



**IN THE NAME OF THE
KING HUSSEIN CANCER FOUNDATION**

RUN AGAINST CANCER
in the amman international marathon

17 October, 2009
Amman, Jordan





RUN AGAINST CANCER

Run against cancer in the name of the King Hussein Cancer Foundation

Greetings from KHCF,

On behalf of the **King Hussein Cancer Foundation (KHCF)**, I would like to invite you to support the fight against cancer by participating in the first Amman International Marathon (AIM) in the name of KHCF, on 17 October 2009.

This marathon offers the opportunity for your company to join hands with KHCF by **running, walking or sponsoring patients** to take part in this event, sending out a message of hope and determination to beat cancer.

By running or walking in the name of KHCF, JD 5 of each participant's registration fees will be donated to the Foundation. To take part in this event and support KHCF, participants simply complete a KHCF-dedicated AIM registration form provided by KHCF.

Your company can join the marathon under the name of KHCF with the following opportunities:

- **Sponsor employees:** Your company can cover the cost of registration fees for its participating employees to walk or run in the marathon under the name of KHCF.
- **Sponsor KHCC patients and their family members:** Your company can sponsor the registration fees of KHCC patients and their families to participate in the 10k walk.

This company participation will benefit cancer patients treated at the King Hussein Cancer Center (KHCC), and ultimately help spread cancer awareness. It also would showcase your company's social responsibility towards cancer patients in Jordan in a highly-visible and non-commercial avenue.

I strongly urge you to join us in supporting our fight against cancer by helping the King Hussein Cancer Foundation and Center continue their life-saving missions.

Please refer to the enclosed information with sponsorship details.

Many thanks for your cooperation and continued support.

Sincerely,

HRH Princess Dina Mired
Director General
King Hussein Cancer Foundation



RUN AGAINST CANCER

ABOUT AMMAN INTERNATIONAL MARATHON

The 1st Amman International Marathon (AIM)

DATE: 17 October 2009

NGO PARTICIPATION:

- The participation of NGO's in the 10K marathon makes this a unique opportunity. **It will be the heart and soul of the marathon.**
- Walk, run or sponsor patients and their families to participate in the Marathon.

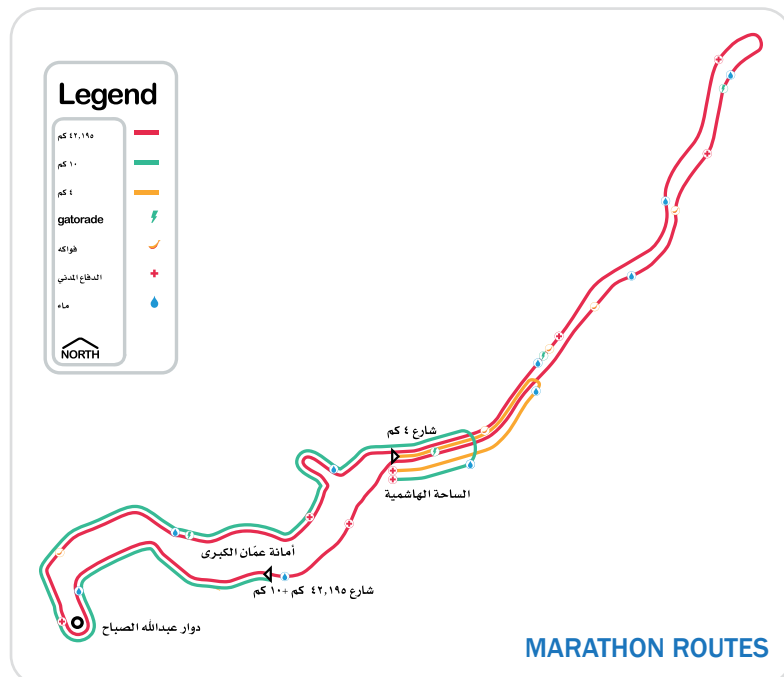
REGISTRATION FEES:

Ages	Fees
18+	15 JD
18-	10 JD

ROUTES:

Routes	Segment	Ages	Start time
42K	Professional runners	18+	7:30 am
10K	All segments	All ages	7:30 am
4K	Kids	5-15 yrs	8:30 am

Please see map below of marathon routes





RUN AGAINST CANCER

WHY PARTICIPATE

As part of your company's Corporate Social Responsibility (CSR) policy, we invite you to walk/run in the first Amman International Marathon in the name of KHCF.

