

A photograph of an outdoor event booth. A woman with blonde hair, wearing a dark jacket, is seated on a white folding chair on the left, looking towards the right. A woman with dark hair in a bun, wearing a dark jacket, is standing on the right, looking towards the seated woman. They are at a booth with a table covered in a dark cloth. On the table are various items including a laptop, a water bottle, and some papers. In the background, other people and tents are visible under a bright sky. The image has a blue and purple color overlay.

 **KICKIN' CANCER!**[®]
LYNNE COHEN FOUNDATION
SUNDAY, OCTOBER 20, 2024

EXHIBITORS & SPONSORSHIP

A photograph of a 5K race event. In the foreground, a woman in a bright green shirt and a black cap with white polka dots is handing a pink and white tulle bag to another woman in a white tank top and a black baseball cap. To the right, a man in a white polo shirt and a white cap with '2012' on it is talking to them. The background shows a long line of white tents, other participants, and a clear sky.

Kickin' Cancer! is a highly anticipated annual 5K event, wellness expo, and grassroots fundraising effort hosted by the Lynne Cohen Foundation in Brentwood, LA.

Lace-up your running shoes and help us kick cancer to the curb!



JOIN A RISING COMMUNITY

Every Step Counts

Kickin' Cancer! is more than just a race — it's a celebration of resilience and the power of community.

Now in its 22nd year, Kickin' Cancer! helps fund Lynne Cohen Preventive Care Clinics at USC Norris Comprehensive Cancer Center, LA County Hospital, Bellevue Hospital, and NYU Langone Medical Center, which play a vital role in promoting early detection and comprehensive care for uninsured and underserved women. Through these clinics, we offer a lifeline of hope for thousands of women, ensuring that no one is left behind in the battle against cancer.

With its scenic 5K & 10K course, electrifying atmosphere, and engaging activities for all ages, this event promises to be an unforgettable experience that combines passion, fitness, and making a tangible difference. Your participation in this community gathering directly contributes to our mission of providing accessible and quality preventive care for all. Kickin' Cancer includes:

- A Grassroots Fundraiser for LCF Preventive Care Clinics
- 5k Walk/Run/Stroll Event through Brentwood
- Women's Wellness Expo with Activations along San Vicente
- Group Warmups & Musical Entertainment



Returning Kickin' Cancer! Host, FOX 11 News' Marla Tellez, with LCF Founder Amy Cohen Epstein





“I remain more committed than ever to support our Preventive Care Clinics and give access to all the women who need us.”

AMY COHEN EPSTEIN
Founder of The Lynne Foundation





OUR COMMUNITY

50K Global Donor Database

TOP CITIES

- 1) Los Angeles
- 2) Brentwood
- 3) Beverly Hills
- 4) Santa Monica
- 5) Pacific Palisades
- 6) Manhattan Beach
- 7) Sherman Oaks
- 8) Encino
- 9) Thousand Oaks
- 10) Marina Del Rey

TOP STATES

- 1) California
- 2) Colorado
- 3) Connecticut
- 4) Washington DC
- 5) Florida
- 6) Georgia
- 7) Idaho
- 8) Ohio
- 9) Oregon
- 10) Virginia

