Swim A Mile • Move A Mile for women with cancer

2026 SPONSORSHIP PACKET

May 9-10, 2026
Northeastern University
Oakland, CA

Benefitting the Women's Cancer Resource Center

women's cancer resource center
wcrc
community • compassion • change

About the Event:

Since 1995, the **Swim A Mile | Move A Mile for Women with Cancer** has brought thousands together across the Greater San Francisco Bay Area to support East Bay women and gender-expansive individuals **Sponsorship connects your brand to a trusted community event that delivers real change, year after year**.

About WCRC:

For nearly 40 years, the Women's Cancer Resource Center has been a source of community, compassion, and change for thousands of women and families facing cancer. WCRC offers free culturally tailored services, including patient navigation, therapy, support groups, financial assistance, and caregiver resources. **By working to address care barriers, WCRC fosters a compassionate, empowering space for every stage of the cancer journey.**

At A Glance:

Over 1,200 event attendees

Over 25% of WCRC funds raised each year

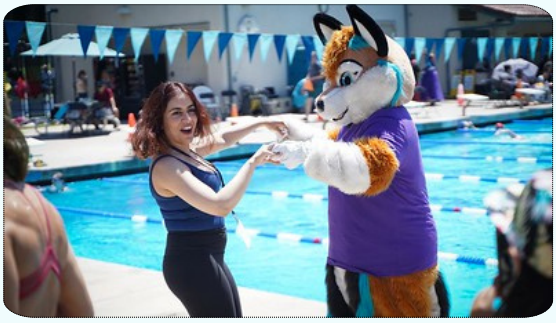
More than $8 million raised since 1995

+14,000 miles moved: 5 trips across the U.S.!

Why Sponsor?

JOIN A MOVEMENT

Swim A Mile | Move A Mile is more than an event—**it's an East Bay tradition**.



REACH A BROAD AUDIENCE

Connect your business with a large audience that **shares your values**.

SUPPORT LOCAL CANCER PATIENTS

Your sponsorship directly supports local East Bay women and families facing cancer.

Why WCRC Matters:

84% of WCRC clients have an annual income **under $45,000**

69% are on **public insurance** or uninsured

71% are over the **age of 50**

GENERAL SPONSORSHIP PACKAGES

FEATURES	PRESENTING $25,000	COMMUNITY $10,000	COMPASSION $5,000	CHANGE $2,500	CATALYST $1,000
Featured in Newsletters & Social Media	✓	✓	✓	✓	✓
Recognition on WCRC Donor Wall	✓	✓	✓	✓	✓
Logo on Event Entrance Banner	✓	✓	✓	✓	✓
Highlighted on Event Page	✓	✓	✓	✓	✓
Logo on Printed & Digital Materials	✓	✓	✓	✓	✓
Logo on Swag Bags	✓	✓	✓	✓	
Recognized in Local Printed Newspaper	✓	✓	✓		
Reserved Team Tent w/ Branding	✓	✓	✓		
Opportunity to Speak at Event	✓	✓			
Logo on Event T-Shirts	✓				
Company Video Showcased Online	✓				
Company Banner on WCRC Website	✓				
Year-Round Recognition w/ Link	✓				
Right of First Refusal to Renew	✓				

SPECIALTY SPONSORSHIP PACKAGES

SPONSORSHIP	AMOUNT	FEATURES
Path Marker	$500	Custom sign with honoree photo and WCRC info
Smoothie Station	$1,000	Branding at smoothie station; program and social media acknowledgment
Gourmet Coffee Station	$1,000	Branding at coffee stations; program and social media acknowledgment
Breakfast	$2,500	Branding at breakfast areas; 2 complimentary registrations; program acknowledgment
Lunch	$2,500	Branding at lunch; 4 complimentary registrations; program acknowledgment.
Swim Cap	$3,000	Logo on participant caps; 4 complimentary registrations; program acknowledgment.
Towel	$4,000	Logo on event towels; 6 complimentary registrations; program acknowledgment.

CUSTOM SPONSORSHIP PACKAGES

Have an idea not listed above?

We'd love to hear it! Let's work together to create a custom package that supports WCRC's mission and connects your brand with our East Bay community.

Reach out to **Kate Eaneman** at kate@wcrc.org or 510-809-0223.

Who Will Your Sponsorship Reach?

240,000 Locals
Estimated to see your logo featured on event posters.

1,200 Attendees
Over 2 days hearing your recognition.

Media Visibility

Reach thousands locally through prominent media outlets. Past partners have included *The Oakland Post*, Northern California's largest African American weekly newspaper.

21,000 Subscribers
Reached in our e-bulletins and newsletters.

5,000 Donors
Seeing your logo and link in thank-you emails.

Corporate Partner Spotlight: Exelixis, Inc.

"Being part of Swim a Mile | Move a Mile each year is deeply meaningful to the Exelixis team.

It's an opportunity for us to come together to honor survivors, support those going through their cancer journey and strengthen a community of people that embodies hope and resilience. We are honored to support the Women's Cancer Resource Center and all the critical work they are doing to turn compassion into action."

-**Lindsay Treadway, Vice President, Public Affairs & Advocacy Relations, Exelixis**

Join A Legacy of Support

Select Your Sponsorship

GENERAL SPONSORSHIP

- ☐ Presenting ($25,000)
- ☐ Community ($10,000)
- ☐ Compassion ($5,000)
- ☐ Change ($2,500)
- ☐ Catalyst ($1,000)

SPECIALTY SPONSORSHIP

- ☐ Path Marker ($250)
- ☐ Smoothie Station ($1,000)
- ☐ Coffee Station ($1,000)
- ☐ Breakfast ($2,500)
- ☐ Lunch ($2,500)
- ☐ Umbrella ($3,000)
- ☐ Tent ($3,000)
- ☐ Cap ($5,000)
- ☐ Towel ($7,500)

CONTACT INFORMATION

Organization:
Contact Name/Title:
Address:
Email:

PAYMENT INFORMATION

- ☐ **CHECK** (Payable to Women's Cancer Resource Center, 2908 Ellsworth Street, Berkeley, CA 94705)
- ☐ **CREDIT CARD OR ELECTRONIC TRANSFER** (Instructions to follow)

PLEASE email completed form to kate@wcrc.org or fax to 510-809-0240.