



10th Annual RACE for RESEARCH
November 12, 2017 – Dockweiler Beach
Los Angeles, (Playa del Rey) CA
5k/10k plus iDance4aCURE Kids Fun
Run & Kids Zone and Wellness Expo



Go GREY and Gold!

The **Grey Ribbon Crusade** returns to Los Angeles for its 10th annual **Heroes of Hope Race for Research** on Sunday, November 12, 2017 at Dockweiler State Beach in Playa del Rey. Set against the Pacific Ocean, the event offers an amazing day of **HOPE** by providing the opportunity to give back to the community and help all those affected by brain tumors and childhood cancer.

In the spirit of the late Senator Kennedy's vision, the **Grey Ribbon Crusade campaign** now has over 100 non-profit organizations, joined together as a united front against brain tumors. Representing all 50 states, the **Grey Ribbon Crusade campaign** has over 500 individual members and hosts a website that gives patients direct access to much needed information, research, and resources. Join the **Grey Ribbon Crusade campaign** as we help raise awareness and funding for the much needed research being done to eradicate this disease!

We would like to ask your company to become a sponsor in our endeavor to cure brain cancer, **the leading cause of solid tumor death in children and the leading cause of cancer death in men under the age of 39**. The packet is attached and we are very flexible and can work with you to establish maximum reach and visibility for your sponsor dollars/donation. We are a 501c3 so your donation will be tax deductible to the fullest extent of IRS law.

There are several easy ways that you can **Unite and Fight** with us and reap the benefit of exposure to new clientele:

- **Become a Sponsor**
- **Become a Vendor - give out samples, coupons or give aways. This is a great way to increase your database.**
- **Start a Race Team for your company. This can be a great teambuilding experience and an opportunity to promote your business to new clientele.**
- **Donate a gift certificate to be used as a prize for our participants.**
- **Promote the event by placing Save the Date cards and other collateral in your establishment and/or on your website.**

It is time to **Unite and Fight** for the cure. Together with the not for profits of the Grey Ribbon Crusade (www.greyribboncrusade.org) we will raise funds for the promising and much needed adult and pediatric brain tumor research in Southern California. We are awarding this year's Top fundraising team, largest team and top school with the **Rivals United in Hope** Cup.

Please take a look at the attached sponsor packet and marketing collateral. We will work hard to make this make sense for you. We would be so grateful and will do what it takes to make this a worthwhile experience for you and your business.

I thank you so much for your time.

With my Tremendous Gratitude,

Lisa Kaminsky Millar, Race coordinator

For more information and to register,
Please contact us via:

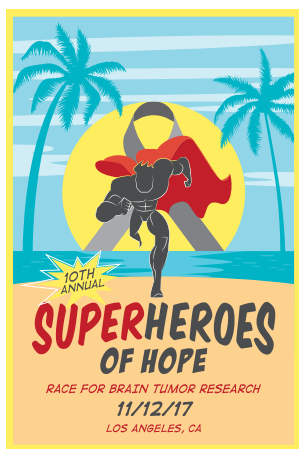
www.wizathon.com/heroesofhopepace

or call 1-866-48-4CURE

The Brad Kaminsky Foundation / Re: Heroes of Hope Race for
Research

20227 Catlett Place * Ashburn, VA 20147
1-866-48-4CURE * lisa@tbkf.org

Your sponsorship will help transform lives!



Please consider sponsoring or participating
in the 10th Annual Heroes of Hope
Race for Brain Tumor Research

Sunday, November 12, 2017

Dockweiler State Beach, Playa Del Ray

2017 Sponsorship Opportunities	Shirt Sponsor \$5,000	Medal Sponsor \$3,000	Kids Zone Sponsor \$1,000	Water Station Sponsor \$750	Shout It Out Sponsor \$500 (or team of 15)	Shout It Out Sponsor \$300 (or team of 8)	Expo Sponsor \$250	Shout It Out Sponsor \$100 (or team of 3)
Runner Entries Included	10	8	4	2				
Logo/Ad/Coupon and hyperlink in Email Blast to over 2500 email database	10 email blasts before and one after	8 email blasts before and one after	6 email blasts before and one after	4 email blasts before and one after	4 email blasts before	2 email blasts before		2 email blasts before
Speak at the Event	X							
Booth Space and two chairs at Event	X	X	X	X	X		X	
Logo on Team Tent Banners	X	X	X	X				
Logo on Event Stage Banner	X	X	X	X			X	
Logo on Vista Del Mar Road Banner (for one month prior to race)(behind LAX)	X	X	X	X	X			
Logo on Race Website	X	X	X	X				
Logo on Event Tee Shirt	On Top	X	X	X	X	X		
Logo on Posters, Social Media Posts (Twitter, Facebook, Instagram) (over 12,000 followers)	X	X	X	X	X	name		
Inclusion of name in multiple Stage Announcements and Awards	X	X	X	X				
Name/Logo in all Media releases	X	X						
Logo on bibs	X							

Event Hosted By:



Event Benefits:



Sponsorship Levels

We will participate at the following sponsorship level and support all those affected by brain tumors:

- ☐ Shirt Sponsor \$5,000
- ☐ Medal Sponsor \$3,000
- ☐ Kids Zone Sponsor \$1,000
- ☐ Water Station Sponsor \$ 750
- ☐ Shout It Out Sponsor \$ 500
- ☐ Shout It Out Sponsor \$ 300
- ☐ Expo Sponsor \$ 250
- ☐ Shout It Out Sponsor \$ 100

Sponsorship Type:

Company/Family Name:

Contact Name:

Address:

City:

State:

Zip Code:

Phone:

Email Address:

Payment Method

☐ Visa ☐ MC ☐ AmEx

Amount Paid

☐ Check payable to **The Brad Kaminsky Foundation**
20227 Catlett Place • Ashburn, VA 20147

Contact Lisa@tbkf.org for more info/questions

Please email company logo as an EPS (or other vector artwork) and JPEG file to: lisa@tbkf.org

Card#

CVC Code (3 digits on back of card) Billing Zip Code for CC Exp. Date

Authorized Signature: Date: