

# Run for our Sons

## Corporate Sponsorship Opportunity Packet

### About Run For Our Sons

In 2005, Parent Project Muscular Dystrophy (PPMD) organized the first Run For Our Sons team. Today, Run For Our Sons has become a major fundraising and awareness program for PPMD, with teams competing in some of the country's most prestigious marathons and raising nearly \$5 million dollars.

With growing visibility, including countless spectators at each race combined with television and internet coverage, your sponsorship of the Run For Our Sons teams offers great PR for your company. It connects your image with these inspirational runners, who are literally taking steps – thousands of steps – toward finding a cure for Duchenne.

Our dedicated runners go the distance for Duchenne in marathons and other organized races across the country to help raise awareness and money for a cure. They run for the child in their life that can't. They run to end Duchenne.

### What is Duchenne?

Duchenne is the most common fatal genetic disorder diagnosed during early childhood. A progressive muscle disorder that causes loss of muscle function and independence, Duchenne affects approximately one out of every 3,500 boys and 20,000 babies born each year worldwide.

Duchenne knows no boundaries, touching all races and cultures. To date, there is no cure or treatment to stop the progression of Duchenne, and young men with Duchenne typically live only into their twenties.



### About Parent Project Muscular Dystrophy

Parent Project Muscular Dystrophy (PPMD) is the largest nonprofit organization in the United States focused entirely on Duchenne muscular dystrophy. Since 1994, PPMD has improved the treatment, quality of life, and long-term outlook for all individuals affected by Duchenne through research, advocacy, education, and compassion.

The name of the organization reflects our grassroots origins, parent-led focus, and passion, and PPMD is now a name recognized around the world as the leader in the Duchenne community. We hold the highest ethical standards and consistently receive high marks from watchdog organizations.

**GOING THE DISTANCE TO END DUCHENNE**

## Sponsorship Opportunities— Benefits will support all of our partnering marathons nationwide!

### Star Sponsor \$20,000

Benefits of this level include:

- Company name and/or logo on the sleeve of each runner's technical shirt which will be seen by HUNDREDS of THOUSANDS nationwide!
- Company name and/or logo on each of the yard signs used for the families to cheer with at the marathon. Will be seen by thousands!
- Company name and/or logo on a cinch bag that each runner will receive
- Company name and/or logo on ALL team materials sent to all runners
- Company logo on ALL the marathon websites as the Star Sponsor
- Co-branded logo on each of the Incentive Prizes provided to the runners
- Signage at the participating expo's which will be seen by THOUSANDS!
- Mentioned in any national press releases
- Spotlight in the PPM D newsletter (distribution list of 10,000+)
- Facebook and Twitter promotions and announcements
- Spotlight in runner update emails

### Hospitality Tent Sponsor \$10,000

This sponsorship levels helps provide a tent in charity village or other comparable finish line area for the runners to meet up prior to the race return after the race to meet with family and friends, relax and enjoy refreshments

Benefits of this level include:

- Company name and/or logo on each of the yard signs used for the families to cheer with at the marathon. Will be seen by thousands!
- Company name and/or logo on a cinch bag that each runner will receive
- Company name and/or logo on our Hospitality Tent banner seen by all marathon runners at the finish!
- Company name and/or logo on the website as the Hospitality Tent Sponsor
- Facebook and Twitter promotions and announcements
- Spotlight in the PPM D newsletter (distribution list of 10,000+)
- Spotlight in runner update emails

### Pasta Dinner Sponsor \$5,000

This sponsorship level is crucial for all runners. It is the most attended function next to the actual marathon. The running team, their family and friends attend a pasta dinner the night before the marathon to 'carb-up'.

Benefits of this level include:

- Company name and/or logo on each of the yard signs used for the families to cheer with at the marathon. Will be seen by thousands!
- Company name and/or logo on the website as the Pasta Dinner Sponsor
- Signage at the actual Pasta Dinner and announcements during the speech section thanking your organization
- Company name and/or logo on our Pasta Dinner banner
- Spotlight in runner update emails

### Cheer Station Sponsor \$2,500

This level will help provide refreshments, cheer materials, signage and unity for the families and friends cheering on our running team.

Benefits of this level include:

- Company name and/or logo on the website as a Cheer Station Sponsor
- Company name and/or logo on each of the yard signs used for the families to cheer with at the marathon. Will be seen by thousands!
- Spotlight in runner update emails

## Marathon Specific Sponsorship Opportunities

### Community Outreach Sponsor \$1,000

This level provides the funding for race by race marketing and outreach materials.

Benefits of this level include:

- Choosing which race you would like your sponsorship to benefit
- Company name and/or logo on all printed materials used for promotion in community, expo, magazines, etc.
- Company name on website as Community Outreach Sponsor
- Company name and/or logo included on race specific runner updates

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# Sponsorship Agreement



## Contact Information

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Sponsorship Level: (please check gift level)

Star: \$20,000

Cheer Station: \$2,500

Hospitality Tent Sponsor: \$10,000

Community Outreach: \$1,000

Pasta Dinner: \$5,000

(please circle the marathon to benefit below)

## Depending on the date of sponsorship activation, your benefits will extend to the following marathons:

- The Million Dollar Bike Ride – Philadelphia, PA – May 3, 2014
- Cincinnati Flying Pig Marathon – Cincinnati, OH – May 4, 2014
- DICK'S Sporting Goods Pittsburgh Marathon – Pittsburgh, PA – May 4, 2014
- Kaiser Permanente Colfax Marathon – Denver, CO – May 18, 2014
- Rite-Aid Cleveland Marathon – Cleveland, OH – May 18, 2014
- Rock 'n' Roll Seattle Marathon & Half Marathon – Seattle, WA – June 21, 2014
- San Francisco Marathon – San Francisco, CA – July 27, 2014
- Disneyland Half Marathon Weekend – Anaheim, CA – August 29-31, 2014
- Bank of America Chicago Marathon – Chicago, IL – October 12, 2014
- GoodLife Fitness Run Victoria Marathon – Victoria, British Columbia – October 12, 2014
- Under Armour Baltimore Running Festival – Baltimore, MD – October 18, 2014
- TCS New York City Marathon – New York, NY – November 2, 2014
- Avengers Super Heroes Half Marathon Weekend – Anaheim, CA – November 15-16, 2014
- Walt Disney World Marathon Weekend – Orlando, FL – January 8-11, 2015
- Chevron Houston Marathon – Houston, TX – January 18, 2015
- Rock 'n' Roll New Orleans Marathon – New Orleans, LA – January 25, 2015

For the most up to date list, visit [RunForOurSons.org](http://RunForOurSons.org).

## Please mail this information sheet along with your check to:

Parent Project Muscular Dystrophy  
401 Hackensack Avenue, 9th Floor  
Hackensack, NJ 07601  
800-714-5437

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