



Michael's Run for Life Festival

We cordially invite you to participate as a sponsor of the 8th annual "Michael's Run for Life Festival." This event raises money to fund research for Signet Ring Colon Cancer. The event will be held on Saturday, July 24, 2021 in Germantown Hills. There will be a kid's race starting at 5:30 PM and an event area that will begin at 5:00 PM that consists of balloon art, face painting, and inflatable. The 5k run/1 mile walk will start at 6:00 PM followed by a concert at 7:30 PM. Food and drinks will be available for purchase.

In 2010, at the age of 26-years-old, Michael was diagnosed with Signet Ring Colon Cancer, a rare form of colon cancer known to be very aggressive and carry an extremely poor prognosis. With an infant son and an entourage of family and friends by his side Michael underwent his first of many surgeries followed by chemotherapy. He then enjoyed four years of what seemed to be cancer free living. The Brown family strived to "Get Busy Living" for we knew that Michael's time with us would be shorter than we desired. Michael was diagnosed with metastatic colon cancer in 2014 and it was at this time that we founded the Michael P. Brown Colon Cancer Foundation. With the help of a group of extremely ambitious friends and family, we held the first annual Michael's Run for Life Festival in 2014. We knew that our efforts would not save Michael, but we have the hope that it will help the next family affected by this disease to experience a very different outcome. Michael sustained over 100 rounds of chemotherapy along with numerous surgeries, but never lost his will to live! He transitioned from this world to his forever home on January 10, 2019. Michael was extremely driven and left the world forever changed.

Your sponsorship will assist in offsetting the costs associated with this event. All proceeds from the event will go towards funding Signet Ring Colon Cancer research. There are various levels of sponsorship for "Michael's Run for Life Festival." Size and placement of logos on t-shirts and website are based on sponsorship level. Each year we relinquish 600-1000 shirts. Over 1,500 people attend the event each year fostering extensive exposure for our sponsors.

VIP Sponsor- \$15,000.00+

- Opportunity to speak at the beginning of the run
- Will hand out awards to top overall male and female racers
- Listed as VIP sponsor on website **for one year** with logo and link
- Largest display of logo on all race t-shirts
- Advertisement on Shazam registration website
- Promotional material in race packet
- Option of having a promotional table/booth at the event
- Special PA announcements mentioning sponsor name during and after the race
- 10 complimentary race entries
- 10 Concert tickets
- Private dinner with the foundation
- Banner advertising on our website for 1 year
- Logo on sleeve of race shirt

Grand Sponsor- \$10,000.00+

- Listed as Grand sponsor on website with logo and link
- Prominent display of logo on all race t-shirts
- Advertisement on Shazam registration website
- Promotional material in race packet
- Option of having a promotional table/booth at the event
- Special PA announcements mentioning sponsor name during and after the race
- 6 complimentary race entries
- 6 Concert tickets
- Free wine tasting for up to 12 people
- Banner advertising on our website for 6 months

Platinum Level Sponsor- \$5000

- Listed as a top sponsor on website with logo and link
- Prominent display of logo on all race t-shirts
- Promotional materials in race packet
- Option of having a promotional table/booth at the event
- Special PA announcements mentioning sponsor name during and after the race
- 4 complimentary race entries

- Banner advertising on our website for 3 months

Gold Level Sponsor--\$2500

- Listed as sponsor on website with link
- Company logo on the back of the race t-shirt
- Promotional materials in the race packet
- Option of having table/booth at the event
- Special PA announcement mentioning sponsor name during and after the race
- 3 complimentary race entries

Silver Level Sponsor--\$1,000

- Listed as sponsor on website with link
- Company logo on back of race t-shirt
- Promotional materials in race packet
- 2 complimentary race entries

Bronze Level Sponsor--\$500

- Listed as sponsor on website
- Promotional material in race packet
- 1 complimentary race entry

Thank you in advance for your consideration of becoming a race sponsor. Attached you will find the sponsorship form that can be completed and submitted by mail. You may contact Angie at 309-678-3545 or by e-mail at run4michael@gmail.com to set up sponsorship or answer any questions.

[Our website is: run4michael.com](http://run4michael.com)

Sincerely,

Angela Brown

