

SPONSORSHIP PROPOSAL



Celebrating the 14th Annual



5k 02/25/2017
Milton, GA

A Certified 5K Peachtree Road Race Qualifier

The Lyric Welch Fund The Keira Grace Foundation The Colton Lee Norrell Fund

Alumni: Kyle Barry Fund The Pray for Trey Fund Justin Gaudineer Fund Matthew Thabadeau Fund

In Memory of Alexander Doyle

Race Coordinators:

Ginger McGee (770) 664-0088

Courtney Spriggs

www.jogforacause5k.com

Background

In 2004, the first annual Jog for a Cause was held to benefit children suffering from childhood cancer. We are now celebrating our thirteenth year and continue to grow more every year. We anticipate 500+ runners for the upcoming race.



Event

The metropolitan Atlanta area has a significant population of runners, both serious and occasional, as evidenced by the popular Peachtree Road Race and the existence of many running clubs in the area. The 5K distance is certified by USATF and times may be used to qualify for the Peachtree Road Race.

Purpose

The purpose of this race is not only to raise money for carefully selected charities, but also to raise awareness to an often overlooked part of our population the 1 in every 300 children who are diagnosed with cancer. Childhood cancer kills more children than AIDS, Cystic Fibrosis, Asthma and Muscular Dystrophy combined. The fight against childhood cancer continues to lag behind treatment for other cancers due to under-funding. It is Jog for a Cause's mission to help improve the current survival rate until one day a cure can be found. Since the inception of the race, we have donated over \$293,500 to benefit children with cancer.

Volunteers

The race is organized and coordinated by volunteers including the founder, whose close friend lost his young daughter to Leukemia; a mom whose daughter was diagnosed with Neuroblastoma; and other volunteers who have friends with children with cancer. Combined with their families, Jog For a Cause depends on many volunteers throughout the community to make this race a success.



Charities

Jog for a Cause supports numerous local charities throughout the year, through financial donations and hundreds of volunteer hours. Proceeds from this year's

The Lyric Welch Fund

Lyric is a beautiful vivacious child, she was born with Down Syndrome on 04/22/14. Her parents say she has truly completed their family of four and she has taught us all what true unconditional love is. Lyric recently has some blood work that came back abnormal. After seeing some specialists and running additional test she was diagnosed with AML Leukemia. She is scheduled to be admitted into the Aflac Cancer Center at Scottish Rite on November 2nd where she will be staying approximately 4-6 weeks to start her first round of Chemotherapy. Her parents are asking for your thoughts and prayers and positive energy to help Lyric win her battle with cancer.



The Colton Lee Norrell Fund



Colton is 7 months old and was diagnosed when he was only 11 weeks old with an immature teratoma brain tumor. Colton had 4 rounds of Chemotherapy hoping to shrink the tumor before his doctors could operate to try to remove it. In September of 2015, doctors performed a very risky 10 hour surgery on the then 5 ½ month old. They were able to remove 75% (1 lb.) of the tumor. Approximately 25% of tumor remains on his brain stem. Colton will have two more rounds of chemotherapy to try to shrink the mass, at which time the doctors will attempt to remove the rest of the tumor that has shifted over. However there will still be some tumor on his brain stem that they will not be able to reach. Colton and his family are fighting very hard to win this difficult and painful battle.

The Keira Grace Foundation

The Keira Grace Foundation was formed in January, 2004 by Drs. Michael and Eileen Lauzardo after the death of their daughter, Keira Grace, from Leukemia. A partnership has been developed between this foundation and the pediatric oncology departments of the University of Florida and the National Pediatric Hospital in Santo Domingo, Dominican Republic. The goals of this partnership include raising funds to build treatment facilities, improving medical training, and increasing the access of Dominican families and their children to all the support necessary to diagnose and treat childhood cancers. For more information on The Keira Grace Foundation, visit www.keiragracefoundation.com.



Levels of Sponsorship

Sponsors are provided promotional opportunities corresponding to their level of sponsorship. Sponsors may contribute cash or in-kind products and services, or a combination thereof, such as media coverage, food, water, printed materials, etc. The types of publicity exposure available to our sponsors is dependent on the sponsorship level.

Title Sponsorship – \$10,000 and above

- ◆ Category exclusive sponsorship (i.e., the only car dealership, only bank, only radio station, etc.)
- ◆ Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship.
- ◆ Company name and logo will appear on the race website.
- ◆ Company name and logo will appear on both the starting line banner and at the finish line.
- ◆ Company name and logo will appear on the race entry forms which are distributed at other races, sport shoe stores and placed as ads in several running magazines and sports publications.
- ◆ 30 runners from your organization may participate at no charge.
- ◆ A table will be available to distribute promotional material at the race, if requested in advance.
- ◆ Company banner may be displayed at the race festivities in a prime location on the morning of the race.

Platinum Level Sponsorship – \$5,000 - \$9,999

- ◆ Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship.
- ◆ Company name and logo will appear at the finish line, listed by level of sponsorship.
- ◆ Company name and logo will appear on the race website.
- ◆ 20 runners from your organization may participate at no charge.
- ◆ A table will be available to display promotional material at the race to runners, if requested in advance.

Gold Level Sponsorship – \$2,500 - \$4,499

- ◆ Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship.
- ◆ Company name and logo will appear at the finish line, listed by level of sponsorship.
- ◆ Company name and logo will appear on the race website.
- ◆ 10 runners from your organization may participate at no charge.
- ◆ A table will be available to display promotional material at the race to runners, if requested in advance.

Silver Level Sponsorship – \$1,000 - \$2,499

- ◆ Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship.
- ◆ Company name and logo will appear on the race website.
- ◆ 5 runners from your organization may participate at no charge.
- ◆ A table will be available to display promotional material at the race to runners, if requested in advance.

Bronze Level Sponsorship – \$500 - \$999

- ◆ Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship.
- ◆ Company name and logo will appear on the race website.
- ◆ A table will be available to display promotional material at the race to runners, if requested in advance.

In order to make publication deadlines, Sponsors should respond by February 3rd 2017.

**Jog for a Cause
for Childhood Cancer
5K/1-Mile Fun Run - February 25th 2017
a Peachtree Road Race Qualifier**

Sponsorship Acceptance Form

My Company would like to support the Jog for a Cause 5K as a:

- _____ TITLE Sponsor (\$10,000 and above)
- _____ PLATINUM Sponsor (\$5,000 - \$9,999)
- _____ GOLD Sponsor (\$2,500 - \$4,999)
- _____ SILVER Sponsor (\$1,000 - \$2,499)
- _____ BRONZE Sponsor (\$500 - \$999)

Enclosed is a check for \$ _____. Please make your check payable to: Alpharetta Optimist Club.

OR

_____ We would like to donate products and/or services valued at the comparable cash donation.

Contact: _____

Company Name: _____

Address: _____

Telephone: _____

Email Address: _____

Contact for Logo: _____

Telephone: _____

Please mail this form to:
Jog for a Cause
c/o Ginger McGee
North Point Pediatrics
11975 Morris Road, Suite 210
Alpharetta, GA 30005

For More Info Contact Ginger McGee at (770) 664- 0088