

# RACE FOR HOPE DSM

## 2K, 5K, AND 10.1K

### SPONSORSHIP FORM 2018

## WHAT IS RACE FOR HOPE DSM?

Race for Hope-DSM is Iowa's first fundraiser for **brain tumor research**. It is held each May to recognize and promote Brain Tumor/Cancer Awareness month in our community. The **6th** annual event will bring together over **2,000** runners, walkers, children, families, businesses, and supporters to **Des Moines, Iowa**.

## WHO ARE WE?

Race for Hope Des Moines is a USATF Certified annual event inspired by Nicolas Lovan, an 18 year old Des Moines native and survivor of an inoperable brain tumor.

## WHY SPONSOR?

- ◆ **Help Fund Research:** Brain tumor research is extremely underfunded by the government, making community fundraisers critical to providing the much needed resources for research. Total funds raised by the Race for Hope DSM event reaches more than \$160,000 over the past (5) five years.
- ◆ **Tax Deductible:** All donations are Tax Deductible. Our Race Directors work on an unpaid volunteer basis.
- ◆ **Company Exposure:** over 2000 participants
- ◆ **Low Expenses:** The all-volunteer staff prides itself in keeping costs as low as possible in order to maximize proceeds sent to brain tumor organizations. We utilize Iowa based vendors wherever possible so our expenses help the Iowa community.

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*Over the past 5 years, Race for Hope DSM has raised over \$160,000 for Brain Tumor Research.*

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Race for Hope DSM Participants

## Brain Tumor Facts

- ◆ Pediatric brain tumors are the leading cause of cancer-related death among children and adolescents ages 0-19, surpassing leukemia.
- ◆ An estimated 16,947 people will die from malignant brain tumors (brain cancer) in 2017.
- ◆ The average survival rate for all malignant brain tumor patients is 34.7%.



Race for Hope DSM Participants

## Contact Us!

Give us a call, email, or check out our website for more information about our event.

Race for Hope DSM  
Des Moines, Iowa  
515-564-6538  
[raceforhopedsm@gmail.com](mailto:raceforhopedsm@gmail.com)

Visit us on the web at:  
[www.raceforhopedsm.org](http://www.raceforhopedsm.org)

## WHO DO WE SUPPORT?

### DRAGON MASTER FOUNDATION

David was diagnosed with Glioblastoma-Multiforme in September 2010. He was just 16 years old. Four, hospitals, a clinical trial, and countless prayers couldn't save David and he passed away after a 20 month battle. Hoping to turn this tragedy into something positive and help solve the riddle of cancer, his mother and stepfather founded the Dragon Master Foundation, a non-profit organization focused collaborative data. They have partnered with CAVATICA is a data analysis and sharing platform designed to accelerate discovery in a scalable, cloud-based computer environment where data, results, and workflows are shared among the world's research community. By collaborating data, they are able to find trends and similarities to link individuals to clinical trials more quickly



and to assist researchers in determining potential causes and cure. <https://www.dragonmasterfoundation.org/>

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### NATIONAL BRAIN TUMOR SOCIETY

The National Brain Tumor Society partners with world leaders in research, public policy, and clinical care to advance the understanding of brain tumors, expand the availability of new treatments, and drive the discovery of a cure. They have funded more than \$30 million dollars of promising and innovative research for both adults and pediatric brain tumors. [braintumor.org](http://braintumor.org)

### CHILDREN'S CANCER CONNECTION

Children's Cancer connection enhances the quality of life of Iowa families affected by childhood cancer by providing survivorship programs which include:

- ◆ Camps & Retreats
- ◆ Hospital- Based Programs
- ◆ Support Services & Family Outings
- ◆ Survivorship Services to Iowa Families
- ◆ <http://childrenscancerconnection.org/>



Race Volunteer Directors



Kid's Fun Run Participants



Race for Hope DSM Participants

## VISION



In November 2012, doctors diagnosed Nicolas with an inoperable brain tumor. Despite recently having brain surgery at the age of 13, he had an immediate desire to get involved as an advocate. Researching his diagnosis on the internet, he and his mother found the National Brain Tumor Society. Through the organization, they discovered several

ways to participate in Brain Tumor Awareness Month, which is in May. They participated in the Washington, DC Race for Hope May 2012 to raise funds for the National Brain Tumor Society. Additionally, Nicolas and his mother advocated for



more research and funding by meeting with Congress at the White House Head to the Hill event. The vision did not stop there. The

Washington, DC event inspired Nicolas to host a similar event locally in Des Moines. Since learning about his brain tumor and the lack of information around the Des Moines area, Nicolas wanted to find a way to educate and honor others who are going through similar experiences. His inspiration motivated the creation of the Race for Hope – DSM. His goal was to make this an annual event each May during Brain Tumor Awareness month to bring awareness to the cause, raise much needed research funds, bring the community together, pay tribute to those who have passed, and celebrate survivors.

## 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 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 is an 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 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 a SPONSOR, I have enclosed camera-ready copies and/or will send an electronic copy of the logo to be used on event materials.

Closing date for printing logo on Banners and Race T-shirts: April 5, 2018  
 Please return this completed form and payment to:  
**Race for Hope – DSM**  
 PO Box 411 Grimes, IA 50111  
 Sponsorship Questions? Please email [raceforhopedsm@gmail.com](mailto:raceforhopedsm@gmail.com)  
 DMF EIN: 46-2847688 Tax Exempt Organization

Sponsor Information Please print your name EXACTLY how it should read on printed materials	
Sponsorship Level	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Warrior <input type="checkbox"/> Hope
Method of Payment	<input type="checkbox"/> I wish to receive an invoice <input type="checkbox"/> Check Enclosed <input type="checkbox"/> Credit Card
*Credit Card Information	Credit Card Type <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AmEx
	Credit Card #
	*Credit Card Signature
Organization/Company Name (OR) Individual Name (If not associated with a Company)	
Primary Contact for Organization/Company	
Address	
City, State, Zip	
Phone	
Email	
Company Website	
Authorization Signature	
Printed Name	

Sponsorship Benefit	Platinum (\$1,000)	Gold (\$700)	Silver (\$500)	Hope (\$250)	Warrior (\$100)
<b>T-SHIRT COMPANY RECOGNITION</b>					
Recognition on Participant T-shirt + Sponsorship Level	Company Logo	Company Logo	Company Logo	Company Name	Company Name
<b>SOCIAL MEDIA AND RACE WEBSITE</b>					
Social Media Posts Including Company Logo, Name, and Link to Website	Up To 4 (1/Month)	Up To 3 (1/Month)	Up to 2 (1/Month)	Up to 1 (1/Month)	NA
Complementary Race Entries	4	3	2	1	0
<b>RACE DAY EXPOSURE</b>					
Race Day Recognition by Emcee	X	X	X	X	X
Company Product Sampling in Swag Bags	X	X	X	X	
Company Provided Banner Displayed	X	X	X		
Race Day Exhibitor Tent (Provided by Company)	X	X			