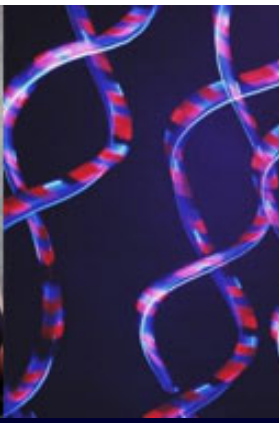




Nicole Morgenthau



Committed to finding solutions **IN OUR LIFETIME**

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The Power of Cause-Related Marketing

Why Support HERA?

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Creating Awareness & Finding Solutions to Ovarian Cancer

Each year, ovarian cancer claims more than 16,000 women, and 25,500 are diagnosed; it is the fourth leading cause of cancer death among U.S. women. Sadly, research into ovarian cancer is woefully inadequate, lagging 20 years behind that of breast cancer.

Ovarian cancer survivor Sean Patrick founded the HERA (Health, Empowerment, Research and Awareness) Women's Cancer Foundation four years ago to bring much-needed attention and money to the disease in a favorite context--out at the crags, at the Climb for Life (C4L) events. They have quickly become a cornerstone in the outdoor community, and are a great way to reach the women in your market as well as the men who love them.

The aims of HERA are simple:

1. to encourage ovarian cancer research,
2. to prevent needless death by enabling awareness (allowing for earlier diagnosis), and
3. to fund research into a reliable early-detection method.

In fact, at least 85% of the money raised goes directly to research and programs.

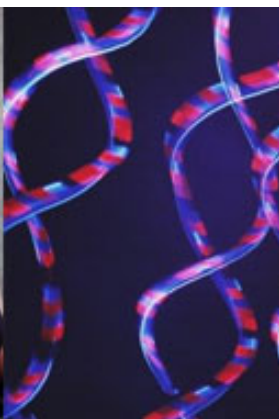
Details

Our message reaches over 2 million readers throughout the US on TV, in magazines, and on the Web.

By sponsoring a HERA Climb for Life event, you attach your name to a venerated and high profile cause. This, in turn, generates goodwill among consumers and greater brand exposure for your products.



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When manufacturers and retailers align with a cause that they care deeply about, they successfully merge passion and profit.

Take, for example, American Express, which increased its number of cardholders by 45% in 1983. How did they do this? By donating profits to the restoration of the Statue of Liberty, coining the term "cause-related marketing," in essence the association of a for-profit company with a nonprofit organization, which both promotes the company's product and raises money for the nonprofit.

By linking your business with HERA, at any level of sponsorship, you stand to enjoy similar benefits. In fact, research has shown that 78% of people are more inclined to buy from manufacturers that support worthwhile causes.

Details

84% of Americans say they are likely to switch brands, when price and quality are equal, to help support a cause.

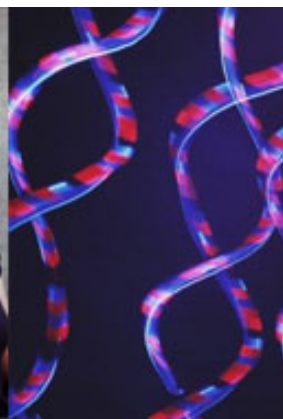
Source: 2002 Cone Corporate Citizenship Study, The Role of Cause Branding (2002).



HERASM
WOMEN'S
CANCER
FOUNDATION



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Why support HERA?

A recent poll showed that 70% of women in the United States are concerned about developing ovarian cancer; however, 58% responded are unaware of the risk-reducing factors, and 47% could not name the symptoms of gynecological cancers. Nevertheless, almost all (98%) held that the United States should invest in further research.

As a sponsor of a HERA event, you have the power to directly influence purchasing decisions, maintaining a visible presence through our various sponsorship packages. And with the explosion of the women's outdoor market, **it pays to remember that 68% of women prefer to buy products that support women's issues.** Women also make or influence more than 80% of all consumer purchases in the United States. In addition, by 2010, two-thirds of all private wealth will rest in their hands.

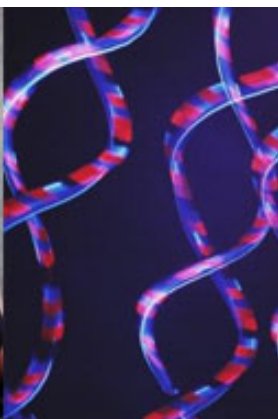
(Source: Don't Think Pink by Johnson and Learned.)

