

Getty Owl Run/Walk

1st Annual

Run to end SMA!

February 26, 2012

1/4 MILE KIDS RUN, 5K, 10K
SACRAMENTO | CROCKER PARK



Getty Owl
foundation

Helping families. Fighting SMA.

Sponsorship Kit



Getty Owl Foundation was established to raise awareness for Spinal Muscular Atrophy (SMA), the #1 genetic killer of infants under the age of two. Our foundation advocates for and supports families affected by SMA, while also raising money for research to help find a cure.

For more information please visit www.gettyowl.org

Dear Friend,

After a text book pregnancy, Getty joined our loving family in March 2010. She was happy, healthy, and passed every infant medical exam with flying colors. We were elated to start our new lives as a family of three. Then, in July 2010, Getty was diagnosed with Spinal Muscular Atrophy (SMA) Type 1, a terminal genetic degenerative neuromuscular disorder.

When we first got Getty's SMA diagnosis, we were devastated. We reached out to family, friends, and the SMA community where we were embraced with open arms and big hearts. We decided to give back to a world that has helped us so much and established Getty Owl Foundation to help others and help find a cure for SMA. We did not choose SMA. SMA chose us. We fight to ensure our community is aware of this disease, we assist and advocate for all SMA families, and we raise funds to help find a cure.

On February 26, 2012, Getty Owl Foundation proudly presents the **1st Annual Getty Owl Run/Walk** at Crocker Park in Downtown Sacramento. In partnership with the Crocker Art Museum and Capital Road Race Management, the run/walk encourages healthy living for all ages, groups and abilities followed by a post-race family festival.

We invite you to participate as a sponsor of the Getty Owl Run/Walk. Just a few of the sponsor benefits include your company's logo on the event t-shirt and mention in pre-event publicity. You also will receive a vendor space at the post-race family festival where your company can sell products or provide information to participants.

A detailed list of benefits for each sponsorship level is enclosed along with a reply form. Please take a moment to review the levels and complete the enclosed form so we can add you to the generous list of sponsors participating in the **1st Annual Getty Owl Run/Walk!**

On behalf of Getty Owl Foundation, we thank you in advance for your time and consideration. If you have any questions, please don't hesitate to contact me at (916) 476-3977 or email hoot@gettyowl.org.

Sincerely,

Kate Mathany

Vice President & Event Coordinator

Tax ID: 27-4762075

Sponsorship Levels

Title Sponsor \$7,000

- Sponsor name incorporated in the event as Title/Presenting Sponsor “Getty Owl Run Presented by”
- Featured on official event website and foundation website with link to your company
- Feature sponsor spotlight in a pre-race email blast
- Company acknowledgment during race day announcements
- Opportunity to distribute marketing materials and product samples in race goody bags and during post-race festival
- 10 complimentary race entries *A value of \$350*
- 10x10 booth space at post-race family festival

Your logo on:

- Front of the official event t-shirt
- Print materials and event website
- Pre-race email blasts (linked to company website and sent to 33,000 active emails)
- Start and finish line banners

Platinum Owl \$5,000

- Listed on official event website and foundation website with link to your company
- Company acknowledgment during race day announcements
- Opportunity to distribute marketing materials and product samples in race goody bags and during the post-race festival
- 8 complimentary race entries *A value of \$280*
- 10x10 booth space at post-race family festival

Your logo on:

- Back of the official event t-shirt
- Print materials and event website

Gold Owl \$2,500

- Listed on official event website and foundation website with link to your company
- Company acknowledgment during race day announcements
- Opportunity to distribute marketing materials and product samples in race goody bags and during the post-race festival
- 6 complimentary race entries *A value of \$210*
- 10x10 booth space at post-race family festival

Your logo on:

- Back of the official event t-shirt

Bronze Owl \$1,000

- Listed on official event website and foundation website
- 4 complimentary race entries. *A value of \$140*
- 10x10 booth space at post-race family festival

Your logo on:

- Back of the official event t-shirt

Copper Owl \$500

- Listed on official event website and foundation website

Your logo on:

- Back of the official event t-shirt

In-Kind Sponsors & Donations

- In-kind gifts and sponsorships are welcome and may be considered for sponsorship. For purposes of determining sponsorship level, donations are valued at one-half their retail value.

In-kind sponsorships may include:

- Logo on the back of the official event t-shirt
- 10x10 booth space post-race family festival

Post-Race Festival

Company 10x10 booth space: \$200

Nonprofit 10x10 booth space: \$100



Sponsorship Form

Company Name		
Contact Name		
Address		
City	State	Zip Code
Email	Website	
Phone	Fax	
Sponsorship Level		
<input type="radio"/> Title Sponsorship \$7,000	<input type="radio"/> Copper Owl Sponsorship \$500	
<input type="radio"/> Platinum Owl Sponsorship \$5,000	<input type="radio"/> In-Kind Donation	
<input type="radio"/> Gold Owl Sponsorship \$2,500	Item: _____	
<input type="radio"/> Bronze Owl Sponsorship \$1,000	Retail Value: _____	
Post-Race Festival Vendor: <input type="radio"/> Company \$200 <input type="radio"/> Nonprofit \$100		
Method of payment: <input type="radio"/> Check <input type="radio"/> Visa <input type="radio"/> MasterCard <input type="radio"/> American Express <input type="radio"/> Discover		
Credit Card Number	Exp Date	CVV #
Billing Address		

Please make checks payable and mail to:

Getty Owl Foundation
5714 Folsom Blvd. #193
Sacramento, CA 95819
Attn: Kate Mathany

For more information contact:

Kate Mathany
ph 916-476-3977
fax 916-739-0942
hoot@gettyowl.org
www.gettyowl.org
Tax ID 27-4762075



Thank You

MORE MORE INFORMATION VISIT
www.gettyowl.org