



Dear Business Owner/Marketing Manager,

Each day there are 43 children diagnosed with cancer. Our son, Keith, was one of those children and ultimately, he lost his battle with the disease. After watching our son suffer and as we carry the daily heartache that comes with losing a child, we are determined to ease the burdens of those directly affected by childhood cancer. We believe the best way to ease those burdens is through childhood cancer research to find more effective treatment and ultimately find a cure.

In response to the lack of Federal funding (less than 5%) for children's cancer research, we directed the Hero-Up Half-Marathon & 5K in 2013, '14 and '15. Our first three events were a tremendous success. Our initial goal was 150 runners. We doubled that the first year and we've continued to grow each year. The response on social media has been encouraging with over 800 "Likes" on our event Facebook page. In addition to runners, there were over 80 volunteers and numerous spectators at our event. We also had a stellar turnout for our Kids Race.

The feedback from the running community has been overwhelmingly positive as we were named one of the best half-marathons in Oregon by Run Oregon last year. But most importantly, **we donated \$20,000** at the end of 2015 to the Pediatric Brain Tumor Bank Lab at OHSU Doernbecher Children's Hospital. That brings **our total research donation amount to \$42,000** in just our first three years. Our donation goal for 2016 is \$25,000.

This year's event will be on September 3rd at Cook Park in Tigard. We hope to double our participants from last year and we will continue to have a Virtual Run. Similar to last year, participants are encouraged to dress as superheroes in honor of those true little heroes fighting cancer every day.

**100% of our race net proceeds will go directly to help fund childhood cancer research.**

We are looking for businesses, like yours, that would like to partner with our event as a Partner- in-Kind. Enclosed is additional information as to the various levels of opportunities. Your sponsorship dollars and/or contributions are tax deductible and every level of sponsorship comes with marketing benefits.

Please feel free to contact us with any questions you have regarding sponsorship of this year's Hero-Up Half-Marathon & 5K by emailing us at [info@hero-up.org](mailto:info@hero-up.org) or calling us directly at 617- 543-5522. Thank you very much for your time and consideration.

Sincerely,

Darcee Burnett (Keith's mom)  
Race Director

[WWW.HERO-UP.ORG](http://WWW.HERO-UP.ORG)  
[INFO@HERO-UP.ORG](mailto:INFO@HERO-UP.ORG)



P.O. BOX 1036  
TUALATIN, OR 97062



### **Title Cape Sponsor**

**\$10,000**

1. Top Billing on all advertising for event. This includes our website, event posters, rack cards, flyers, yard signs, and T-shirts.
2. Prominent Logo placement and a link to your business on our website.
3. Your Logo and business name on our medal ribbons.
4. Prominent Logo placement on race bibs.
5. Your marketing materials on-hand during packet pick-up
6. Award ceremony announcements
7. Ten race entries (half-marathon and/or 5K) with T-shirts

### **Platinum Cape Superhero Sponsor**

**\$5,000**

1. Prominent Logo placement on event posters, rack cards, flyers, yard signs and t-shirts.
2. Prominent Logo placement and a link to your business on our website.
3. Your Logo on our race bibs.
4. Your marketing materials on-hand during packet pick-up
5. Award ceremony announcements
6. Five race entries (half-marathon and/or 5K) with T-shirts

### **Gold Cape Superhero Sponsor**

**\$2,500**

1. Your Logo on event posters, rack cards, flyers and T-shirts
2. Your Logo on our website
3. Your marketing materials on-hand during packet pick-up
4. Three race entries (half-marathon and/or 5K) with T-shirts

### **Silver Cape Superhero Sponsor**

**\$1,000**

1. Your business name on event posters, rack cards, flyers and T-shirts.
2. Your business name on our website.
3. Two race entries (half-marathon and/or 5K) with T-shirts

### **Bronze Cape Superhero Sponsor**

**\$500**

1. Your business name on the race T-shirts
2. One race entry (half-marathon or 5K) with T-shirt

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