



# Saturday, June 8th 2024

## HCB2's 12th Annual Boxer Brief 5K

### City Stadium (Home of the Richmond Kickers)

### Help Prevent and Defeat Colorectal Cancer in Virginia



#### Our Inspiration

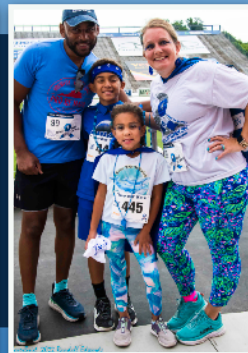
When Rich Conklin was diagnosed with colon cancer at age 41, "It just didn't make sense," says Melinda Conklin. Colon cancer screenings weren't even recommended until age 50. "A colonoscopy at age 30 would have saved his life, but we didn't think it was necessary."

"After Rich passed, I was extremely passionate about talking about his cancer and how important it is to be screened, all in the effort to save lives," says Melinda. "I found out quickly that there were no colon cancer awareness initiatives here in Richmond, Virginia, and I felt like I could help change that." In 2012, **Hitting Cancer Below The Belt (HCB2)** was created as a 501(c)3 to raise awareness and funds for cancer prevention, early detection services, and to provide healing for survivors, caregivers and loved ones.

#### Run to Save Buns

Our signature event is the **Boxer Brief 5K**, which encourages runners and walkers to dress their bum and come to run in an effort to bring education and services to our community with the mission to defeat our country's second cancer killer. Colorectal cancer is preventable, beatable, and treatable especially if caught in the early stages.

Come partner with HCB2 and be a part of Virginia's largest colorectal cancer prevention community event! There are many ways to get involved. Feel free to contact [info@HCB2.org](mailto:info@HCB2.org) by **April 30, 2024** to discuss how we can work together to save lives and secure your sponsorship level!



#### Sponsorship Levels

Partner	\$6,000
T-Shirt	\$4,000
Race	\$3,000
Start Line	\$2,000
High School	\$1,500
Kid's Dash	\$1,500
Games	\$1,000
Water	\$500

See next page for more sponsorship details.

## HCB2 Boxer Brief 5K Sponsorship Levels

	Partner \$6,000	T-Shirt \$4,000	Race \$3,000	Start Line \$2,000	High School \$1,500	Kid's Dash \$1,500	Games \$1,000	Water \$500
Logo on HCB2 Website	•							
Speaker - At Race Start	•							
Speaker - At Awards		•						
Start 5K Race				•				
Race Bib Logo	•							
Race Towel Logo	•	•						
Table & Tent	•	•	•					
Race T-Shirt Logo*	•	•	•					
Race Day Signage	•	•	•	•				
Free Race Participants	8	6	4	2	1	1		
Logo on Registration Site	•	•	•	•	•	•	•	•
Race Day Announcement	•	•	•	•	•	•	•	•
Social Media Posts	3	2	2	1	1	1	1	1
Start Caped Colon Crusader Kid's Dash						•		
Start Line Access				•				
Game Area Access							•	
Pre-Race Day Pickup Access					•			
Water Stop Access								•

\*T-Shirt Sponsor (\$4,000) receives largest logo on back of t-shirt.

**Be a Sponsor!** Contact [info@hcb2.org](mailto:info@hcb2.org), call 804-334-0575 or visit [hcb2.org](http://hcb2.org)

