



THE STEEPLECHASE DISTANCE RUN

PROGRAM DETAIL

The second annual Steeplechase Distance Run will take place on October 3, 2010. By sponsoring this popular community awareness event, ImClone Systems would help The Steeplechase Cancer Center at Somerset Medical Center to improve the lives of Central New Jersey cancer patients.

The Steeplechase Distance Run is a 25K fall marathon prep that will attract distance runners from all over the Northeast. The day's events also include a 5K run and a 1 Mile Walk. All courses run through scenic neighborhoods and landscapes providing enjoyable routes that runners of all ages and experience levels will enjoy. Participant amenities will be first class and the event courses are USATF certified. Somerset Medical Center's community health staff will be onsite to distribute educational materials and answer health-related questions.

We value the partnership that exists between ImClone Systems and The Steeplechase Cancer Center. By participating in this event, ImClone Systems would be supporting an outstanding cancer center and a valuable resource to the residents of Central New Jersey. As one of our major events, the race raises awareness for cancer and supports therapeutic cancer care for patients being treated at The Steeplechase Cancer Center.

Levels of support include:

Platinum - \$5,000

- 15 complimentary entries
- Company name and logo on all promotional materials, including website with link to sponsor's site
- Sponsorship of the Start Line or Finish Line
- Platinum Sponsor recognition on signage, T-shirt and sponsor board on event day
- Platinum Sponsor recognition in select announcements throughout the day
- Opportunity to provide a participant gift in tote bag
- Sponsor table

Gold - \$2,500

- 8 complimentary entries
- Company logo on event T-shirt
- Gold Sponsor recognition on signage and sponsor board on event day
- Gold Sponsor recognition in select announcements throughout the day
- Opportunity to provide a participant gift in tote bag
- Sponsor table