

HELP US WIN THE RACE TO CURE BLOOD CANCER



Partner Sponsorship
October 25, 2020
Chestnut Hill Reservoir

Boston

giftoflife.org/boston5k



BOSTON 2020 SPONSORSHIP LEVELS

SPONSORSHIP PACKAGES

Benefits	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Event registration entries	25	25	10	5
Event route marker(s)	4	3	2	1
Logo on sponsor banner at event	Large	Medium	Small	Small
Logo on event t-shirt	Large	Medium	Small	Small
Logo on Steps for Life web page	✓	✓	✓	✓
Participant thank you emails	✓	✓	✓	✓
Social Media exposure	✓	✓	✓	
Logo on event Start/Finish line inflatable arch	✓			
Logo on posters to promote the event	✓			
Logo on event registration brochure	✓			

SUPPORTER PACKAGES



Heroes Sponsor: \$600

- Logo on donor and recipient t-shirts
- Mention when donor and recipient are on stage
- Logo on event t-shirts
- Logo on sponsor banner



Water Station: \$400

- Signage with logo at water stations (provided by sponsor)
- Logo on event t-shirts
- Logo on sponsor banner



Mile Marker: \$300

- 1-mile marker with logo along the race route
- Logo on event t-shirts
- Logo on sponsor banner



Timothy saved Doug's life

Doug As the owner of a farm, Doug is accustomed to a few aches. But in 2016, a shoulder pain turned out to be from a life-threatening disease, myelodysplastic syndrome. Only a blood stem cell transplant offered the hope of a cure. Doug was fortunate - a search of the registry showed his matching donor had joined the registry only weeks before his diagnosis. College student Timothy was thrilled to donate first blood stem cells, and then a second cell infusion to boost Doug's immune system. The two were excited to finally meet each other at Steps for Life Boston last year.

3 WAYS TO PARTICIPATE



FORM A TEAM

Strength in numbers! Runners and walkers can raise funds and participate as individuals or form a team by asking friends, family and co-workers to join in. Not only is it more fun, it increases awareness of the cause.



SPONSOR EVENT

Companies, local businesses, foundations and individuals can become sponsors and receive benefits and exposure in the local community. Sponsorship is a great way for a company to demonstrate its commitment.



VOLUNTEER

Volunteers are the lifeline of Gift of Life and help us fulfill our mission. Share your talents and be part of the Planning Committee or volunteer for the day of the event. Let us know what interests your organization!

For volunteer opportunities, visit giftoflife.org/volunteer

Sponsorship for A CURE

At Gift of Life we believe every person battling blood cancer deserves a second chance at life and we are determined to make it happen.

The Steps for Life 5k is a fun-filled event for the whole family, no matter your level of fitness. Steps for Life brings together communities to help raise awareness of blood cancer. A heroic donor and their recipient will meet for the first time, showing that lives are being saved through your sponsorship and support.

All funds raised at the event are used to underwrite the \$60 laboratory cost associated with adding each new donor to the registry. Steps for Life 5k events have found matches for more than 288 patients in need.

Gift of Life is a 501(c)(3) and donations are tax-deductible to the extent allowed by law.



Boston New York City South Florida



STATS AT A GLANCE

1 in 200 Americans receive a marrow or blood stem cell transplant in their lifetime.

Every **3 minutes** someone in the US is diagnosed with blood cancer.

1 in 3 patients for whom Gift of Life conducts donor searches are children.

70% of patients do not have a related match and must search the registry.

1 in 200 donors ages 18 to 30 will be called as a match for a patient in need.

Every **\$2K** will facilitate one transplant over time.

1 in 5 donor matches are selected for a transplant.

80% of donors give peripheral blood stem cells from their arm rather than bone marrow.

GIFT OF LIFE MARROW REGISTRY RECOGNIZED FOR EXCELLENCE





BOSTON 2020 SPONSORSHIP AGREEMENT

SPONSORSHIP PACKAGES

- Platinum - \$5,000 Gold - \$2,500 Silver - \$1,000 Bronze - \$500

SUPPORTER PACKAGES

- Heroes Sponsor - \$600 Water Station - \$400 Mile Marker - \$300

PAYMENT INFORMATION

Company/Organization

Name

Address

City/State/Zip

Email

Phone

Check enclosed made payable to Gift of Life Marrow Registry for \$ _____

Charge my credit card below for \$ _____

Bill me later

Name on Credit Card Exp. Date

Credit Card Number CVV

I authorize Gift of Life Marrow Registry to use my organization's name and/or logo that I will provide for promotional purposes, including but not limited to web pages and printed materials that relate to the Steps for Life 5K. I understand that payment is due in full no later than 30 days prior to the sponsored event.

