



# PINK RUN

## Reach Recovery<sup>2</sup>

### 2017 FACT SHEET

**General Information** The Jamaica Reach to Recovery is an affiliate of the Jamaica Cancer Society and consists of a group of volunteers, all of whom are breast cancer survivors whose sole purpose is to provide emotional, psychological and financial support as well as information and counselling to breast cancer survivors and by extension their family and friends. The costs associated with the diagnosis and treatment of breast cancer can run into millions of dollars. This is out of the reach of most Jamaican women. The Pink Run, pink being the colour associated with breast cancer worldwide, is an annual event which is the primary fund raiser for Jamaica Reach to Recovery. All funds raised will provide lifesaving treatments to women across Jamaica.

In 2015, ICWI took the decision to provide support to the breast cancer survivor community in the countries that they operate. The Pink Run 5K in Jamaica was identified as a worthy partnership for them. This will be their third year as the Title Sponsor.

**Date** **Saturday, October 28, 2017 starting at 6:30am.** Warm-up will start at 6:00am.

**Registration** Individuals and team can register and **pay online** at [www.runningeventsja.com](http://www.runningeventsja.com). Or, register **manually** by submitting the completed entry form and cash or cheque payment at **The Jamaica Cancer Society**, 16 Lady Musgrave Road, Kingston 5. Cheques are to be payable to *Jamaica Reach To Recovery*.

Entry Fees (Per Person): Individual - \$1,200 / Teams (20 or more persons) - \$1,000

**Registration closes Friday, October 20, 2017** or upon achieving the event limit, whichever comes first. **ENTRIES ARE NEITHER REFUNDABLE NOR TRANSFERABLE, AND NAME CHANGES ARE NOT ALLOWED.**

Race packets must be collected from Wednesday, October 25 - Friday, October 27 at The Jamaica Cancer Society between 11:00am - 5:00pm each day. Sorry, there is NO packet pick-up on race day.



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**Award Categories** Awards will be presented immediately after the race, once the results are available.

- Open - Male & Female Run/Walk (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>)
- Corporate - Male & Female Run/Walk (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>)
- 12 Years & Under - First 5 Fastest Finishers Run/Walk
- 16 Years & Under - Male & Female Run/Walk (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>)
- 70 Years & Over - Male & Female Run/Walk (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>)
- Champion Run/Walk Team
- Best Dressed Team Trophy (Theme Oriented)
- Best Dressed Individual (Theme Oriented)



**Timing** The event will be chip timed using the MYLAPS BibTag timing system, with results available after the race at [www.runningeventsja.com](http://www.runningeventsja.com) or [www.pinkrunja.com](http://www.pinkrunja.com)

**Parking:** Secured parking will be available on race day at the following lots:

- KSAC Lot H (Burger King)
- KSAC Lot F (Ministry of Commerce)
- KSAC Lot G (JMMB)
- VBMS - entrance on St. Lucia Avenue

**Contact Info**  
Tel.: (876) 978-0375  
Fax: (876) 978-1918  
Email: [jareachtorecovery@gmail.com](mailto:jareachtorecovery@gmail.com)  
[runningeventsja@gmail.com](mailto:runningeventsja@gmail.com)  
Website: [www.pinkrunja.com](http://www.pinkrunja.com)  
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### Sponsorship Entitlements for ICWI Pink Run

#### ▪ **Associate Sponsor- \$1,000,000**

- ✓ Logo on all marketing materials –sponsorship must be confirmed by August 31
- ✓ Mention on all Television and radio ads as Associate sponsor
- ✓ Social Media presence
- ✓ Speaking opportunity at the Press Conference
- ✓ Branding at the Press Conference
- ✓ Complimentary registration of a 50 person team
- ✓ Branding at the Pink Run Village
- ✓ Complimentary 20X10 tent, 5 chairs,2 trestle tables
- ✓ Logo on presentation backdrop
- ✓ Presentation of awards on Race Day
- ✓ Radio interviews - post race
- ✓ Opportunity to give away promotional items to participants
- ✓ Maximum 10 feather banners

#### ▪ **Hope Sponsor-\$500,000**

- ✓ Acknowledgment and mention of sponsorship
- ✓ Speaking opportunity at the Press Conference
- ✓ Branding at the Press Conference
- ✓ Social Media presence
- ✓ Complimentary registration of a 30 person team
- ✓ Branding at the Pink Run Village
- ✓ Complimentary 20X10 tent, 5 chairs,2 trestle tables
- ✓ Logo on presentation backdrop
- ✓ Presentation of awards on Race Day
- ✓ Opportunity to give away promotional items to participants
- ✓ Maximum 6 feather banners



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### ▪ **Healing Sponsor- \$300,000**

- ✓ Company logo on some marketing material
- ✓ Social Media presence
- ✓ Complimentary registration of a 15 person team
- ✓ Acknowledgement of sponsorship at press conference
- ✓ Branding at the Press Conference
- ✓ Branding at the Pink Run Village
- ✓ Complimentary 10X10 tent, 5 chairs, 2 trestle tables
- ✓ Logo on presentation backdrop
- ✓ Opportunity to give away promotional items to participants
- ✓ Maximum 4 feather banners

### ▪ **Courage Sponsor-\$150,000**

- ✓ Company logo on some marketing material
- ✓ Social Media presence
- ✓ Complimentary registration of a 10 person team
- ✓ Complimentary 10X10 tent, 5 chairs, 2 trestle tables
- ✓ Acknowledgement of sponsorship at press conference
- ✓ Branding at the Press Conference
- ✓ Opportunity to give away promotional items to participants
- ✓ Maximum 2 feather banners

### ▪ **Sampling Booth- \$50,000**

- ✓ 20x10 tent with 5 chairs and 2 trestle tables
- ✓ Electricity if needed
- ✓ Internally branding in tent
- ✓ 1 feather banner

### ▪ **Team Tent- \$20,000**

- ✓ 10x10 tent with 5 chairs and 2 trestle tables
- ✓ Internal branding only
- ✓ No sampling allowed
- ✓ No promotional items