Details

Climb for Life, which unites master climbers and neophytes alike, is a bombproof way to reach out to people just entering the climbing market.



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How HERA Events Meet the Challenge

Each year, HERA organizes events in the United States and Mexico, drawing rock warriors from coast to coast. The 2005 Salt Lake City, Utah, event, always a big draw, pulled participants from 20 states, while the Las Vegas event pulls climbers from Oregon, Wyoming, California, Colorado, Arizona and Utah. Climbers love to travel and climbers come in all shapes and sizes, but **HERA attendees had a few things in common:**

- Age Range: 6 to 72-years old
- Mean range: 25 to 40
- 85% are college educated or hold a master's degree
- They take three or more climbing trips per year
- They spend an average of \$1,000 on gear per year (including shoes and clothes)
- 60% read Climbing exclusively
- 25% read Climbing and Rock and Ice
- Yoga, skiing/boarding, running and mountain biking are the top four other participatory activities cited by C4L participants

It isn't just the participants, however, who remain committed to the cause. **Event sponsors such as Black Diamond Equipment, Limited, which hosts the Salt Lake City, Utah, Climb for Life and is a 7 summit circle sponsor, have helped year in and year out.**

"When Sean Patrick first approached us five years ago, we were smitten by her energy, ideas and the importance of the issue," says Peter Metcalf, co-founder and CEO of Black Diamond. "Now, four events later, it is deeply gratifying to see how this event is gaining huge traction and how the metaphor of climbing and its emphasis of partnering AND taking responsibility for one's self resonates so strongly with those who have been touched or affected by ovarian cancer. Clearly, Climb For Life IS making a real difference."

Adds Paul Niland, the marketing director at Sterling Ropes, "The HERA Foundation works to create a better future for women's health, and that's something Sterling supports."

Details

2008 Climb4Life Events

REI DC

February: month long event

Smith Rock, OR

May TBA

Boulder, CO

June TBA

7th Annual

Salt Lake City, UT

September 18 - 21

4th Annual

El Potrero Chico

Mexico

November TBA

Hardcore, veteran climbers like Bobbi Bensman, Katie Brown, Jim Donini, Heidi Wirtz and Adam Stack, passionate about the vertical and passionate about HERA's cause, take part as well, donating their time to helping lead and instruct fellow rockaneers. Say volunteer pro athletes Wills Young and Lisa Rands,

"We had a blast and found it inspiring to see so many motivated people, both organizing and participating!"

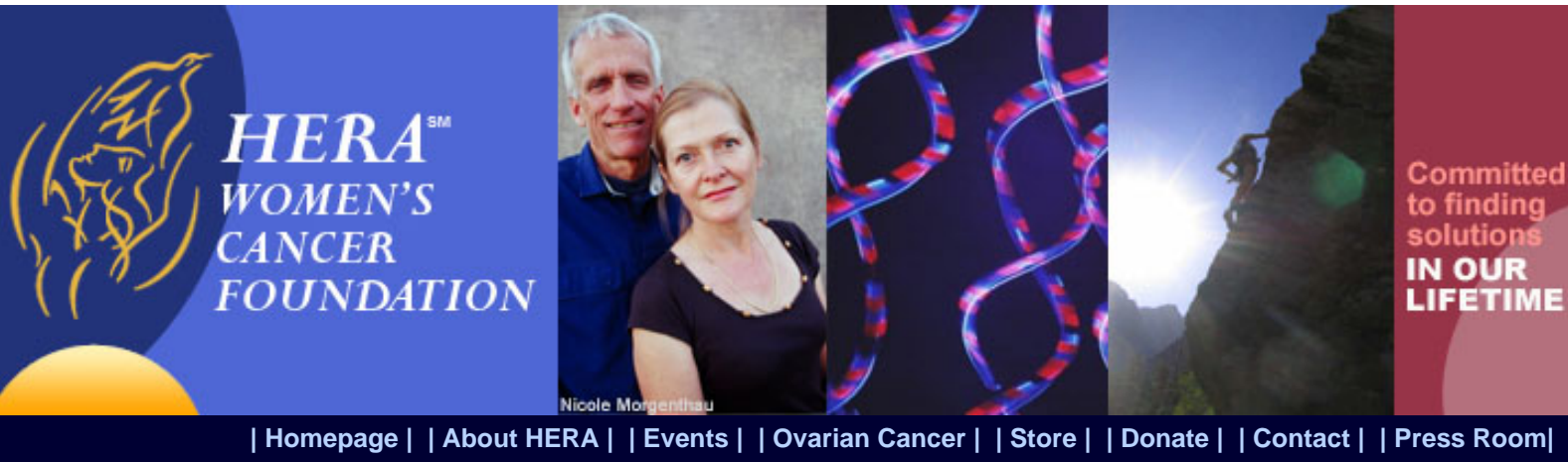
And crack-climbing mavens Lisa Gnade and husband, Steve Petro, echo the sentiment:

"Raising funds for research leads to life for those with the disease and hope for all of us. "

The climbers keep coming back, too.

