

SPONSORSHIP LEVELS  
15<sup>th</sup> Anniversary Run for the Rose  
Sunday, April 2, 2017  
Goal: \$620,000

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**\$40,000 – Presenting Sponsor**

*(Corporate & Individual Sponsors Only)*

- Receives all benefits listed for Rose Garden
- Name listed jointly with Dr. Marnie Rose Foundation on all marketing collateral
- Shares in all media opportunities
- 40 complimentary runners/walkers

**\$20,000 – Rose Garden**

- Receives all benefits listed for Rose
- Acknowledged in media coverage with opportunity for corporate spokesperson to be included in publicity interviews and photos
- Speaking opportunities at Run for the Rose pre- or post-race program and Foundation events
- 36 complimentary runners/walkers

**\$10,000 – Rose**

- Receives all benefits listed for Rose Bud
- Opportunity for introduction at Run for the Rose post-race program and Foundation events
- Prominent billing on all marketing collateral
- 20 complimentary runners/walkers

**\$5,000 – Rose Bud**

- Receives all benefits listed for Petal
- 12 complimentary runners/walkers

**\$2,500 – Petal**

- Receives all benefits listed for Stem
- Name/**Logo\*** on marketing collateral including race poster
- Name/Logo on race website with hyperlink to your website
- Table available for display of materials/products at post-race party (*\$2,000 minimum*)
- 6 complimentary runners/walkers

**\$1,500 – Stem**

- Receives all benefits listed for Seedling
- Name on marketing collateral including t-shirt (*\$1,500 minimum*)
- 4 complimentary runners/walkers

**\$1,000 – Seedling**

- Receives all benefits listed for Green Thumb
- Name on marketing collateral including race brochure and post-race signage
- VIP invitation to Foundation events
- 3 complimentary runners/walkers

**\$500 – Green Thumb**

- Name on race website with hyperlink to your website
- Name listed on marketing collateral in participant race day packet
- 2 complimentary runners/walkers

**\*Logo: Email by January 6 – Vector Format as PDF, EPS, or AI**

EPS: Encapsulated PostScript; AI: Adobe Illustrator Artwork

## ADDITIONAL SPONSORSHIP LEVELS

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### **\$20,000 – T-Shirt Sponsor**

*(One opportunity for Corporate or Individual Sponsor)*

- Logo on sleeve of 2017 Run for the Rose commemorative t-shirt
- Acknowledged in media coverage with opportunity for corporate spokesperson to be included in publicity interviews and photos
- Speaking opportunities at Run for the Rose pre- or post-race program and Foundation events
- Prominent billing on all marketing collateral
- 36 complimentary runners/walkers

### **\$10,000 – Children’s Area Sponsor** *(One opportunity for Corporate or Individual Sponsor)*

- Signage and recognition as (your company name) Children’s Area Sponsor
- Opportunity for introduction at Run for the Rose post-race program and Foundation events
- Prominent billing on all marketing collateral
- 20 complimentary runners/walkers

*2016 Sponsor: Children’s Memorial Hermann Hospital (right of first refusal for 2017)*

### **\$7,500 each – Family 1K Sponsor; “Hero” Area Sponsor; Inflatable Brain Sponsor; Survivor Tent Sponsor**

*(Four separate opportunities for Corporate or Individual Sponsor)*

- Signage and recognition as (your company name) Family 1K Sponsor including introduction prior to 1K; or
- Signage and recognition as (your company name) “Hero” Area Sponsor; or
- Signage and recognition as (your company name) AmeriBrain (Inflatable Brain) Sponsor; or
- Signage and recognition as (your company name) Survivor Tent Sponsor
- Opportunity for introduction at Run for the Rose post-race program
- 16 complimentary runners/walkers

*2016 Sponsors: VIP Pediatrics; HCSS; Mischer Neuroscience Institute; MD Anderson Cancer Center (right of first refusal for 2017)*

### **\$5,000 – Award/VIP Bag Sponsor** *(One opportunity for Corporate or Individual Sponsor)*

- Signage and recognition as (your company name) Award/VIP Bag Sponsor including Logo on the bag
- 12 complimentary runners/walkers

