

PURPLE POLKA DOT RACE 5K RUN/WALK & FAMILY FUN RUN

AUGUST 12, 2018

STONY CREEK METROPARK – EASTWOOD BEACH

Sponsor Timeline:

- **April 6th, 2018:** Respond to purplepolkadotrace@gmail.com or 267-738-2161 if you would like to have your logo included on our volunteer shirts
- **July 13th, 2018:** Deadline for sponsors to be included on the runner shirts.
- **August 1st, 2018:** Raffle items/in-kind donations due. Contact purplepolkadotrace@gmail.com by 8/1/18 to have your item included!
 - Donations for raffle items are highlighted on our social media pages and recognized on our day of race thank you board!



There's a way for everyone to join in on the action!



Dear Friend and Supporter:

Did you know:

- 1 in 10 newborns are diagnosed with a vascular birthmark each year.
- 90% of those birthmarks will disappear by age 2.
- The remaining 10% will have a vascular birthmark significant enough to require the opinion of a medical specialist.
- Through the resources provided by the **Vascular Birthmarks Foundation** (VBF), over 100,000 children and adults with vascular birthmarks have received medical attention.

Since its inception in 1994, the VBF has grown to be the leading not-for-profit in the world for providing informational resources to families affected by vascular birthmarks. The VBF sponsors a medical conference every year that focuses on educating physicians and families about the latest information in diagnosing and managing vascular lesions. Patients and their families are also able to meet with a team of world-renowned experts and obtain an accurate diagnosis and treatment plan.

Our 2017 event included over 300 local participants, runners/walkers from 16 different states and gathered an international audience in Canada and Australia! As a result we raised well over \$20,000 for the VBF, which helped at least 40 families attend the annual conference in Irvine, CA.

My daughter, Meghana, received a confirmation diagnosis of a port wine stain on the right side of her face by one of the expert VBF physicians. They were able to connect us with a highly skilled medical team at the University of Michigan where she is currently receiving ongoing laser treatments. The Purple Polka Dot Race is named after the purplish polka dots temporarily marking her face following her laser treatments.

Because of your prominence in our community, I am writing to request your participation as a sponsor in our 2018 fundraising and awareness building event: **The 3rd Annual Purple Polka Dot 5K Run/Walk with Family Fun Run** on August 12th at Stony Creek Metropark in Shelby Twp, MI. Your company would be associated with an international organization, VBF, with a growing local presence dedicated to helping children with birthmarks and giving hope to adults with a vascular birthmark.

I have attached a description of the benefits associated with each sponsorship level. We are counting on your support and will be following up with you as we plan August's event. To confirm sponsorship or to discuss this opportunity in greater detail, please feel free to contact me, Jody Lee at purplepolkadotrace@gmail.com or 267-738-2161.

Wishing you polka dot thoughts
Jody & Meghana Lee

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SPONSOR LEVELS

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PURPLE SPONSOR (\$1000+)

- LOGO/NAME ON SOCIAL MEDIA PAGES/WEBSITE
- LOGO/NAME ON FLYERS
- LOGO/NAME ON T-SHIRTS
- 2 FREE RACE ENTRIES
- TABLE/TENT AT RACE
- CREDIT/NAMES IN PRESS RELEASE FROM VBF

EVENT SPONSOR (\$2000+)

- COMPANY SPOTLIGHT ON SOCIAL MEDIA PAGE/WEBSITE
- LOGO/NAME ON ALL MARKETING MATERIALS
- LOGO/NAME ON T-SHIRTS
- 3 FREE RACE ENTRIES
- TABLE/TENT AT RACE
- CREDIT/NAMES IN PRESS RELEASE FROM VBF
- LIVE THANK YOU AT RACE!

GOLD SPONSOR (\$750)

- LOGO/NAME ON FLYERS
- LOGO/NAME ON T-SHIRTS
- LOGO/NAME ON WEBSITE
- TABLE/TENT AT RACE
- 1 FREE RACE ENTRY
- CREDIT/NAMES IN PRESS RELEASE FROM VBF

FOOD SPONSOR

- MONETARY OR IN-KIND DONATIONS ACCEPTED
- LOGO/NAME ON FOOD TABLE SIGNS
- LOGO/NAME ON WEBSITE
- LOGO/NAME ON T-SHIRTS
- CREDIT/NAMES IN PRESS RELEASE FROM VBF

SILVER SPONSOR (\$500)

- LOGO/NAME ON FLYERS
- LOGO/NAME ON T-SHIRTS
- LOGO/NAME ON WEBSITE
- CREDIT/NAME IN PRESS RELEASE FROM VBF

BRONZE SPONSOR (\$350)

- LOGO/NAME ON T-SHIRTS
- LOGO/NAME ON WEBSITE
- CREDIT/NAME IN PRESS RELEASE FROM VBF



www.birthmark.org

VBF is a fully approved not-for-profit. Your donation is tax deductible. In accordance with IRS guidelines for charitable contributions, your donation was not in exchange for goods or services. We thank you! Federal Tax ID 16-1515227