"Your fantastically warm crew of volunteers and pros made the weekend fun, informative, and pushed my climbing to a new level in two short days!" says Jack Mevorah, a participant in the 2005 Climb for Life in Salt Lake City.

And gushes Lisa Doherty, at Salt Lake the last two years, "Thank you for putting your heart and soul into yet another inspiring, spirited and extremely well-organized Climb for Life! I'm so proud to be a part of this event."



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Levels of Sponsorship

As with any charitable endeavor, your financial commitment buys you various means of exposure at the event. This year we offer a new sponsorship structure, as detailed below. Your participation is critical. New this year, when you sign on as a C4L Sponsor you will get recognition at all C4L Main Events – if you are an ascent partner, you are an ascent partner for all.

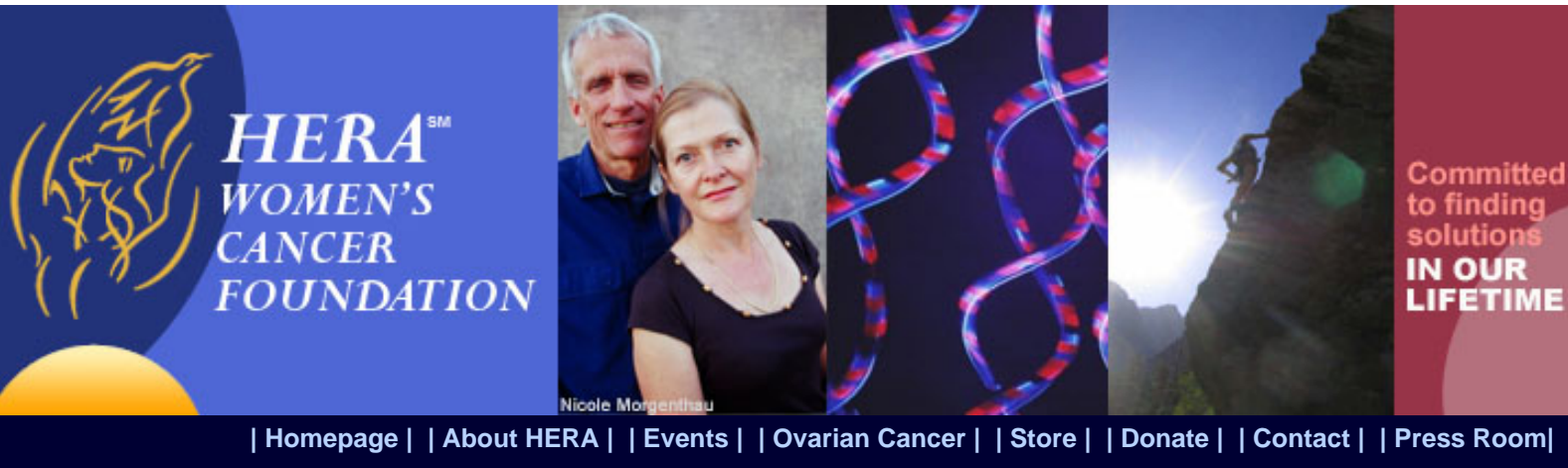
- ___ 7 Summits Circle and 7 Summits Visionaries*: \$3,500+
- ___ Summit Leaders: \$2,000-3,499
- ___ Ascent: \$1,000-1,999
- ___ Basecamp: \$500-999
- ___ Friend: under \$500

All sponsorships are cash plus retail value of product.

