia's breast health and breast cancer community! Giving Gala sponsors receive the opportunity for high visibility promotion and the chance to enjoy the festivities first-hand, or to treat valued partners, employees, or clients to a memorable evening all for a great cause.

Presenting Sponsorship

As a \$25,000 Presenting Sponsor for the Giving Gala, a company will receive:

- 10 VIP gala tickets (1 table)
- Company logo on the cover of the gala program, event listed as "presented by"
- Full page ad on the inside cover of the gala program
- "Presented by" listing in statewide press release
- Prominent logo on event signage
- Featured slide in digital pre-program slideshow
- Branded table tents on 5 tables at the gala
- Logo on It's The Journey's website

Gold Level Sponsorship

As a \$10,000 Gold Level Sponsor for the Giving Gala, a company will receive:

- 4 VIP gala tickets and 6 standard gala tickets (1 table)
- Branded table tent
- Half page ad in gala program
- Logo on event signage
- Featured slide in digital pre-program slideshow
- Logo on It's The Journey's website

Silver Level Sponsorship

As a \$5,000 Silver Level Sponsor for the Giving Gala, a company will receive:

- 2 VIP tickets & 8 standard gala tickets (1 table)
- Branded table tent
- Quarter page ad in gala program
- Logo on event signage
- Logo in digital pre-program slides
- Logo on It's The Journey's website

Table Sponsorship for It's The Journey's Giving Gala

\$2,500 Table Level Sponsor for the Giving Gala, a company will receive

- 10 standard tickets (1 table)
- Branded table tent
- Logo in gala program
- Logo on It's The Journey's website



GEORGIA 5K RUN FOR BREAST CANCER

This family-friendly run/walk event in Macon is perfect for all levels of fitness, and funds raised support breast cancer programs throughout Middle Georgia! Help It's The Journey expand our mission to raise critical funds and grow our support base by sponsoring this great community engagement opportunity!

Title Sponsor (1 available)

As the \$5,000 Title Sponsor for the Georgia 5K Run for Breast Cancer, a company will receive:

- Inclusion in ITJ's social media promotional campaign and promotional ads on local media stations
- Opportunity to produce branded race bags (provided by the sponsor) filled with branded item(s) and inserts of your choice (to be provided by the sponsor)
- 1 complimentary exhibit table at event
- Company logo prominently displayed on event signage, including all three mile markers on the race course
- Logo prominently displayed on event t-shirt
- Logo prominently displayed on ITJ website
- 10 complimentary race registrations

Hospitality Sponsor (1 available)

As the \$2,500 Hospitality Sponsor for the Georgia 5K Run for Breast Cancer, a company will receive:

- Opportunity to host branded hydration/snack tent at start/finish line.
- Recognition by signage at the event
- Company logo on the event t-shirt
- Logo on ITJ's website
- Opportunity to provide giveaway item and/or insert for race bags
- 6 complimentary race registrations

B'Rest Stop Sponsor (1 available)

As the \$1,200 B'Rest Stop Sponsor for the Georgia 5K Run for Breast Cancer, a company will receive:

- Opportunity to host branded hydration station on the racecourse
- Recognition by signage at the event
- Company logo on the event t-shirt
- Logo on ITJ's website
- 3 complimentary race registrations

Spirit Sponsor

As the \$500 Spirit Sponsor for the Georgia 5K Run for Breast Cancer, a company will receive:

- Opportunity to provide branded spirit items (ie. pom poms, noisemakers, pink flags, etc.)
- Company logo on the event t-shirt
- Logo on ITJ's website
- 1 complimentary race registration

T-Shirt Sponsor

As a \$250 T-Shirt Sponsor for the Georgia 5K Run for Breast Cancer, a company will receive:

- Company logo on event T-shirt
- Logo on ITJ's website

Vendor Table Sponsor

As a \$150 Vendor Table Sponsor for the Georgia 5K Run for Breast Cancer, a company will receive:

- 8' x 8' Tent
- 6' Table



IT'S THE JOURNEY'S
CELEBRATING
Survivors
BREAKFAST

It's The Journey's Celebrating Survivor's Breakfast invites all breast cancer survivors and the supporter of their choice to enjoy a complimentary brunch as we explore topics important to survivors, caregivers, and friends of those facing breast cancer! Multiple dates and locations - contact ITJ's office for a list of upcoming events.

