



June 24, 2017

21st Annual Sickle Cell 5k Run/Walk

June 24, 2017



Sponsor Opportunity Packet



AN ESTABLISHED EVENT - AN IMPORTANT CAUSE

The Annual Sickle Cell 5K Walk/Run continues to be one of the oldest charity fundraising walk events in Central Indiana. We would like you to be a part of this year's **21th Annual** Sickle Cell 5K Walk/Run on June 24, 2017 at Riverside Park in Indianapolis.

Martin Center Sickle Cell Initiative (MCSCI) exists to aid and enhance the lives of those affected by Sickle Cell and associated disorders by providing supportive services, education and advocacy. We are reaching out to you in search of support for the upcoming walk and the very important work that we do to combat the impact of Sickle Cell Disease ("SCD") on hundreds of local individuals and their families. There is no widely available cure for SCD. We cannot do anything to stop the harsh physical pain of SCD but we are doing our best to stop the psychosocial types of pain that it causes by providing supportive services to those who must live with the disease. You can help us stop some of the pain by supporting the 21st Annual Sickle Cell 5K Walk/Run!

Proceeds from annual walk will support MCSCI's ability to address some of the health and social needs caused by Sickle Cell Disease. We do this by providing quality programs and services to Sickle Cell clients and their families. These services include a support group, direct emergency financial assistance, transportation assistance, a food pantry and general client education and follow-up services. We also promote education and awareness in our community by participating in health fairs and by providing community presentations, school presentations, our informative website and social media. Getting the word out about SCD is crucial to eradicate it once and for all but it does not stop the pain for those who already have it!

Last year, over 450 participants helped to make the event highly successful and all were very impressed with the organization of the event and the fellowship that it fostered. The sponsors involved with last year's event were able to share in the success and they received much gratitude for doing so. This year, the annual Sickle Cell 5K Walk/Run will continue to build upon its unique legacy and you have the opportunity to join us. Your participation will not only help support MCSCI's mission, it will also show the community that you care deeply about its well-being.

MCSCI's vision as we move towards the future is to provide more support to our clients and community. This support will include increased access to psychosocial counseling, job training assistance, entrepreneurship training, increased financial assistance levels, genetic counseling and medical provider education. We have a lot of work to do to be able to provide this increased support and the 21st Annual Sickle Cell 5K Walk/Run is one of the ways that you can help MCSCI fund these efforts. Won't you help us stop some of the pain of SCD for Malaya and the hundreds of others affected by SCD by supporting this crucial event?

Thank you for your support,

Gary A. Gibson
President/CEO

WHAT TO EXPECT - YOUR RETURN ON INVESTMENT

Sponsors always hope that their support leads to long term dividends in the form of recognition and sales. As an event grows, it presents greater opportunities for sponsors to realize greater rewards for the dollars that they invest. Sponsors often see that the tradition of an event itself can help to increase community interest. Increased community interest leads to increased participation which, in turn, leads to increased exposure for the sponsor. This event has been successful for 20 years so we can make valid predictions about our audience. While it is difficult to predict the exact number in attendance, we know that it is highly likely for this event to see anywhere from 400-500 participants. This and other provisions offer key indicators that we can use to ensure the success of this event for both the cause and the sponsors.

- Demographic research shows a typical race (of this distance) in Indianapolis typically will average around 300. Spectators and volunteers will typically nearly double the size.
- Extensive marketing with key businesses, civic organizations and groups in the running community. This includes the utilization of many different mediums.
- The group list will also include key distinguished companies known to the Indiana running community.
 - *Companies directly linked to in the running community include: The Runner's Forum, Indy Runners, and the DINO series.*
- Promotion through social networking mediums, including Facebook and Twitter.
- Direct mail, and emails to potential participants numbering in the thousands.
- Partnership with other regional races for direct advertisement.
- Press releases to key area newspapers including the Indy Star and other area papers.
- Live remote recognition (*pending the sponsorship involvement level)

BENEFIT DESCRIPTION DETAILS

Each sponsor involved and partnered with 21st Annual Sickle Cell 5K Walk/Run will reap the benefits of a specialized and highly tangible agreement. Contracts can be created to employ specific marketing plans for the sponsors and describe what the estimated exposure to these gains and any residual benefits will be. We believe in achieving and sharing success in this partnership. Each and every agreement will be openly negotiated and agreed upon to achieve optimal value for all sides. The benefit descriptions listed herein, although guidelines, are not the final contract offer for each sponsorship level.

EVENT SPONSOR LEVELS: Each level containing specific guidelines also contains flexibility. The only stipulation to this flexibility is crossing sponsorship level boundaries and including other exclusive features to another level.





