

SAN DIEGO

CALIFORNIA

steps²⁰²⁴ against MELANOMA

SPONSORSHIP PACKAGE

MAY 18, 2024

[AIMATMELANOMA.ORG](https://aimatmelanoma.org)

AiM
AT MELANOMA
FOUNDATION



HELP US #ENDMELANOMA

WHY WE WALK

For 17 years, AIM at Melanoma's walks have been a symbol of hope and support for our community. We would love to have you join us and help deliver a special event day for all who have been touched by melanoma.

Steps Against Melanoma is the number one way AIM at Melanoma raises funds to end melanoma, and your participation makes all the difference.

Your support helps fund AIM's groundbreaking research initiatives like our International Melanoma Tissue Bank Consortium (IMTBC). AIM has brought together six esteemed institutions and researchers to establish the first collaborative melanoma tissue bank consortium. Six institutions will collect a critical mass of fresh frozen primary tumor tissue, which will be available to their researchers and researchers around the world who apply to use it—all with ONE common goal...

ENDING MELANOMA.

Melanoma Facts & Statistics

MELANOMA IS THE
THIRD MOST
DIAGNOSED CANCER
AMONG INDIVIDUALS
AGES 20-39

IN 2023 OVER
186,000 CASES OF
MELANOMA WERE
DIAGNOSED IN THE
U.S.

BY AGE 65, RATES
IN MEN DOUBLE
THOSE IN WOMEN,
AND BY AGE 80 THEY
TRIPLE



Dear Supporter,

Mark your calendars! May 18th is the next AIM at Melanoma *Steps Against Melanoma* Walk in San Diego. This community event brings together melanoma survivors, family members, friends, neighbors, and local businesses to raise awareness of this all too prevalent disease and fund vital research to find the cure.

Steps Against Melanoma Walks are volunteer-run, grassroots movements of people who care about reducing the incidence of melanoma and improving the lives of those it affects. Proceeds from the walks support AIM's groundbreaking research initiatives, such as our International Melanoma Tissue Bank Consortium—a fully annotated and collaborative fresh-frozen primary tissue bank, which has never been achieved before in melanoma and has taken more than a decade of dedicated work for us to accomplish.

I am writing to invite you to become a sponsor of the 2024 *Steps Against Melanoma* Walk in San Diego. Your sponsorship provides an opportunity for your organization to receive community exposure and recognition while simultaneously supporting a very worthy cause.

Beyond your sponsorship, we welcome you to come out and participate in the San Diego Walk. For more information about sponsoring or participating in the walk, please contact Michelle Bessett, (415) 521-8119, michelle@aimatmelanoma.org.

AIM at Melanoma is celebrating its 20th anniversary this year—20 years of serving the melanoma community and funding research to find the cure. Please join us in San Diego and help bring us one step closer to ending melanoma in our lifetime.

Thank you for your support.

Sincerely,
Samantha Guild
President
AIM at Melanoma Foundation



ESTIMATED NEW
CASES OF MELANOMA
IN CALIFORNIA IN
2023
10,950



IN THE U.S., THE
PERCENTAGE OF
PEOPLE WHO
DEVELOP MELANOMA
HAS MORE THAN
DOUBLED IN THE
PAST 30 YEARS



ESTIMATED DEATHS
IN THE U.S., FROM
MELANOMA IN 2023
7,990



IN THE U.S., MELANOMA
CONTINUES TO BE THE
FIFTH MOST COMMON
CANCER IN MEN OF ALL
AGE GROUPS



WITHOUT
RESEARCH
THERE CAN
BE NO CURE.



AIM AT MELANOMA FOUNDATION

PRESENTING

— SPONSOR \$10,000



PRE-WALK BENEFITS

- Named as a sponsor in all local media coverage and promotion
- Pre-event publicity on social media and press releases
- Logo placement on the back of the *Steps Against Melanoma* Walk t-shirt
- Company logo and website link on the *Steps Against Melanoma* Walk webpage
- Recognition as a *Presenting Sponsor* in all local media coverage and promotion

DAY OF THE WALK BENEFITS

- Two benefits from the list below
- Opportunity to host a tent (size 10'x10')
 - Option to display your company's banner (size TBD)
 - Opportunity to give away promotional items and company literature
- Logo on the *Steps Against Melanoma* Walk Guide/Map
- Two route markers with your company's name along the walk path
- Onstage recognition at the *Steps Against Melanoma* Walk
- Speaking opportunity at the *Steps Against Melanoma* Walk
- Option to have your team lead the *Steps Against Melanoma* Walk

