



Fighting BRAIN TUMORS...One Step at a Time!

INVITATION

**TO BECOME A
2015 BUSINESS PARTNER
AND EVENT SPONSOR**



Event Description:

The Race for Hope DSM 5k Run/Walk is a fundraiser To Benefit Brain Tumor Research through Dragon Master Foundation and the National Brain Tumor Society. It is held in May to recognize and promote Brain Tumor/Cancer Awareness month in our community. It is designed to be a family friendly event with plenty of entertainment. The 3rd Annual Race for Hope DSM 5K will bring together over 2,000 runners, walkers, children, families, businesses, and supporters to Des Moines, Iowa for the state's largest brain tumor community fundraiser.

USATF Certified:

This year the race will be on a USATF certified course drawing even more participants from around the country.

How to Sponsor:

There are a number of ways to be involved with the Race for Hope DSM 5K, including participation as a Sponsor or by forming a Company Team. You will be providing the critical support needed to help cover the cost of event-related expenses, meaning more dollars raised go directly to fighting brain tumors through research!

You can learn more about the event at www.raceforhopedsm.org or find us on Facebook!



Race for Hope DSM
Water Works Park May 9, 2015 at 9 am
Anticipated Attendees: 2,000
Fundraising Goal: \$100,000



May is Brain Tumor and Brain Cancer Awareness Month

2015 Sponsorship Opportunities

Platinum \$1,000

- Company name and logo prominently displayed as Platinum Sponsor on t-shirts
- Recognition from MC as a Platinum Sponsor
- Opportunity to donate logo items for participant goody bags
- Opportunity to place company provided banner at the finish line
- Opportunity to set up exhibitor booth
- Recognition as a Platinum Sponsor on the Race for Hope webpage and social media
- Company recognition with logo and name listed on sign along the race course
- Five complementary race entries

Gold \$750

- Company name and logo prominently displayed as Gold Sponsor on t-shirts
- Recognition from MC as a Gold Sponsor
- Opportunity to donate logo items for participant goody bags
- Opportunity to place company provided banner along the race course
- Opportunity to set up exhibitor booth
- Recognition as a Gold Sponsor on the Race for Hope webpage and social media
- Company recognition with logo and name listed on sign along the race course
- Four complementary race entries

Silver \$500

- Company name and logo prominently displayed as Silver Sponsor on t-shirts
- Recognition from MC as a Silver Sponsor
- Opportunity to donate logo items for participant goody bags
- Company recognition with logo and name listed on sign along the race course
- Recognition as a Silver Sponsor on the Race for Hope webpage and social media
- Three complementary race entries

Warrior \$250

- Company name displayed as Warrior Sponsor on t-shirts
- Recognition from MC as a Warrior Sponsor
- Opportunity to donate logo items for participant goody bags
- Recognition as a Warrior Sponsor on the Race for Hope webpage and social media
- Company recognition with name listed on sign along the race course
- Two complementary race entries

Hope \$100

- Company name prominently displayed as Hope Sponsor on t-shirts
- Recognition from MC as a Hope Sponsor
- Opportunity to donate logo items for participant goody bags
- Recognition as a Hope Sponsor on the Race for Hope webpage and social media
- One complementary race entry

2015 Race Day Sponsorship Opportunities**Water Station Sponsor: \$750**

Sponsor the water station on the race course. Sponsorship includes a sign station “Water Station Generously Sponsored by (Company Name). You may bring items to decorate the station. Logo and company name recognition on t-shirts and Race for Hope DSM website.

Mile Marker Sponsor: \$500

Sponsor one of three miles on the race course. Sponsorship includes a sign stating “Mile Generously Sponsored by (Company Name)” at designated mile. Logo and company name recognition on t-shirts and Race for Hope DSM website.

Food and Beverage Sponsors

Your in-kind donation provides participants with food and beverages. Sponsorship includes a sign stating “Food and Beverage Generously Sponsored by (Company Name)” Must be able to provide 1,500-2,000 samples. Logo and company name recognition on t-shirts and Race for Hope DSM website.

Starting a Company Team

- A Company Team offers your employees the chance to enjoy a fun, team-building activity and to be involved in a community service effort all in one event. Your company can also increase its presence at the Race itself by wearing company T-shirts and walking and running together on May 9th.
- Invite friends, family, clients, and vendors to participate—all can participate under your company name.
- This is a great way to bring health and fitness to the workplace, and is also a terrific team-building tool.
- Encourage walking participants and register virtual runners who are unable to attend the Race.