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Sponsorship Level	Sponsorship Features
<p>Title Sponsor \$10,000 and above</p> <p>(Includes all items listed in lower sponsorship levels)</p>	<ul style="list-style-type: none"> • Title sponsor's name and logo will be listed on all event registration forms and in advertisements, press releases, interviews, and announcements. • Title sponsor will receive largest logo space and the most visual exposure before, during and after the event. • Title sponsor's name and logo will be prominently featured in all social media mentions of the event. • Title sponsor's name and logo will receive largest logo space on event t-shirts. • Title sponsor's name and logo will be placed on yard sign near the event registration area and will be placed as mile markers on the event course. • Title sponsor's representative will have the opportunity to speak during pre-event and post-event activities. • Title sponsor will be allotted twenty (20) event entrants/participants.
<p>Platinum Sponsor \$5,000 and above</p> <p>(Includes all items listed in lower sponsorship levels)</p>	<ul style="list-style-type: none"> • Platinum sponsor's name and logo will be listed in select advertisements, press releases, interviews, and announcements. • Platinum sponsor will receive large logo space and visual exposure before, during and after the event. • Platinum sponsor's name and logo will be featured in select social media mentions of the event. • Platinum sponsor's name and logo will receive large logo space on event t-shirts. • Platinum sponsor's name and logo will be placed on yard signs near the event registration site. • Platinum sponsor will be allotted ten (10) event entrants/participants.
<p>Gold Sponsor \$2,500 and above</p> <p>(Includes all items listed in lower sponsorship levels)</p>	<ul style="list-style-type: none"> • Gold sponsor's name and logo will be listed in select advertisements, press releases, interviews, and announcements. • Gold sponsor will receive medium logo space and visual exposure during the event. • Gold sponsor's name and logo will be featured in select social media mentions of the event. • Gold sponsor's name and logo will receive small logo space on event t-shirts. • Gold sponsor's name and logo will be placed on yard signs near the event registration site. • Gold sponsor will be allotted eight (8) event entrants/participants.
<p>Silver Sponsor \$1,000 and above</p> <p>(Includes all items listed in lower sponsorship levels)</p>	<ul style="list-style-type: none"> • Silver sponsor's name and logo will receive small logo space on event t-shirts. • Silver sponsor's name and logo will be placed on yard signs near the event registration site. • Silver sponsor will be allotted eight (8) entrants/participants. • Silver sponsor is allotted one (1) six foot exhibit table at no charge.
<p>Bronze Sponsor \$500 and above</p>	<ul style="list-style-type: none"> • Bronze sponsor's name will be listed on event t-shirts. • Bronze sponsor will be allotted four (4) entrants/participants.



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Sponsor Application

Sponsor Name:		
Contact Person:		
Email Address:	Phone:	
Mailing Address:		
City:	State:	Zip:

Yes, we would like to be a Sponsor of the 21st Annual Sickle Cell 5K Walk/Run:
(Please check applicable box below)

- Title Sponsor** **\$10,000 and above**
- Platinum Sponsor \$5,000 or above
- Gold Sponsor \$2,500 or above
- Silver Sponsor \$1,000 or above
- Bronze Sponsor \$500 or above

We are unable to Sponsor the event. Please accept our donation of: _____

I/We would like to organize a Team/Volunteer Team for the 21st Annual Sickle Cell 5K Walk/Run.

Contact Name: _____ Email Address _____

Phone: _____

Walk/Run Team

Volunteer Team

Please return form with payment to:

Martin Center Sickle Cell Initiative
Attn: Ariel Su
3549 N. College Ave.
Indianapolis, IN 46205

For questions please contact Ariel Su at asu@themartincenter.org or 317-927-5158 x107





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Exhibitor Application

Exhibitor Name:		
Contact Person:		
Email Address:	Phone:	
Mailing Address:		
City:	State:	Zip:

Yes, we would like to be an exhibitor at the 21st Annual Sickle Cell 5K Walk/Run
(Please check applicable box below)

Type of Organization:

- For Profit: Exhibit fee:
 One six foot table - \$250.00
- Not-for-Profit Exhibit fee:
 One six foot table - No Charge

NOTE: Exhibiting at the 21st Annual Sickle Cell 5K Walk/Run is an opportunity to showcase your organization's products and services and to network with walk attendees. Exhibitors will not be permitted to disseminate promotional materials on the walk course, starting line or finish line. All promotional activities will be limited to the exhibitors' area. Exhibiting does not imply endorsement by Martin Center Sickle Cell Initiative. Thank you for your cooperation.

Please return this form with payment to:

**Martin Center Sickle Cell Initiative
Attn: Ariel Su
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