### **\$2,500 – Survivor Stroll Sponsor** *(One opportunity for Corporate or Individual Sponsor)*

- Signage and recognition as (your company name) Survivor Stroll Sponsor including Logo on the Hero hat
- 6 complimentary runners/walkers

### **\$2,000 each – Water Station Sponsors** *(Four separate opportunities for Corporate or Individual Sponsor)*

- Signage and recognition as (your company name) Water Station Sponsor in **four individual locations**: Start Line, Finish Line, Mile 1, Mile 2
- 5 complimentary runners/walkers

*2016 Sponsor: Randalls (right of first refusal for 2017)*

### **Levels Listed Above Receive:**

- Name/Logo on marketing collateral including brochure, t-shirt, post-race signage, poster (*\$2,500 minimum*)
- Name/Logo on race website with hyperlink to your website
- Table available for display of materials/products at post-race party
- VIP invitation to Foundation events

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**Yes, we will participate as a Run for the Rose sponsor:**

- |                          |                 |                    |                          |                     |                         |
|--------------------------|-----------------|--------------------|--------------------------|---------------------|-------------------------|
| <input type="checkbox"/> | <b>\$40,000</b> | Presenting Sponsor | <input type="checkbox"/> | <b>\$20,000</b>     | T-Shirt Sponsor         |
| <input type="checkbox"/> | <b>\$20,000</b> | Rose Garden        | <input type="checkbox"/> | <b>\$10,000</b>     | Children's Area Sponsor |
| <input type="checkbox"/> | <b>\$10,000</b> | Rose               | <input type="checkbox"/> | <b>\$7,500</b>      | Family 1K Sponsor       |
| <input type="checkbox"/> | <b>\$5,000</b>  | Rose Bud           | <input type="checkbox"/> | <b>\$7,500</b>      | "Hero" Area Sponsor     |
| <input type="checkbox"/> | <b>\$2,500</b>  | Petal              | <input type="checkbox"/> | <b>\$7,500</b>      | AmeriBrain Sponsor      |
| <input type="checkbox"/> | <b>\$1,500</b>  | Stem               | <input type="checkbox"/> | <b>\$7,500</b>      | Survivor Tent Sponsor   |
| <input type="checkbox"/> | <b>\$1,000</b>  | Seedling           | <input type="checkbox"/> | <b>\$5,000</b>      | Award/VIP Bag Sponsor   |
| <input type="checkbox"/> | <b>\$500</b>    | Green Thumb        | <input type="checkbox"/> | <b>\$2,500</b>      | Survivor Stroll Sponsor |
| <input type="checkbox"/> | <b>Other</b>    | \$_____ Donation   | <input type="checkbox"/> | <b>\$2,000 each</b> | Water Station Sponsor   |
| <input type="checkbox"/> | <b>In-Kind</b>  | Donation of _____  |                          |                     |                         |
- \_\_\_\_\_ valued at \$\_\_\_\_\_

Sponsor Name \_\_\_\_\_ **Print name as it should appear in all materials**

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

To Credit Participant or Team, Provide Name \_\_\_\_\_

Make check payable to **Dr. Marnie Rose Foundation**, or charge \$\_\_\_\_\_ to:

American Express       MasterCard       Discover       Visa

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV# \_\_\_\_\_

**3- or 4-Digit Code**

Signature \_\_\_\_\_ Or, donate online: <https://goo.gl/1XL6DM>

**Print Deadlines**

**Friday, January 6 – Brochure**

**Friday, February 3 – T-Shirt**

**Wednesday, March 1 - Race Day Materials**

**\*Logo: Email by January 6 – Vector Format as PDF, EPS, or AI**

EPS: Encapsulated PostScript; AI: Adobe Illustrator Artwork

For more information, call **713.723.7847**.

E-mail form to [sallye@drmarnierose.org](mailto:sallye@drmarnierose.org), fax to **713.723.7848** or mail to:

**Dr. Marnie Rose Foundation • 5300 N. Braeswood Blvd., #4-350 • Houston, TX 77096**

*Donations to the Dr. Marnie Rose Foundation, Inc. (Tax ID 45-2774942) are tax deductible to the extent provided by law.*