- You will have a company page on the Official Race Registration website. Your company page can contain your company logo, page title with company name, and company description or inspirational message.

Please return this completed form and payment to:

EIN: 46-2847688

Dragon Master Foundation (501(c) organization)

Race for Hope – DSM

8201 East 34th Street N., #801, Wichita KS 67226

Sponsorship Questions? Please email raceforhopedsm@gmail.com.

Sponsor Information

Please print your name EXACTLY how it should read on printed materials.

Individual Name (Not associated with a Company)	
Organization/Company Name	
Primary Contact for Organization/Company	
Address	
City, State, Zip	
Phone	
Email	
Website	
<i>If your company is sponsoring at the request of a team or individual participating, please specify:</i> Team Name/Participant Name	
Please specify your Sponsorship Level	

Race Day Sponsorship

Specify goods/services: _____

Approx. Value: \$ _____

We are unable to participate in any of the above, but wish to contribute \$ _____

Payment Type

How would you like to fulfill your Race for Hope - DSM sponsorship commitment?

- Check enclosed, made payable to "Race for Hope – DSM"
- I wish to receive an invoice for our pledge. We will make payment by _____, 2015
- Online at Firstgiving.com (<http://www.firstgiving.com/team/284173>)

Authorization and Signature

I authorize Race for Hope DSM to use: (a) my name and/or (b) any photographs or logos which I have provided to Race for Hope DSM to promote or advertise the 2015 Race for Hope DSM 5K. Such promotion or advertising may include, but is not limited to, the publication, display and exhibition of my organization name and/or my logos and/or photos. I understand that the Race for Hope DSM 5K is an event sponsored by Dragon Master Foundation and National Brain Tumor Society (NBTS) where participants walk or run to raise money for brain cancer research and confirm that such a charitable purpose is sufficient compensation for me. I declare my consent to be irrevocable and release Race for Hope DSM from any and all claims whatsoever in connection with the use of my organization name and/or logos and/or photographs as previously described. As an SPONSOR, I have enclosed camera-ready copies and/or will send an electronic copy of the logo to be used on event materials.

Authorized Signature

Print Name

Date

Deadline for printing logo on Banners and Race T-shirts: April 25, 2015

Brain Tumor Statistics

Today nearly 700,000 people in the United States are living with a primary brain tumor, and more than 69,000 others will be diagnosed this year. Brain tumors are often deadly, impact quality of life, and change everything for patients and their loved ones.

- 688,096 Americans are living with a brain tumor today.
- An estimated 69,720 people will receive primary brain tumor diagnoses this year.
- The average survival rate for all malignant brain tumor patients is 33.8%.
- An estimated 14,320 people will die from brain cancer annually.

Brain Tumors in Children

- Brain tumors are the leading cause of cancer-related deaths in children under 10, and the second leading cause of cancer-related deaths in children under 20.
- An estimated 4,300 children will receive brain tumor diagnoses this year.
- The average survival rate for all children with malignant brain tumors is 66%.

Where Race Proceeds are Donated – Research!

National Brain Tumor Society

From basic science to clinical trial designs, the National Brain Tumor Society partners with the world's leaders in research, public policy, and clinical care to advance the understanding of brain tumors, expands the availability of new treatments, and drive the discovery of a cure. With targeted programs for both adult and pediatric brain tumors, as well as other strategic initiatives to improve access and approvals of newfound discoveries, we drive bold, innovative programs to ensure a brighter future. Driven by the needs of this community, they have funded more than \$30 million dollars of promising and innovative research for both adults and pediatric brain tumors.

Dragon Master Foundation

The goal of Dragon Master Foundation is to build a large-scale database that will transcend existing consortiums and databases and will house molecular, genetic, clinical and environmental data. Further, the database will be built for high-volume, high-velocity data processing taking advantage of the latest technologies while allowing for future growth and advancements. The initial primary focus will be brain tumors, starting with data collection in the pediatric population and then expanding into adults. They will reward qualified researchers and institutions who share data with the database by giving them free access to the database, leveraging existing grant funding, and creating new grants through fundraising effort, provide opportunities for researchers to work with each other and provide a system for tracking patients from one clinical study and/or hospital to the next giving researchers better long-term data on deaths and survivors.

