

Become a part of the biggest run in the Midwest!

11th Annual - 5k Run/Walk and 5 Mile Run

PASSION[®]
Life ♦ Love ♦ Run

Saturday, March 24, 2018

Dear Potential Passion for Life Sponsor,

The Passion for Life 5K Run/Walk & 5 Mile Run is an event that focuses on the community and the sole goal is to bring the community together in the healthy exercise of running/walking all while raising money for a yearly inspirational family and the research that is associated with that family. Our Inspirational Family for the 2018 11th Annual Passion for Life run is the Horn family. Matthew is a one and a half year old little boy from West Bloomfield, MI.

Matthew does not have one full diagnoses, but the doctors are saying he has Airway Malacia, which is a broad term to encompass many diagnoses all resulting in the collapsing of the airway: a Congenital Disorder of the Respiratory System and Sleep Apnea.

Matthew's story began in 2016 at the end of May. The Horn family welcomed their third son into their family, making them a beautiful family of five. After a very safe, happy and healthy delivery, Matthew went home with his family. It was not until Matthew was almost three months old when they noticed his breathing continued to be extremely loud & difficult for him. They took him to his pediatrician who performed a chest x-ray, and diagnosed him with tracheomalacia. Tracheomalacia is a congenital defect that causes the trachea (mid airway) to become weak and floppy, and collapse while breathing. They were sent to Beaumont to have an airway fluoroscopy done, which is a continuous x-ray to get a better view of the airway. They found out that not only was his trachea collapsing, but his bronchi (lower airway) was as well. The family was reassured that they did not see laryngomalacia. A few days later, they met with his first Ear, Nose, and Throat (ENT) specialist who performed a scope, and ended up confirming that he did in fact, have laryngomalacia. This meant that his upper airway was collapsing as well. Upon receiving this news they were told it was mild, and that he would "outgrow" it. Matthew's entire airway was collapsing with every breath he took.

With laryngomalacia, over 90% of cases resolve by the time a child reaches their second birthday, however, the stridor gets worse, before it gets better, so they have been told. It's extremely rare to see a child with severe laryngomalacia, especially one like Matthew, who was not "failing to thrive". The family finally found a specialist to treat Matthew, Dr Green, who they fully believed saved Matthew's life. He performed a bronchoscopy and saw that he did not have mild laryngomalacia, he had severe laryngomalacia. According to Children's Hospital, only 1% of children have severe laryngomalacia. Most cases of severe laryngomalacia, require surgery - Matthew, required two. During each breath in, his airway was completely collapsing in on itself. Matthew can only have food that is made in a honey/pudding like consistency. Normal consistency of food causes Matthew to aspirate. This requires his parents to hand mix each bottle he has, and to make sure his food isn't too thin or too thick. It has to be "just right". Matthew can mostly only have bottles consisting of a certain amount of cereal and milk.

In 2017, the doctor ordered a Spinal MRI, which showed that Matthew had developed bronchiectasis. Bronchiectasis is a progressive lung disease that causes permanent damage to the lower bronchi. Matthew's bronchiectasis is believed to be caused by chronic aspiration of an unknown etiology. Bronchiectasis causes destruction to the bronchi walls. As the disease progresses, it causes the bronchi to dilate and weaken, providing a perfect habitat for bacteria to grow. Matthew has since, had multiple lower airway bacterial infections. The progression of this disease is catastrophic to the well being of his lungs. Unfortunately, unless the cause of the disease is controlled, the progression of the disease will not stop, and the long term well being of his lungs will continue to deteriorate. Matthew see's doctors out of the University of Michigan C.S. Mott Children's Hospital and Boston's Children's Hospital on a regular basis. Matthew has a smile that is not only contagious but it will light up any room that you are in. He is a happy and fun loving little boy who enjoys smiling, laughing and playing hide-and-seek with his brothers. He especially loves music and to dance. Matthew is the son to Jody and Kyle Horn and brother to Gavin & Mason.

We sincerely wish that you join us in any possible way as a sponsor and we look forward to working with you. This event will be around for many years to come and your partnership and generosity will not go unnoticed as advertisement through race day signage, mailers, dri-fit shirts, and our website will be provided through our various sponsorship opportunities. Furthermore, if you have any questions, suggestions or comments about our run/walk, I hope that you will take the time to contact me or any of our volunteer staff.

Thank you!

Passion for Life Organization
www.Passion-for-Life.org

Sponsorship Opportunities

Package A – Primary Sponsorship – Presenting Sponsorship – \$5,000

- Passion for Life provides company specific promotional event banner for your location
- Acknowledgement of company during all radio coverage before, during and after event
- Primary company logo advertisement on race bib
- Primary company logo advertisement on the back of the dri-fit participant T-shirts
- Primary company logo advertisement on registration brochures, flyers, and posters
- Primary company logo advertisement on 30,000-40,000 full color postcards
- Company provided race day signage with option for company provided booth
- Option to provide a company advertisement or promotional item for the runner bags
- Social media promoting for your company on our Facebook and Twitter social media accounts
- Logo on our www.passion-for-life.org website with link to your company's direct website

Package B – Secondary Sponsorship – \$3,000

- Passion for Life provides company specific promotional event banner for your location
- Secondary company logo advertisement on race bib
- Secondary company logo advertisement on the back of the dri-fit participant T-shirts
- Secondary company logo advertisement on registration brochures, flyers, and posters
- Secondary company logo advertisement on 30,000-40,000 full color postcards
- Company provided race day signage with option for company provided booth
- Option to provide a company advertisement or promotional item for the runner bags
- Social media promoting for your company on our Facebook and Twitter social media accounts
- Logo on our www.passion-for-life.org website with link to your company's website

Package C – Major Sponsorship – \$1,000

- Secondary company logo advertisement on the back of the dri-fit participant T-Shirts
- Advertisement on registration brochures, flyers, and posters
- Company logo advertisement on 30,000-40,000 full color postcards
- Company provided race day signage with option for company provided booth
- Option to provide a company advertisement or promotional item for the runner bags
- Social media promoting for your company on our Facebook and Twitter social media accounts
- Logo on our www.passion-for-life.org website with link to your company's website

Package D – Support Sponsorship – \$500

- Secondary company logo advertisement on the back of the dri-fit participant T-Shirts
- Advertisement on registration brochures, flyers, and posters
- Company logo advertisement on 30,000-40,000 full color postcards
- Option to provide a company advertisement or promotional item for the runner bags
- Social media promoting for your company on our Facebook and Twitter social media accounts
- Logo on our www.passion-for-life.org website with link to your company's website

Package E – Base Sponsorship – \$250

- Option to provide a company advertisement or promotional item for the runner bags
- Social media promoting for your company on our Facebook and Twitter social media accounts
- Logo on our www.passion-for-life.org website with link to your company's website

*****Custom Packages are available upon request*****

Sponsorship Application

Company Name/Sponsor Name _____

Address _____

City _____ State _____ Zip _____

E-Mail Address _____

Primary Contact Name _____ Phone Number _____

Sponsorship Amount/Package

_____ Package A – Primary Sponsorship (\$5,000)

_____ Package B – Secondary Sponsorship (\$3,000)

_____ Package C – Major Sponsorship (\$1,000)

_____ Package D – Support Sponsorship (\$500)

_____ Package E – Base Sponsorship (\$250)

_____ Other Donation (I would like to donate the following amount/services described below)

Total Donation Amount.....

Send checks made payable to...

Passion for Life Organization
2380 Bevin Ct.
Commerce Twp, MI 48382

*Money Due: March 1, 2018 to
ensure advertisement on T-Shirt.*

Signature: _____