Signature Date

RETURN COMPLETED FORM TO:
Gift of Life Marrow Registry
Attn: Boston Steps for Life 5k
5901 Broken Sound Pkwy NW, Suite 600
Boca Raton, FL 33487
Phone: 561.982.2900
Email: stepsforlife@giftoflife.org
Fax: 561.982.2901

LOGO SUBMISSION:
Please email logos to stepsforlife@giftoflife.org
in the following formats:
• EPS vector format (solid black)
• EPS vector format (CMYK color)



BOSTON 2020 SPONSORSHIP AGREEMENT

Name of company/organization _____

I need electricity (additional cost may apply) I do not need electricity

I will be selling: Products Food/beverages Services Describe items _____

I will provide giveaways: Products Food/beverages Services Describe items _____

SPONSORSHIP TERMS AND CONDITIONS

The Sponsor hereby agrees with Gift of Life Marrow Registry (hereafter "Management") as follows:

1. Sponsor will complete full set up of Sponsor's booth by the time stated on the exhibitor instructions sent prior to the event.
2. Sponsor acknowledges and agrees that setup times are not negotiable. Sponsors will not be admitted to the event before published times.
3. Sponsor agrees to provide booth staffing for Sponsor's booth at all times.
4. Sponsor agrees space assignments may be changed by Management.
5. Sponsor agrees that no refunds will be made to an exhibitor who fails to occupy their designated booth space.
6. Sponsor agrees not to sublet space, exhibit any merchandise, or distribute any food or beverages other than that specified on the exhibitor sign-up form without written permission from Management.
7. All vendors sampling and distributing, of food items meet applicable Health Department requirements. Management will provide the necessary forms to fill out and Sponsor must comply by the deadline assigned.
8. Sponsor agrees that displays will not visually or physically disturb aisles or adjacent exhibitors.
9. Sponsor agrees not to make any undue noise or odor, use bright or hazardous lights, cause damage to expo space or booth equipment, or act in any manner deemed inappropriate by Management.
10. Sponsor agrees that Management reserves the right to reject, restrict, limit, or remove any exhibit.
11. Sponsor agrees to conform to all City Codes, City Fire Department Rules and Regulations, and other applicable local and state laws. Any violation of these may result in forfeiture of booth space without refund.
12. Sponsor agrees to carry the necessary workman's comprehensive general liability insurance and any other insurance that may be required. Management may require Sponsor to present a certificate of insurance.
13. Sponsor agrees that it shall be liable for all damages that s/he may cause in connection with his/her exhibit and which result from any act of omission of Sponsor. Furthermore, Sponsor agrees to defend, indemnify, and hold harmless Gift of Life Marrow Registry, its owners, officers, directors, employees, agents, assigns and insurers from any damages or charges resulting from Sponsor's use of the property. Sponsor's liability shall include all losses, costs, damages or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any property, person or persons.
14. Sponsor agrees to assume all responsibility for loss, theft, or destruction of goods and for all personal injuries to himself/herself, his/her employees, agents, representatives, or visitors, and will hold harmless Gift of Life Marrow Registry from any and all liability in connection with any and all of the above.
15. Sponsor understands that Gift of Life does not maintain insurance covering Sponsor's property or lost revenue and it is the sole responsibility of Sponsor to obtain such insurance.
16. Sponsor acknowledges and agrees that Sponsor forfeits their booth space, without refund, if all conditions of payment, signed terms and conditions, and other forms as necessary apply, are not met by the appropriate deadlines.
17. Sponsor understands and agrees that his/her photograph or video images and recordings of his/her voice may be made and/or used in memorializing, promoting, or advertising the event or subsequent similar events, in any form, and that no compensation will be due to them in that regard. Sponsor irrevocably grants Management the exclusive right and authority to copyright, use, and publish such images or recordings for these purposes. This right and authority shall belong to the Management at all times and shall survive the termination of this Agreement.

My signature below indicates that I have read and accept the above stated Sponsor Terms and Conditions.

Signature _____ Date _____

Print Name _____