By participating in AIM in the name of KHCF... You will

- Offer your employees the chance to execute their own CSR initiatives
 - Help spread awareness about the cause
 - Raise funds for KHCF
 - Promote a healthy lifestyle
 - Be part of an amazing event in the heart of Amman
-

CORPORATE PARTICIPATION

Your company can choose one or both of the following opportunities to join the marathon in the name of KHCF:

1) Sponsor Your Employees:

Your company can cover the total cost of employees to run/walk in the marathon in the name of KHCF.

See page 4 for more details

2) Sponsor KHCC Patient and their Families:

Your company can sponsor the registration fees of KHCC patients and their families to participate in the 10k walk. **See page 6 for more details**

HOW TO BENEFIT KHCF

AIM registration cost for this event is JD 15 per participant. Participants can choose to run/walk in the name of KHCF. JD 5 of the registration costs will directly go to benefit KHCF.

HOW TO REGISTER

To run/walk in support of KHCF, simply complete the **dedicated KHCF Registration Form**.

Please note that various AIM registration forms are available. Only by choosing the dedicated KHCF Registration Form, you will assure that JD 5 is donated to KHCF.

These registration forms are available at KHCF offices and at AIM selling points (**upon request**).



EMPLOYEE PARTICIPATION SPONSORSHIP

1) SPONSOR YOUR EMPLOYEES

Your company can sponsor the registration fees of its participating employees to walk/run in the 10 K marathon in support of KHCF.

Registration fees for participating are JD 15/ employee.

CORPORATE RECOGNITION & EXPOSURE

Your company will have the opportunity to showcase its commitment and support of KHCF by promoting its name on KHCF's promotional material during the race.

KHCF will be responsible for the design, administration and production of the following promotional materials, as shown below:

Number of Participants	Company Exposure / Participant
10 - 99 Employees	KHCF T-shirt + Balloon with company name
100+ Employees	KHCF T-shirt + Balloon with company name + Team banner with company logo and name

Please see **annex 1** for promotional material design guidelines.

ADDITIONAL EXPOSURE

Your company can choose to incorporate additional promotional material during the race to promote its company name.

However, any additional exposure will be at the expense of the corporation, as shown below:

Additional Promotional Material	Cost (JD) / item
Large Helium Balloon	150 / item
1 Team Banner	200 / item
Water Station	Please contact KHCF rental fees
Entertainment	Please contact KHCF for details

Please see **annex 1** for promotional material design guidelines.

Kindly note: Participating companies must abide by design guidelines presented by KHCF and must not use the event to market any commercial products.



EMPLOYEE PARTICIPATION SPONSORSHIP

COMPANY RECOGNITION

- **Balloons:** Company name will be placed on balloons provided by KHCF. The balloons will be held by company participants.
- **Press Release:** KHCF will prepare and publish a press release recognizing all KHCF participating companies and supporters who joined the marathon in the name of KHCF. This press release will be published in local newspapers.
- **KHCF Giving Report:** Company participation will be recognized in KHCF's Annual Giving Report 2010 which will be distributed to over 10,000 KHCF database members.
- **Thank You Email:** KHCF will prepare a specially-designed Thank You email recognizing KHCF participating companies and supporters who joined the marathon in the name of KHCF. This Thank You email will be forwarded to:
 - **KHCF Database** mailing list consisting of donors, NGOs, companies and schools, of over 4,000 names.
 - **Company Database** the email shot and can be sent to Company Database mailing list of customers and clients.



KHCC PATIENT PARTICIPATION SPONSORSHIP

2) SPONSOR KHCC PATIENTS & THEIR FAMILIES

Your company can sponsor registration fees of **King Hussein Cancer Center (KHCC) patients** and their families as per the following packages.

Registration fees for a participating patient or family member is JD 20, half of which will directly benefit KHCF.

Number of participants	Full sponsorship of registration fees
150 patients & their families	JD 3,000
250 patients & their families	JD 5,000
500 patients & their families	JD 10,000

CORPORATE RECOGNITION & EXPOSURE

Your company will have the opportunity to showcase its commitment and support of KHCF by adding its name on KHCF’s promotional material provided by KHCF to the patients and their families during the marathon.

KHCF will be responsible for the design, production and administration of the following promotional material, as shown below:

Number of participants	Exposure (used by patients and family members)
150 patients	KHCF T-shirt + Balloon with company name
250 patients	KHCF T-shirt + Balloon with company name + 1 Helium balloon
500 patients	KHCF T-shirt + Balloon with company name + 1 Helium balloon + 1 Team banner with company logo and name

Please see **annex 1** for promotional material design guidelines.

