

Become a part of the biggest run in the Midwest!

12th Annual 5k Run/Walk and 5 Mile Run

PASSION[®]
Life ♦ Love ♦ Run

Saturday, March 23, 2019

Dear Potential Passion for Life Sponsor,

The Passion for Life 5K Run/Walk & 5 Mile Run brings the community together in the healthy exercise of running/walking while raising money for a yearly inspirational family and the medical research associated with that family. Our Inspirational Family for the 2019 12th Annual Passion for Life run is the Miller family. Nathan is a 9-year old boy from Canton, MI.

Nathan was diagnosed with Duchenne Muscular Dystrophy (DMD) when he was in kindergarten and DMD is a progressive, muscle-wasting disease commonly found in boys, and there is currently no cure. As most children gain strength with age, Nathan and others like him, will continue to lose the ability to use their muscles. Eventually, children with DMD have heart and lung complications. Many children with DMD are in wheelchairs by middle school, and do not live into their 30s.

Nathan is the son to Andrea and Ryan Miller and younger brother to Nicholas (Nick).

Please consider sponsoring in any capacity as your donation goes towards helping DMD research at U of M C.S. Mott Children's Hospital as well as all of our Inspirational Families. Over the past 11 years, the PASSION FOR LIFE ORGANIZATION, and this event specifically, has raised over \$250,000 for medical research and our Inspirational Families.

Past Inspirational Families

- 2008 – Sydnie Guttovz (Cong. Heart Defects)**
- 2009 – Joseph Penrod (Duchenne Muscular Dystrophy)**
- 2010 – Genika Landry(HSAN)**
- 2011 – Drew Clayborn (Spinal Cord Injuries)**
- 2012 – Lillianna Shull (AT/RT – Brain Tumor)**
- 2013 – Jacob Pesta (Thalamic Brain Tumor)**
- 2014 – Sydney Balzer (ACL – Leukemia)**
- 2015 – Scarlet Goszczynski (Spinal Muscular Atrophy)**
- 2016 – Jameson Scheib (ALL- Leukemia)**
- 2017 – Elana McEwen (PCD – Primary Ciliary Dyskinesia)**
- 2018 – Matt Horn (Airway Malacia)**



**2019 Inspirational Family – Nathan Miller
Duchenne Muscular Dystrophy**

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

- Primary company logo advertisement on race bib
- Primary company logo advertisement on the back of the dri-fit participant T-shirts
- Passion for Life provides company specific promotional event banner for your location
- Acknowledgement of company during all radio/media coverage before, during, and after event
- Primary company logo advertisement on registration brochures, flyers, and posters
- Company provided race day signage with option for company provided booth/table/tent/etc.
- Option to provide a company advertisement or promotional item for the runner bags (if available)
- 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

- Secondary company logo advertisement on race bib
- Secondary company logo advertisement on the back of the dri-fit participant T-shirts
- Passion for Life provides company specific promotional event banner for your location
- Acknowledgement of company during all radio/media coverage before, during, and after event
- Secondary company logo advertisement on registration brochures, flyers, and posters
- Company provided race day signage with option for company provided booth/table/tent/etc.
- Option to provide a company advertisement or promotional item for the runner bags (if available)
- 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
- 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

- Company name listed on the back of the dri-fit participant T-Shirts
- 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)

Send checks made payable to...

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

Money Due: March 1, 2019 to ensure advertisement on T-Shirt.

Total Donation Amount.....

Signature: _____