POST WALK BENEFITS

- Logo/Company name placement on all *Steps Against Melanoma* thank you communication

BENEFITS = PICK TWO ALL BENEFITS ARE EXCLUSIVE AND FIRST COME, FIRST SERVED

- | | |
|---------------------------------|-------------------|
| • SURVIVOR TENT & SURVIVOR GIFT | • FINISH LINE |
| • WATER | • TAKE THE PLEDGE |
| • ROUTE MARKER | • PHOTO |
| • TRIBUTE STICKER | • SELFIE |
| • START LINE | • KIDS ZONE |

AIM AT MELANOMA FOUNDATION

HOPE

— SPONSOR \$5,000



PRE-WALK BENEFITS

- Named as a sponsor in all local media coverage and promotion
- Pre-event publicity on social media and press releases
- Logo placement on the back of the *Steps Against Melanoma* Walk t-shirt
- Company logo and website link on the *Steps Against Melanoma* Walk webpage
- Recognition as a *Hope Sponsor* in all local media coverage and promotion

DAY OF THE WALK BENEFITS

- One benefit from the list below
- Opportunity to host a tent (size – 10'x10')
 - Option to display your company's banner (size TBD)
 - Opportunity to give away promotional items and company literature
- Logo on the *Steps Against Melanoma* Walk Guide/Map
- One route marker with your company's name along the walk path
- Onstage recognition at the *Steps Against Melanoma* Walk

POST WALK BENEFITS

- Logo/Company name placement on all *Steps Against Melanoma* thank you communication

BENEFITS = CHOOSE ONE

ALL BENEFITS ARE EXCLUSIVE AND FIRST COME, FIRST SERVED

- | | |
|---------------------------------|-------------------|
| • SURVIVOR TENT & SURVIVOR GIFT | • FINISH LINE |
| • WATER | • TAKE THE PLEDGE |
| • ROUTE MARKER | • PHOTO |
| • TRIBUTE STICKER | • SELFIE |
| • START LINE | • KIDS ZONE |

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COURAGE

— SPONSOR \$2,500



PRE-WALK BENEFITS

- Named as a sponsor in all local media coverage and promotion
- Pre-event publicity on social media and press releases
- Logo placement on the back of the *Steps Against Melanoma* Walk t-shirt
- Company logo and website link on the *Steps Against Melanoma* Walk webpage

DAY OF THE WALK BENEFITS

- One benefit from the list below
- Opportunity to host a tent (size – 10'x10')
 - Option to display your company's banner (size TBD)
 - Opportunity to give away promotional items and company literature
- Logo on the *Steps Against Melanoma* Walk Guide/Map
- One route marker with your company's name along the walk path
- Onstage recognition at the *Steps Against Melanoma* Walk

POST WALK BENEFITS

- Logo/Company name placement on all *Steps Against Melanoma* thank you communication

BENEFITS = CHOOSE ONE ALL BENEFITS ARE EXCLUSIVE AND FIRST COME, FIRST SERVED

- WATER
- ROUTE MARKER
- START LINE

- FINISH LINE
- PHOTO
- SELFIE

AIM AT MELANOMA FOUNDATION

STRENGTH

— SPONSOR \$1,000



PRE-WALK BENEFITS

- Logo placement on the back of the *Steps Against Melanoma* Walk t-shirt
- Company logo and website link on the *Steps Against Melanoma* Walk webpage

DAY OF THE WALK BENEFITS

- Opportunity to host a tent (size – 10'x10')
 - Option to display your company's banner (size TBD)
 - Opportunity to give away promotional items and company literature
- Logo on the *Steps Against Melanoma* Walk Guide/Map
- One route marker with your company's name along the walk path

POST WALK BENEFITS

- Logo/Company name placement on all *Steps Against Melanoma* thank you communication

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MELANOMA MINUTE

SIGN SPONSOR \$350.00



DAY OF THE WALK BENEFITS

- Name recognition on one of the "Melanoma Minute" awareness signs (24"x18") along the walk route in support of the walk

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AT MELANOMA
FOUNDATION

steps
against MELANOMA

SPONSORED BY

YOUR COMPANY

a melanoma minute....

You should apply **sunscreen** 15-30 minutes before going outdoors and **reapply regularly** throughout the day.



CONTACT

To discuss sponsorship opportunities,
customize your package or sponsor
commit today, contact:

Michelle Bessett
National Director of Walks & Events
AIM at Melanoma Foundation



415-521-8119



Michelle@AIMatMelanoma.org



[//AIMatMelanoma.org](http://AIMatMelanoma.org)