66%
Female

34%
Male

30%

> \$150,000
Annual Income

GLOBAL COMMUNITY

United States

UK

France

UAE

Social

STATISTICS

50 K

TOTAL SUPPORTERS

10 K

EMAIL SUBSCRIBERS

5 K

TOTAL SOCIAL FOLLOWERS

Traffic

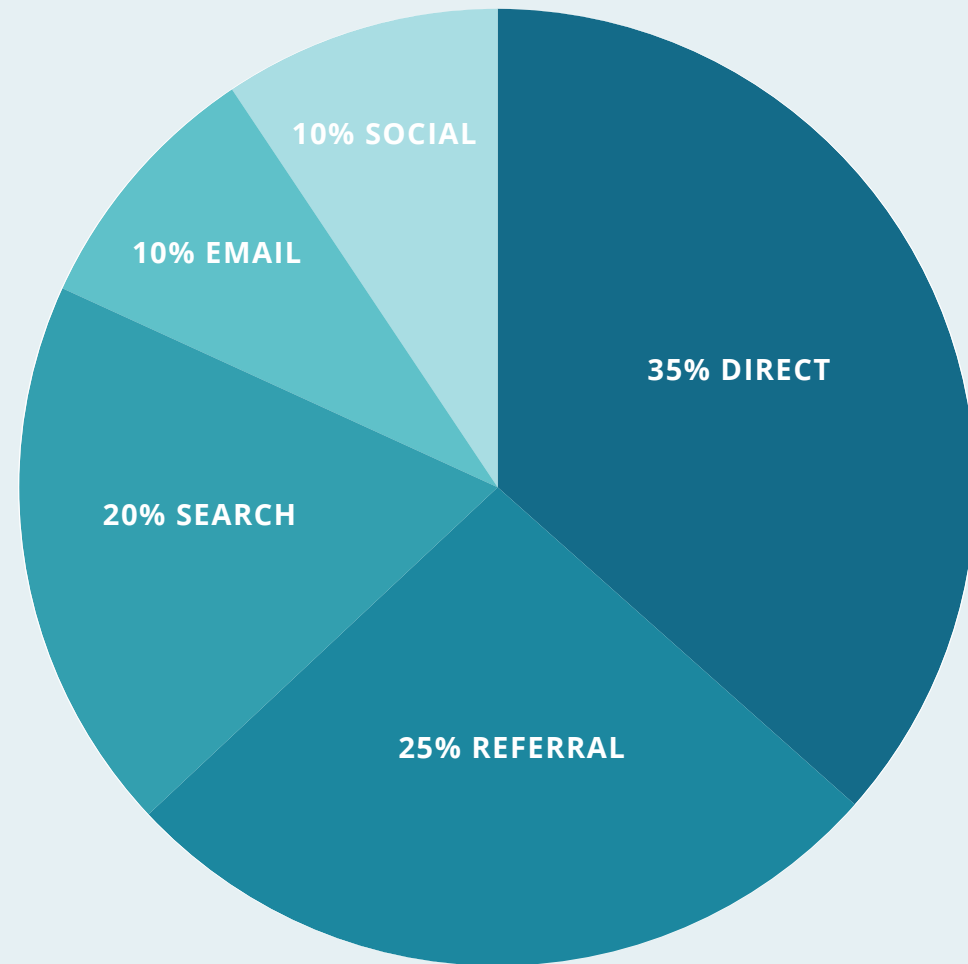
3 MONTH SNAPSHOT

13K PAGE VIEWS

10K+ UNIQUES

Our Audience

CONNECTION & COMMUNITY



	PRESENTING \$50,000	TITLE \$10,000	TRIBUTE \$5,000	GOLD \$1,500	BRONZE \$500	CUSTOM \$
LOGO ON KC EMAILS	✓ LARGE LOGO (SPECIAL AREA, TOP)	✓ LARGE LOGO (SPECIAL AREA, BASE)	✓ LARGE LOGO (SPECIAL AREA, BASE)	✓ MEDIUM LOGO	✓ SMALL LOGO	<p>CUSTOMIZED SPONSOR PACKAGES ARE AVAILABLE AND ENCOURAGED.</p> <p>TO LEARN MORE, PLEASE CONTACT CHRISTINA@LCFOCR.ORG</p>
WEBSITE PROMOTION	✓ LARGE LOGO (SPECIAL AREA, TOP)	✓ LARGE LOGO (SPECIAL AREA, BASE)	✓ LARGE LOGO (SPECIAL AREA, BASE)	✓ MEDIUM LOGO	✓ SMALL LOGO	
SOCIAL MEDIA PROMOTION	✓ SOCIAL MEDIA TAKEOVER (1 DAY)	✓ SOCIAL MEDIA TAKEOVER (1 DAY)	✓ SOCIAL MEDIA TAKEOVER (1 DAY)	✓ 1 IG POST, STORY HIGHLIGHT, & FB POST		
T-SHIRT PROMOTION	✓ EXCLUSIVE BRANDING	✓ PROMINENT LOGO	✓ MEDIUM LOGO	✓ SMALL LOGO		
EXPO BOOTH	✓ 20 X 20	✓ 10 X 20	✓ 10 X 10	✓ 10 X 10		
BRENTWOOD RESIDENT ACCESS BY EMAIL	✓ DEDICATED BRANDED PROMOTION AND/OR OFFER (3)	✓ DEDICATED BRANDED PROMOTION AND/OR OFFER	✓ DEDICATED BRANDED PROMOTION AND/OR OFFER			
START + FINISH LINE SPONSORSHIP	✓ BRANDED PROMOTION & EXCLUSIVE SIGNAGE	✓ PROMINENT LOGO & SPECIAL THANK YOU				
PREMIER SPONSORSHIP	✓ PROMINENT STEP & REPEAT AT ENTRY					
ON-AIR COVERAGE WITH FOX11	✓ CUSTOM					
EXCLUSIVE PRODUCT COLLAB	✓ CUSTOM					

COMMUNITY MATTERS

Past & Present Sponsors

USC Norris
Comprehensive
Cancer Center
Keck Medicine of USC



BURN⁶⁰



SPLITS59



côte[®]



WOMEN'S
Running



FRONTRUNNERS[™]



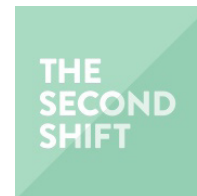
MINDFL



CHAMELEON
COLD-BREW



BEYOND
YOGA



NYU Langone
Health

AS SEEN IN...



People

Los
Angeles
Times

BUSTLE

Ladies' Home
Journal

WOMEN'S
Running

Santa Monica Daily Press

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KICKINCANCER.COM