ADDITIONAL EXPOSURE

Your company can choose to incorporate additional promotional material during the race to promote its company name from patients and their families during the marathon.

However, any additional exposure will be at the expense of the corporation, as shown below:

Promotional Material	Cost (JD) / item
Large Helium Balloon	150 / item
1 Team Banner	200 / item
Water Station	Please contact KHCF rental fees
Entertainment	Please contact KHCF for details

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KHCC PATIENT PARTICIPATION SPONSORSHIP

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 - **KHCF Database** mailing list consisting of donors, NGOs, companies and schools, of over 4,000 names.
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CONTACT US

FOR MORE INFORMATION PLEASE CONTACT:

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KING HUSSEIN CANCER FOUNDATION (KHCF)

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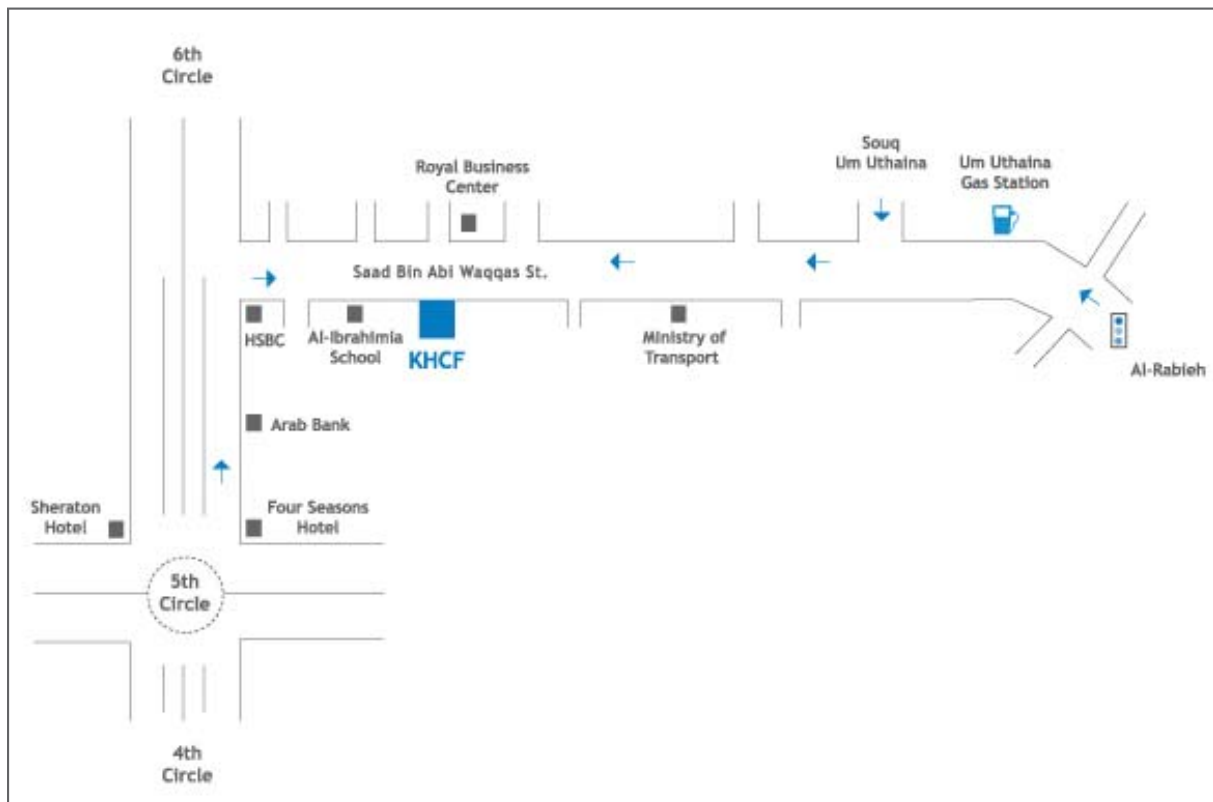
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ANNEX 1

THE KING HUSSEIN CANCER FOUNDATION PROMOTIONAL MATERIAL



T-SHIRT DESIGN



BALLOON DESIGN



TEAM BANNER DESIGN
DIMENSIONS 1M X 5M

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