Presenting Sponsor

As the \$10,000 Presenting Sponsor for the Survivor Breakfast, a company will receive:

- Industry sponsorship exclusivity (no other company in your industry may sponsor for this event)
- Recognition on event invitations, digital media promotions, and communications as the event sponsor ("Presented by: Your Company")
- Recognition by signage at the event
- The opportunity to provide 2 expert presenters to serve on the discussion panel (benefit applicable only to companies with staff with relevant expertise, ie. medical professionals, cancer care professionals, certified counselors, etc.)
- Attendee gift bags (produced by ITJ) filled with branded item(s) and inserts of your choice (to be provided by the sponsor).
- Branded table tents/table cards on buffet and on each table with company logo/custom message
- One reserved table at the breakfast for guests of your choice
- Promotion via ITJ's social media
- A promotional blog, announcing company's sponsorship of this event
- Logo in digital pre-program slides
- Logo on It's The Journey's website

Pink Ribbon Sponsor

As a \$5,000 Pink Ribbon Sponsor for the Survivor Breakfast, a company will receive:

- Recognition by signage at the event
- The opportunity to provide an expert presenter to serve on the discussion panel (benefit applicable only to companies with staff with relevant expertise, ie. medical professionals, cancer care professionals, certified counselors, etc.)
- Opportunity to provide gift bag insert/giveaway item for attendees
- Branded table tents/table cards on buffet with company logo/custom message
- One reserved table at the breakfast for guests of your choice
- Promotion via ITJ's social media
- Logo in digital pre-program slides
- Logo on It's The Journey's website

Silver Supporting Sponsor

As a \$2,500 Silver Supporting Sponsor for the Survivor Breakfast, a company will receive:

- Recognition by signage at the event
- Opportunity to provide gift bag insert/giveaway item for attendees
- Four reserved seats at the breakfast for guests of your choice
- Logo in digital pre-program slides
- Logo on It's The Journey's website

Bronze Supporting Sponsor

As a \$1,000 Bronze Supporting Sponsor for the Survivor Breakfast, a company will receive:

- Logo in digital pre-program slides
- Logo on It's The Journey's website
- Two reserved seats at the breakfast for guests of your choice
- Opportunity to provide gift bag insert (branded giveaway or educational/informational flyer or similar) for attendees





Georgia 2-Day Walk for Breast Cancer Sponsorship Opportunities

GEORGIA 2-DAY WALK FOR BREAST CANCER

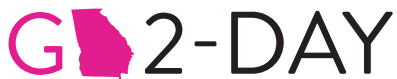
The Georgia 2-Day Walk for Breast Cancer is It's The Journey's premier fundraising event. With over 1000 participants and volunteers annually, this high-visibility event takes place all throughout downtown Atlanta and the surrounding neighborhoods. Sponsors receive a variety of incredible benefits commiserate with each package level, and make possible the mechanism by which ITJ is able raise over \$1 million each year.

Pink Diamond Presenting Sponsor

As a \$50,000 Pink Diamond Presenting Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Prominent recognition on banners and signs at the Georgia 2-Day Walk for Breast Cancer, including a custom pop-up banner welcoming walkers to the hotel
- "Presented By" your company on the 2-Day Walk signage and Saturday night presentation
- An opportunity to present at Opening or Closing Ceremonies at the walk
- 2 seats at the Head Table at Saturday Night Dinner at the walk
- Inclusion in It's The Journey's pre and post-walk press releases
- 1 B'Rest Stop on either Saturday or Sunday at the 2-Day Walk
- 2 Mile Markers with company logo, 1 each on Saturday and Sunday at the walk
- A company logo prominently displayed on the 2-Day Walk Victory Shirt
- A company logo on It's The Journey's website
- 4 invitations to It's The Journey's Giving Gala (\$150 value each) the next year
- Opportunity to present one of It's The Journey's grant awards at the Giving Gala
- A feature piece on the 2-Day Walk blog
- Promotion via It's The Journey's social media platforms
- 50 complimentary walker registrations (\$160/person value) with fundraising goals of \$1,000 for 2-day walkers and \$500 for Sunday only walkers
- Up to 50 Georgia 2-Day walk victory t-shirts (one per registration)





