

**PURPLE POLKA DOT RACE 5K/10K RUN/WALK & FAMILY FUN RUN**  
AUGUST 9, 2020  
STONY CREEK METROPARK – EASTWOOD BEACH

**Sponsor Timeline:**

- **April 3<sup>rd</sup>, 2020:** Respond to [purplepolkadotrace@gmail.com](mailto:purplepolkadotrace@gmail.com) or 267-738-2161 if you would like to have your logo included on our volunteer shirts
- **July 10<sup>th</sup>, 2020:** Deadline for sponsors to be included on the runner shirts.
- **August 1<sup>st</sup>, 2020:** Raffle items/in-kind donations due. Contact [purplepolkadotrace@gmail.com](mailto:purplepolkadotrace@gmail.com) 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 hosts 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.

In 2019 our event added a new option for our local and virtual participants – the TEAM OPTION! This encouraged runners and walkers to not only participate with their friends and family but the team with the most athletes had an extra \$500 donation made to VBF **in their name!** Dr. Linda Rozell-Shannon, the president of the VBF, was again in attendance, which allowed families to have an expert offer advice and guidance at the race. Over the past 4 years, our team has raised over \$60,000 for the VBF and we are motivated to keep going!

My 5 year old 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, since 2015. 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 2020 fundraising and awareness building event: **The 5<sup>th</sup> Annual Purple Polka Dot 5K/10K Run/Walk with Family Fun Run** on August 9<sup>th</sup> 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](mailto:purplepolkadotrace@gmail.com) or 267-738-2161.

Wishing you polka dot thoughts  
Jody & Meghana Lee

# PURPLE POLKA DOT RACE 5K/10K RUN/WALK & FAMILY FUN RUN

## SPONSOR LEVELS

AUGUST 9, 2020 STONY CREEK METROPARK – EASTWOOD BEACH



### PURPLE SPONSOR

**(\$800+)**

- 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

**(\$1500+)**

- 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 (\$650)

- 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](http://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*