



"For The Cure" Grant Seekers Guide

SPECIALIZED KOMEN INITIATIVE:

Specialized Bicycle Components is committed to addressing issues that affect women's lives and is proud to be partnered with Susan G. Komen for the Cure® to aid in the fight against breast cancer. Breast cancer is the most common type of cancer among women today, affecting one out of every eight females.

Specialized has partnered with Susan G. Komen for the Cure® by actively sponsoring "For the Cure" events as well as offering limited edition bikes and equipment with a portion of the proceeds going directly to Susan G. Komen for the Cure.

SPECIALIZED "FOR THE CURE" DEALER GRANTS PROGRAM:

The Specialized "For the Cure" Dealer Grant Program seeks to support Specialized dealers by advancing our partnership with Komen to the local/dealer level. The program has been created to help all Specialized dealers become involved with their neighboring Komen affiliate offices by providing the opportunity to participate in a 2010 Race for the Cure event that serves their community. Meanwhile these races also provide the dealer exposure to a diverse group of people that represent beginner to expert female and male riders. Attendees at these events are very interested in backing those local businesses that support breast cancer research.

Each dealer application that is awarded a grant from Specialized will receive a sponsorship package valued from \$5,000-\$15,000 that will provide the recipient the opportunity to promote their shop and Specialized's products in support of Komen to a local audience of anywhere from 2,000 – 60,000+ participants.

The Susan G. Komen Race for the Cure is the largest series of 5K runs/fitness walks in the world, with well over one million participants since 2005. These events raise significant funds and awareness for the fight against breast cancer, celebrates breast cancer survivorship, and honors those who have lost their battle with the disease. A minimum of 25 percent of the net income from each domestic Affiliate Race supports the Komen for the Cure Award and Research Grant Programs, which fund groundbreaking breast cancer research, meritorious awards and educational and scientific conferences around the world. Up to 75 percent of the net income from each

domestic Affiliate Race stays in the local community to fund breast health education and breast cancer screening and treatment projects.

KEY DATES

FTC Grant Program Launch-	November 1, 2009
Applications due to Specialized	December 31, 2009
Application review	January 1-31, 2010
Award notification	January 31, 2010
Anticipated Start	March, 2010

ELIGIBILITY

All dealer applicants must conform to the following eligibility criteria to be considered for funding under the “For the Cure” Grant Program. Eligibility requirements must be met at the time of application submission.

Dealer Applicants

- Must be an *approved* Specialized dealer and in good standing
 - Must be within a 75 mile radius of the proposed Race for the Cure event
 - **Must carry an assortment of Specialized equipment/bikes in support of Komen**
 - **1-2 bike models in the Komen colorway (Ruby Elite or Safire Comp) in three sizes**
 - **3-4 equipment items in the Komen colorway shoes, gloves, helmet, jersey or water bottle**
 - Must agree to Specialized Grant Requirements to participate (see below)
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GRANT REQUIREMENTS

- Only Specialized products can be displayed and promoted/shown at event. Other items may be shown as long as they are approved prior to the event by Specialized.
- Must be present at event with staff for promotion.
- Specialized collateral must be present in booth (catalogs, Komen brochure, etc)
- Shop must actively market and promote Specialized and the Komen Program/Initiative.
- All promotional materials will be submitted to Specialized after the event.
- Shop will provide bikes and product for the booth.
- Shop will assign a point-person to work directly with:

- a. Komen contact/event organizer -- to manage on-site logistics and set-up
 - b. Specialized contact – to assist with marketing opportunities and, Specialized deliverables (see below).
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SPECIALIZED TO PROVIDE

- 10 x 10 booth space booked at event. Note: Each event gains exposure to a minimum of 2,000 and up to 60,000+ attendees/race participants
 - Exhibitor Kit*/Logistical info
 - Kits may include: (this will vary based on event)
 - Komen Kits:
 - Exclusive Komen product line: Shoes, Helmets, Gloves
 - Catalogs/brochures
 - Specialized/Komen Banners (customizable options)
 - Limited Komen H2O bottles
 - Details of event and shop involvement promoted on Specialized website
 - 4 Komen T-shirts for staff
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FUNDING INFORMATION

Applicants that are accepted and approved will be granted participation in their community's 2010 Race For the Cure event. All monies that are owed to Komen for participation/sponsorship in the event will be covered by the Specialized grant. Incidental expenses incurred will be the dealer's responsibility. The value of the grants range in price up to \$15,000 depending upon the location of the event and the sponsorship package chosen by Specialized. Please note that Specialized does not provide grants to shops that are not an approved Specialized dealer and/or currently receiving event funding from competitors. All grants are awarded as a one time commitment, an application is needed for each additional event for each additional year and must go through the same selection process.

APPLICATION PROCESS

All applications will be evaluated by members of a review committee established for this grant. Only those applications submitted electronically will be considered. To submit an application the dealer must log on to the Specialized B2B site. Click on the Marketing Section and a link for Grants will appear. Once you click on the "For the Cure" Grant Program you will be directed to the required online application. Once the application has been received by Specialized, the applicant will be sent an email confirming a

successful submission of the application. A follow up email will be sent after the application review process to notify the sender of the status of their submission. Any inquiries regarding the application submission should be directed to the following address: Advocacy@specialized.com

Note: Dealers who wish to participate in more than one Komen Event must submit separate applications for each desired event.

CRITERIA FOR DECISION-MAKING

The following criteria will be taking into consideration in the review process:

1. Applicant meets all requirements stated under the “Grant Requirements” section.
2. Size of Race for the Cure event and shop’s ability to support and promote presence at event
3. Dealer location in regards to event.
4. Current status of shop’s standing with Specialized.
5. Responses provided in the Grant Program Application.

Thank you for your interest in participating with Specialized in support of Susan G. Komen for the cure events. We wish you luck in your wishes of becoming a strong partner for this great cause.