Platinum Sponsor

As a \$40,000 Platinum Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Prominent recognition on banners and signs at the Georgia 2-Day Walk for Breast Cancer, including a custom pop-up banner welcoming walkers to the hotel
- 2 seats at the Head Table at Saturday Night Dinner at the walk
- 1 B'Rest Stop on either Saturday or Sunday at the 2-Day Walk
- 2 Mile Markers with company logo, 1 each on Saturday and Sunday at the walk
- A company logo prominently displayed on the 2-Day Walk Victory Shirt
- A company logo on It's The Journey's website
- 4 invitations to It's The Journey's Giving Gala (\$150 value each) the next year
- Opportunity to present one of It's The Journey's grant awards at the Giving Gala
- A feature piece on the 2-Day Walk blog
- Promotion via It's The Journey's social media platforms
- 40 complimentary walker registrations (\$160/person value) with fundraising goals of \$1,000 for 2-day walkers and \$500 for Sunday only walkers
- Up to 40 Georgia 2-Day walk victory t-shirts (one per registration)

Gold Sponsor

As a \$30,000 Gold Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Prominent recognition on banners and signs at the Georgia 2-Day Walk for Breast Cancer, including a custom pop-up banner welcoming walkers to the hotel
- 2 seats at the Head Table at Saturday Night Dinner at the walk
- 1 Mile Marker with company logo, on either Saturday or Sunday at the walk
- A company logo prominently displayed on the 2-Day Walk Victory Shirt
- A company logo on It's The Journey's website
- 2 invitations to It's The Journey's Giving Gala (\$150 value each) the next year
- Opportunity to present one of It's The Journey's grant awards at the Giving Gala
- A feature piece on the 2-Day Walk blog
- Promotion via It's The Journey's social media platforms
- 30 complimentary walker registrations (\$160/person value) with fundraising goals of \$1,000 for 2-day walkers and \$500 for Sunday only walkers
- Up to 30 Georgia 2-Day walk victory t-shirts (one per registration)



Pink Ribbon Sponsor

As a \$25,000 Pink Ribbon Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Prominent recognition on banners and signs at the Georgia 2-Day Walk for Breast Cancer
- 2 seats at the Head Table at Saturday Night Dinner at the walk
- 1 Mile Marker with company logo, on either Saturday or Sunday at the walk
- A company logo prominently displayed on the 2-Day Walk Victory Shirt
- A company logo on It's The Journey's website
- 2 invitations to It's The Journey's Giving Gala (\$150 value each) the next year
- A feature piece on the 2-Day Walk blog
- Promotion via It's The Journey's social media platforms
- 25 complimentary walker registrations (\$160/person value) with fundraising goals of \$1,000 for 2-day walkers and \$500 for Sunday only walkers
- Up to 25 Georgia 2-Day walk victory t-shirts (one per registration)

GA 2-DAY



Saturday Night Dinner Sponsor

As a \$25,000 Saturday Night Dinner Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Recognition on signage at the Georgia 2-Day Walk for Breast Cancer
- Sponsorship signage at Saturday Night Dinner, both inside and outside the ballroom
- 10 Saturday Night Dinner invitations (1 reserved table)
- A company logo prominently displayed on the 2-Day Walk Victory shirt
- A company logo on the It's The Journey's website
- 2 invitations to It's The Journey's Giving Gala (\$150 value each) the next year
- Promotion via It's The Journey's social media platforms
- 10 complimentary walker registrations (\$160/person value) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- Up to 10 Georgia 2-Day Walk Victory shirts (one per registration)



Hero Sponsor

As a \$15,000 Hero for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- 1 Mile Marker with company logo on either Saturday or Sunday at the walk
- Prominent recognition on banners and signs at the Georgia 2-Day Walk for Breast Cancer
- A company logo prominently displayed on the 2-Day Walk Victory shirt
- A company logo on It's The Journey's website
- 2 invitations to It's The Journey's Giving Gala (\$150 value each) the next year
- Promotion via our social media campaign
- 15 complimentary walker registrations (\$160/person) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- Up to 15 Georgia 2-Day Walk Victory shirts (one per registration)