*7 Summits Visionaries contribute at least 50% cash plus product. They receive special recognition at C4L Events. [See grid for benefits](#)

Details

Sponsorship Levels& Benefits	7Summits/Vision* \$3500+	Summit Leaders \$2,000-3499	Ascent 1000-1999	Basecamp \$500-999	Friend Under \$500	
Listing on C4L Media Releases	X	X				
Name placement in advertising	X					
Logo placement on Poster (SLC only)	X	X				
Line listing on Poster (SLC only)			X	X		
Listing on C4L postcard announcement	X					
Logo, link, summary on HERA website	X	X				
Logo and link on HERA website			X			
Logo on HERA website				X		
Listing on HERA website					X	
4x9 product flyer in Goodie Bags	X	X				
Acknowledgement during entire event	X	X	X			
Acknowledgement at Raffle	X	X	X	X	X	
Logo on registration forms	X					
Logo on Film Trailer	X	X				
Listing on Film Trailer			X	X	X	
Logo on T-shirts	X	X				
Listing on T-shirts			X	X		
Listing on onsite poster	X	X	X	X	X	
Sponsored athlete to lead group	X	X	X			
Two Complimentary Event registrations	X	X				
One Complimentary Event registration			X			
One Complimentary ticket to closing party				X		



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Since their inception, the HERA Foundation and Climb for Life events have received tremendous national and mainstream media coverage. This not only delivers HERA's message to potential customers, but it increases the awareness of climbing and ovarian cancer among the general population at all levels--national, regional and local.

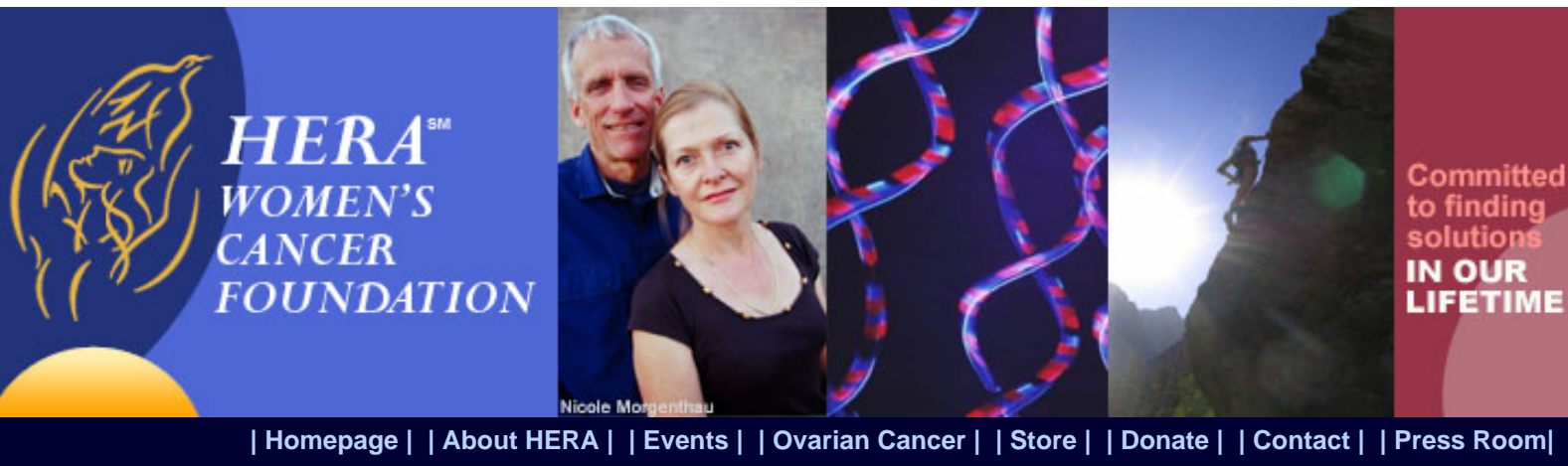


Climbing is a naturally intimidating sport, a foray onto cliffs and precipices where humans, by all logic, don't belong. Couple that with its image as an "extreme" sport in the mainstream media (e.g., the film Vertical Limit or car commercials), and it's little wonder that many people never consider taking it up.

Climbing, however, is and always has been accessible to everyone. In the user-friendly environment of the Climb for Life events, people of all ilks have been encouraged to climb, with many instant devotees. By showcasing the sport in a kinder, gentler environment, HERA functions as a strong public relations arm for rock climbing, especially via [event photos](#) and magazine articles, most notably those in major women's publications.

In fact, **active-minded women have learned about HERA--and climbing--from myriad avenues, from such big-selling general interest publications as Prevention and Self to niche publications like Climbing and Rock and Ice, from coverage in HER Sports to a write-up on Shape's website. And on television, HERA was featured on the Jane Pauley Show, Good Morning Utah!, and major news affiliates in the Salt Lake City area, Minneapolis, Seattle and Los Angeles.** Countless newspapers and newsletters around the United States have picked up the event, too.

