



10K, 5K, 1/4 MILE KIDS RUN
Sacramento | Crocker Park | 2.26.17



SPONSORSHIP KIT



www.gettyowl.org



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 textbook 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) a terminal genetic degenerative neuromuscular disorder.

When we first received 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 every day to ensure our community is aware of SMA, we assist and advocate for all SMA families, and we raise funds to help find a cure.

On February 26 2012, our inaugural **Getty Owl Run/Walk** was a huge success. In just five short years, Getty Owl Foundation has raised over \$180,000 through our Getty Owl Run/Walk for our cause and the Sacramento community. Averaging well over 2,000 registered participants and spectators, these results prove our community believes in and supports Getty Owl Foundation's fight to end SMA.

We invite you to participate as a sponsor of the **6th Annual Getty Owl Run/Walk** on Sunday, February 26, 2017 at Crocker Park in Downtown Sacramento. A few sponsor benefits include your company's logo on our website, t-shirt, and pre-race materials. You also receive a vendor booth space at the post-race family festival where your company can market and sell goods and services and/or provide information to participants.

We have enclosed a detailed list of benefits for each sponsorship level, 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 **6th Annual Getty Owl Run/Walk**.

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
President & Race Director

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

POST-RACE FESTIVAL

Company 10x10 booth space: \$50
Nonprofit 10x10 booth space: \$25

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 INCLUDE:

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



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"/> Platinum Owl Sponsorship \$5,000 <input type="radio"/> Gold Owl Sponsorship \$2,500 <input type="radio"/> Bronze Owl Sponsorship \$1,000	<input type="radio"/> Copper Own Sponsorship \$500 <input type="radio"/> In-Kind Donation Item: _____ Retail Value: _____	
Post-Race Festival Vendor: <input type="radio"/> Company \$50 <input type="radio"/> Nonprofit \$25		
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 5716 Folsom Blvd. #193 Sacramento, CA 95819 Attn: Kate Mathany	For more information contact: Kate Mathany Phone: 916-476-3977 Fax: 916-739-0942 Email: hoot@gettyowl.org www.gettyowl.org Tax ID 27-4762075	



Thank You

For More Information
www.gettyowl.org

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