G 2-DAY

Saturday Lunch Sponsor

As the \$10,000 Saturday Lunch Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Sole recognition at the lunch site as the Saturday Lunch Sponsor
- Recognition on signage at the Georgia 2-Day Walk for Breast Cancer
- A company logo displayed on the 2-Day Walk Victory Shirt
- A company logo on It's The Journey's website
- Promotion via our social media campaign
- 10 complimentary walker registrations (\$160/person) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- Up to 10 Georgia 2-Day Walk Victory shirts (one per registration)





Champion Sponsor

As a \$10,000 Champion Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- 1 Mile Marker with company logo on either Saturday or Sunday at the walk
- Recognition on signage at the Georgia 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo displayed on the 2-Day Walk Victory Shirt
- Promotion via our social media campaign
- 10 complimentary walker registrations (\$160/person) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- Up to 10 Georgia 2-Day Walk Victory shirts (one per registration)

Patron Sponsor

As a \$5,000 Patron Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Recognition on signage at the Georgia 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo displayed on the 2-Day Walk Victory Shirt
- Promotion via our social media campaign
- 5 complimentary walker registrations (\$160/person) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- Up to 5 Georgia 2-Day Walk Victory shirt (one per registration)

GA 2-DAY

B'Rest Stop Sponsor

\$2,500 rest stop sponsorship during the Georgia 2-Day Walk for Breast Cancer

Along the route for the Georgia 2-Day Walk for Breast Cancer, there will be 12 rest stops (B'Rest Stops in 2-Day lingo) where walkers may eat, drink, rest, and receive medical attention. Bring employees, friends, and family to decorate the area in your company's colors and cheer on the walkers! We will provide the refreshments, tables and supplies. Your company gets 100% visibility with each walker. Your B'Rest Stop sponsorship will be acknowledged in the following ways upon commitment:

- Recognition on signage at the Georgia 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo displayed on the 2-Day Walk Victory Shirt
- Exclusive opportunity to promote company at the B'Rest Stop





Closing Ceremonies B'rest Stop

\$5,000 Final B'Rest Stop during the Georgia 2-Day Walk for Breast Cancer

The final B'Rest Stop is the beginning of Closing Ceremonies. All walkers wait here to begin the final half mile to Closing Ceremonies. Walkers are here for an hour, enjoying food, fun, and festivities. Bring employees, friends, and family to cheer on the walkers! We will provide refreshments, tables, and supplies. Your B'Rest Stop sponsorship will be acknowledged in the following ways upon commitment:

- Recognition on signage at the Georgia 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo displayed on the 2-Day Walk Victory Shirt
- Exclusive opportunity to promote company at the B'Rest Stop

GA 2-DAY

Mile Marker Sponsor

\$500 Sign Sponsorship During the Georgia 2-Day Walk for Breast Cancer

Each mile of the Georgia 2-Day Walk for Breast Cancer is highlighted by a mile marker, informing walkers of their progress through the 2-Day Walk. As a Mile Marker Sponsor, your company logo or message will be featured on the display area on the marker, and seen by over 1,500 2-Day Walkers, crew, and volunteers during the 2-Day Walk. This sponsorship represents a great value for those who want every walker to see their information. Only one sponsor is featured on each marker.

2-Day Expo Table Sponsorship (Friday Night Only)

\$500 Expo Table at the Georgia 2-Day Walk for Breast Cancer on Friday:

Come out to the Marriott Marquis in beautiful downtown Atlanta to mingle and share your products with our walkers, crew, and volunteers at our high energy 2-Day Expo! The Expo takes place on Friday afternoon as participants check in ahead of the 2-Day Walk on Saturday. Tables will be provided.





GEORGIA
2-DAY WALK
FOR BREAST CANCER

YOU HAVE
REACHED MILE

4

This mile is sponsored by



CORPORATE EMPLOYEE OPPORTUNITIES

Break out of the office with your team and join It's The Journey in a hands-on way through one of our corporate employee opportunities!



Join us for a day of service

Volunteer opportunities available year-round and during our main fundraising events



Create a 2-Day company walking team

A team building experience like no other, bond with your colleagues as either 2-Day or single-day walkers



Start an Employee Giving Program

Contact ITJ's office to discuss setting up an opt-in Employee Giving Program. Program could be once annually or per pay period

Call the office at 404.531.4111 to make your arrangements today!

How Far Will Your Sponsorship Dollars Go?