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Share Our Passion4Action

We invite you to stand with us in finding a cure for ovarian cancer and helping us to save women's lives through raising awareness.

It's simple to do -through this program your catalog, products and website can become vehicles of positive change for women's health.

What you can do...

Website Support: You can post HERA's Ovarian Cancer, Empower graphic on your website in the month of September - national ovarian cancer awareness month. The phrase will link to HERA's website where the user will find a list of ovarian cancer symptoms. It will be a tremendous public service to your customers.

Or consider placing "A Proud Supporter of the HERA Ovarian Cancer Climb4Life" logo on your website all year long.

Catalogs: As a sponsor of the HERA Foundation's Climb for Life event, consider placing the "A Proud Supporter of the HERA Climb for Life" logo in your catalog. HERA can also provide photos of the event that are suitable for your advertising.

Newsletters: The HERA Foundation will provide you with articles appropriate for your newsletter, to help raise awareness of ovarian cancer and affiliate your company's message with this worthy cause.

Ad-Donations: Let your community or industry know that your company supports women's issues and promotes women's health. Donate an ad placement in local or industry publications and HERA will supply the ad, which you can tag with your logo, pairing your company's message with the HERA Foundation.

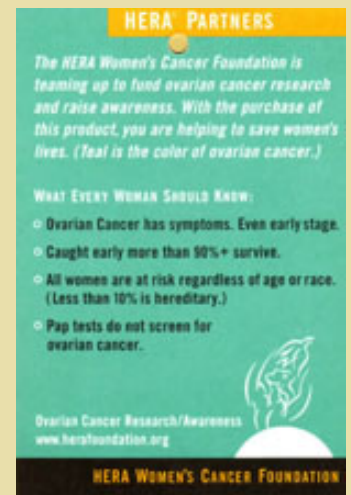
Manufacturers Hangtags: Put the Empower hangtag on women's apparel or your products and let your customers know that you support and promote women's health issues. HERA can supply hang tags for your use.

Product Association: Ask about special opportunities to

Details



Sample Hangtag (Front)



Sample Hangtag (Back)

associate your company with a Cause Related Marketing Campaign with the HERA Women's Cancer Foundation.

Become a Partner in Action and Join these Companies

Camp

Evolv

Her Sports

Petzl

Trango

PMI

Stonewear Designs

Women's Adventure

For more information contact the HERA Women's Cancer Foundation 970 948 7260 or email us at info@herafoundation.org



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Highlights



[Evolve and HERA](#)

Foot power for a cure



[Philly Roller Girls hosting East Coast Benefit](#)



[Petzl introduces the HERAbiner](#)

[Featured in Climbing Mag](#)

[HER Sports + HERA](#) team up to donate dollars to research

[Subscribe to Women's Adventure magazine](#) and support research

[Access Fund and HERA Team Up](#)

Thank you [Climbing Magazine](#), our Climb4LifeSM 2007 Media Sponsor!

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[Press Releases](#)

[Media Clips & Newsletters](#)

[Sponsorship Info](#)

Upcoming Events - Climb4Life Salt Lake City

THE MISSION

Health Empowerment Research Awareness

Research

We empower scientists to find new directions in the treatment, early detection and prevention of ovarian cancer by providing grants for "outside the box" ideas.

[Research must be Priority](#) | [New Scientific Talent](#) (OSB1 Grants)

Awareness

We are out loud empowering women, their doctors and the media with information about the disease.

[Getting the Word Out!](#) | [HERA & Awareness](#)

Initiatives

We form partnerships to stop the loss of sisters, mothers, wives, partners and girlfriends to this disease.

[Partnerships](#) | [Rural Women's Initiative](#)

Support

We empower communities to provide support by developing and funding programs for women with ovarian cancer.

[Programs](#) | [Grants Available](#)

Events

We create events that utilize climbing & sports to empower women, men and children to take control of their lives and health while raising awareness and funds for ovarian cancer.

[View Climb4Life and other events](#)



[More Sponsors](#)

2007 Events

Sponsorship Kit Become a sponsor and reach over 1000 climbers each year. Join us!



Check out our MySpace page!

[myspace.com/
heraclimb4life](http://myspace.com/heraclimb4life)

Sept. 13-16
Climb4life
[Salt Lake, UT](#)

[Partners in Action Campaign](#)

[Companies joining our Campaign](#)

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DONATE to Research!

[Make a Donation](#)

Nov. 8-11
El Potrero Chico, [Mexico](#)