

SPONSOR PACKET



6th Annual Stomp Out Sickle Cell 5K Walk

SATURDAY ♦ 15 SEPTEMBER 2012 ♦
WASHINGTON DC, FREEDOM PLAZA

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Join the Howard University Center for Sickle Cell Disease and Faces of Our Children, Inc. in our fight to *stomp out sickle cell* for all people with sickle cell disease.

EVENT GOAL

The 6th Annual Stomp Out Sickle Cell 5K walk is a fun family walk on Pennsylvania Avenue, complete with games and prizes. While the event is fun, the purpose is serious – to increase awareness about sickle cell disease and to raise money to continue our fight to *stomp out sickle cell* for the more than 2,000 adults and children living with sickle cell disease and over 115,000 more with related conditions in our region.

THE NEED

Sickle cell disease is an inherited blood disorder that causes anemia, pain episodes, and organ damage. It affects millions of people around the world, and in the United States, it most commonly occurs in people with African ancestry. In the US, there are over 70,000 individuals with sickle cell disease and millions with sickle cell trait.

Howard University Center for Sickle Cell Disease is committed to a six-fold goal that includes providing comprehensive medical care to those with sickle cell disease, promoting and conducting research, and offering testing, education, and outreach to the metropolitan community. Faces of Our Children, Inc., (FOOC) is dedicated to raising awareness, support and funding for the fight against sickle cell disease worldwide, through educational programs and materials via mass media at work sites and schools.

SPONSORS

The Howard University Center for Sickle Cell Disease and Faces of Our Children, Inc. seeks sponsors for the Stomp Out Sickle Cell 5K Walk. Sponsorships can be in the form of cash donations, provision of needed in-kind support, and/or donated services, as detailed below.

Becoming a sponsor is a unique opportunity to join with Howard University Center for Sickle Cell Disease and Faces of Our Children, Inc., in *stomping out sickle cell*, all the while gaining valuable recognition for your organization. As a sponsor, your business can help raise awareness about sickle cell and support local programs that help educate, connect and empower people affected by sickle cell. Don't miss this unique opportunity!

SOS WALKERS

We welcome all walkers to the event. Most of our walkers will include men, women and children living with sickle cell, along with friends and family, physicians, healthcare professionals, and others who work with, treat and care for those striving to *stomp out sickle cell*. We also have individuals who regularly participate in charity walks.

EVENT SCHEDULE

Saturday, September 15, 2012

- ♦ 7:30 AM – Registration
- ♦ 9:00 AM – SOS Walk – 5 kilometers/ 3.1 miles
- ♦ 9:45 AM – Post Walk Activities

Contact Marcus Hughes sponsors@soswalk.org

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SPONSORSHIP OPPORTUNITIES

The Howard University Center for Sickle Cell Disease and Faces of Our Children, Inc. seeks sponsors for the Stomp Out Sickle Cell 5K Walk. Sponsorships can be in the form of cash donations, provision of needed in-kind support, and/or donated services. Sponsorship opportunities and benefits of sponsoring at each level are outlined below.

Platinum - \$10,000 and up (Presenting or Title Sponsor)

- Name/logo on banner at starting line of SOS Walk
- Allotted time on stage during walk
- Mention in all press releases
- Name on sign(s) along walking path
- Name/logo featured on brochures, posters and flyers
- Corporate logo feature on event T-Shirt
- Table at walk site for product display and handouts
- Corporate logo and link featured on event website and FOOC website

Gold - \$5,000-\$9,999

- Mention in all press releases
- Name on sign(s) along walking path
- Table at walk site for product display and handouts
- Name/logo featured on brochures, posters and flyers
- Corporate logo feature on event T-Shirt
- Corporate logo featured on event website

Silver - \$2,500-\$4,999

- Name on sign(s) along walking path
- Name/logo featured on brochures, posters and flyers
- Table at walk site for product display and handouts
- Corporate logo feature on event T-Shirt
- Corporate logo featured on event website

Bronze - \$1,000-\$2,499

- Table at walk site for product display and handouts
- Corporate logo feature on event T-Shirt
- Corporate logo featured on special event website

Red - \$500-\$999

- Corporate logo feature on event T-Shirt
- Corporate logo featured on event website

White - \$250-\$499

- Corporate logo featured on event website

In-Kind Donations

We greatly appreciate and rely upon in-kind donations. If you wish to contribute an in-kind donation, please provide details on the sponsorship commitment form. Someone will contact you to discuss the details of your in-kind donation.

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Sponsorship Commitment Form
6th Annual Stomp Out Sickle Cell 5K Walk

Organization Name: _____

(as it should appear on all marketing, advertising & program materials)

Organization Contact: _____

Contact Email: _____

Contact Phone: _____

Contact Address: _____

Sponsorship Level: _____ **Sponsorship Amount:** \$ _____

In-Kind Donation _____

(provide a brief description about your in-kind donation)

Payment by Check:

Check Enclosed? Yes No Yes: Check # _____ No: Check will be sent by: _____

Please send completed form and check (Payable to the Faces of Our Children/SOS Walk) to: SOS Walk, P.O. Box 2946, Landover Hills, MD 20784-0946. Donations are tax deductible please use our Tax ID 522343090.

Important Note: Please email your logo in either eps or jpg format (300 dpi or higher) to sponsors@soswalk.org. To be recognized as a sponsor in printed materials distributed at the walk, contributions must be received no later than June 15, 2012.

Authorization: By signing below, you confirm your company's commitment to sponsor the 6th Annual SOS Walk.

Name & Title (please print)

Date

Signature

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SOS WALK COMMITTEE

Esther Agbaje

Jennifer Floyd

Barbara Harrison

Marcus Hughes

Syreeta Jones

Angela Mason

Howard University Center for Sickle Cell Disease and Faces of Our Children, Inc. are excited to bring this event to the DC Metropolitan area. We are grateful to all those involved in this event and look forward to working with you as a sponsor of this event.

Contact Marcus Hughes sponsors@soswalk.org