Did you know that \$1,200 is approximately the amount that it takes an ITJ grantee to pay for one person to go through the breast cancer diagnostic process from start to finish?

At \$5,000, your sponsorship could help ITJ provide...35 screening mammograms for individuals in need or 10 genetic marker tests for people with a family history of breast cancer

At \$10,000, your sponsorship could help ITJ provide...71 screening mammograms for individuals in need or 50 counseling sessions for people facing a breast cancer diagnosis or treatment

At \$15,000, your sponsorship could...Take 12 people from start to finish all the way through the breast cancer diagnostic process

At \$25,000, your sponsorship could...Take 20 people from start to finish all the way through the breast cancer diagnostic process, or provide transportation for those who need it to 150 treatment sessions

At \$50,000, your sponsorship could...

- Take 41 people from start to finish all the way through the breast cancer diagnostic process, or
- Cover the cost of a summer camp for children with family members going through breast cancer, provide 71 screening mammograms, 10 genetic marker tests, and 50 counseling sessions for individuals in need!

When you partner with It's The Journey, you are saving lives and making a major impact in Georgia's breast cancer community!
Contact the office today to get started!

IT'S THE JOURNEY, INC. PARTNERSHIP COMMITMENT FORM

Thank you for your support of It's The Journey, Inc., the Georgia 2-Day Walk for Breast Cancer, our Giving Gala, the Georgia 5K Run for Breast Cancer and our Celebrating Survivors Breakfast. Your contribution benefits breast cancer programs throughout the state. Please submit this form along with your contribution and logo so we can showcase your support.

Georgia 2-Day Walk for Breast Cancer Sponsorship

Please indicate your level of support.

- Pink Diamond Presenting (\$50,000)
- Platinum Sponsor (\$40,000)
- Gold Sponsor (\$30,000)
- Pink Ribbon (\$25,000)
- Saturday Dinner Sponsor (\$25,000)
- Hero (\$15,000)
- Saturday Lunch Sponsor (\$10,000)
- Champion (\$10,000)
- Patron (\$5,000)
- B'Rest Stop (\$2,500)
- Closing B'Rest Stop (\$5,000)
- Mile Marker (\$500)
- 2-Day Expo Table (\$500)
- Gift In-Kind (Value of \$_____)

It's The Journey's Giving Gala Sponsorship

Please indicate your level of support.

- Presenting Sponsor (\$25,000)
- Gold Sponsor (\$10,000)
- Silver Sponsor (\$5,000)
- Table Sponsor (\$2,500)

Georgia 5K Run for Breast Cancer Sponsorship

Please indicate your level of support.

- Title Sponsor (\$5,000)
- Hospitality Sponsor (\$2,500)
- B'Rest Stop Sponsor (\$1,200)
- Spirit Sponsor (\$500)
- T-Shirt Sponsor (\$250)
- Vendor Table (\$150)

Celebrating Survivors Breakfast Sponsorship

Please indicate your level of support.

- Presenting Sponsor (\$10,000)
- Pink Ribbon Sponsor (\$5,000)
- Silver Supporting Sponsor (\$2,500)
- Bronze Supporting Sponsor (\$1,000)

Gift In-Kind Value of \$_____

- Georgia 2-Day Walk for Breast Cancer
- It's The Journey Giving Gala
- Georgia 5K Run for Breast Cancer
- Celebrating Survivors Breakfast

Additional details of sponsorship/gift-in-kind: _____



Interested in a little bit of everything or looking for a better fit? Contact the office to learn more about our sponsorship bundles and custom sponsorship packages! Interested in getting your company's employees involved? Learn more about available corporate opportunities at the back of this booklet.

YOUR SUPPORT LITERALLY SAVES LIVES.

Get involved today and make a difference that lasts a lifetime.

Sponsor. Walk. Volunteer.





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Entrance
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Location
Please
Contact

GEORGIA
2-DAY WALK
FOR BREAST CANCER

GEORGIA
2-DAY WALK
FOR BREAST CANCER
JONANNA ROBERTS
20th Year



GEORGIA
5K RUN FOR
BREAST CANCER

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It's The Journey, Inc.
40 Technology Parkway South, Suite 200
Peachtree Corners, GA 30092

404.531.4111
info@2daywalk.org
www.itsthejourney.org