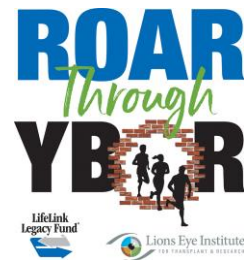


## HELP SUPPORT THE CAUSE OF ORGAN, EYE & TISSUE DONATION

*"To the world you may be one person; but to one person you may be the world." – Dr. Seuss*



### The Missions are Critical:

*LifeLink Legacy Fund® and the Lions Eye Institute for Transplant & Research Foundation are non-profit organizations dedicated to organ, eye and tissue recovery, to benefit individuals in need of life-saving and life-transforming transplantation therapy.*

### 18<sup>th</sup> Annual Roar Through Ybor:

**Co-Hosts:** LifeLink Legacy Fund® and Lions Eye Institute for Transplant & Research

**What:** 2019 5K Evening Race & 1 Mile "Fun Run"

**When:** Friday, April 19, 2019

**Where:** Centennial Park, Ybor City – 1800 East 8<sup>th</sup> Avenue, Tampa, FL 33605

**Time:** 6:00 PM - Race Check-In

7:00 PM - Race Begins

7:15 PM - "Fun Run" Begins

8:00 PM - Post-Race Awards Ceremony & Celebration

**Why:** The Roar Through Ybor raises awareness for organ, eye and tissue donation while helping to benefit patients in need of transplantation therapy, both locally and abroad.



Evelyn and Adrian are each the recipient of a life-saving organ transplant, thanks to the generosity of an organ donor.

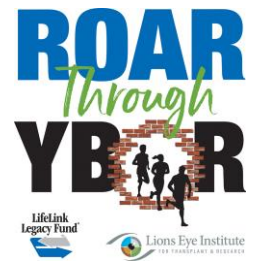


Adam, a donor family member and LifeLink volunteer, helps promote organ, tissue and eye donation at a community event.



Romina, a Lions Eye Institute gratis ocular tissue recipient, pictured with her surgeon, Dr. Cesar Gomezperalta.





## SPONSORSHIP OPPORTUNITIES

### **Benefits of Race Sponsorship:**

Support the science of organ, eye and tissue donation and transplantation, while helping improve recipient outcomes. Event proceeds will benefit LifeLink Legacy Fund and The Lions Eye Institute for Transplant & Research.

### **ALL sponsors will receive:**

- Increased brand awareness through high organization visibility before and during the event
- Organization logo recognition on race website and social media
- Ability to reach a diverse audience
- Opportunity to demonstrate your organization's commitment to help the community through promotion of the life changing cause of organ, eye and tissue donation
- Build employee morale and company pride through formation of a company team
- Recognition in race-day announcements
- To register as a sponsor, download and complete the [Sponsorship Participation Form](#), which can then be submitted direct online.

### **T-Shirt Sponsor (exclusive) - \$10,000**

#### **Exclusive logo recognition on all event t-shirts will help build brand visibility!**

- Organization logo displayed on volunteer and runner t-shirts
- Inclusion in the "Participant Facts" email sent to all participants before the event
- Opportunity for prominent placement of display table to highlight your company's services
- Logo recognition on all marketing materials, including sponsor signage
- 20 complimentary race entries

### **Check-In Sponsor (exclusive) - \$7,500**

#### **Increase your marketing impressions from this exclusive Check-In Sponsor package!**

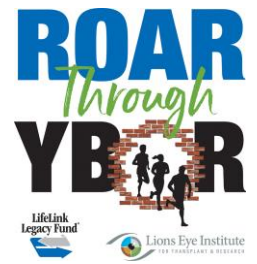
- Organization logo displayed on all runner bibs
- Inclusion in the "Participant Facts" email sent to all participants before the event
- Opportunity for prominent placement of display table to highlight your company's services
- Logo recognition on all marketing materials, including sponsor signage
- 15 complimentary race entries

### **Team Photo Sponsor - \$5,000**

#### **Everyone wants to commemorate the evening and celebrate their hard work with a team photo!**

- Organization logo recognition on signage for team photo area
  - Sponsor may provide promotional items and/or mascot(s) to enhance team photos
- Opportunity for prominent placement of display table to highlight your company's services
- Logo recognition on all marketing materials, including sponsor signage
- 10 complimentary race entries (additional race entries available at \$25 per person)





## SPONSORSHIP OPPORTUNITIES, CONTINUED

### **Gold Medal Sponsor - \$3,500**

#### **All runners receive a medal!**

- Co-branded sponsor logo on finisher medal ribbon distributed to all race participants
- Logo recognition on all marketing materials, including sponsor signage
- Six complimentary race entries (additional race entries available at \$25 per person)

### **Food & Refreshment Sponsor - \$2,500**

#### **As the “Yum” headquarters, your company will be celebrated in the Food & Refreshment Area**

- Company logo displayed near Food & Refreshment Area
- Logo recognition on all marketing materials, including sponsor signage
- Four complimentary race entries (additional race entries available at \$25 per person)

### **Community Partner Sponsor - \$1,500**

#### **Make a lasting impression on families by providing a unique and fun experience in the “Family Zone”!**

- Company logo displayed at entrance to the Family Zone
- Logo recognition on all marketing materials, including sponsor signage
- Two complimentary race entries (additional race entries available at \$25 per person)

### **Route Sponsor - \$750**

#### **Be the “WOW” factor and keep those runners going!**

- Company logo on signage along the race route
- Employee volunteer engagement opportunity to wear company shirts and cheer on walkers
- Name recognition on all marketing materials, including sponsor signage

### **Vendor Booth - \$500 (Not Tax-Deductible)**

#### **Provide a long-lasting impression and provide fun giveaways!**

- Opportunity for display table to highlight your company’s services
- Ability to distribute promotional items to race attendees

### **Sponsorships Registration Opportunities:**

- For more race information visit <https://runsignup.com/Race/FL/Tampa/RoarThroughYbor>.
- Register as a sponsor online by downloading and completing the [Sponsor Participation Form](#). Don’t forget to click “Submit Form” button to complete registration process!
- To register as a sponsor by mail, please send checks made payable to **LifeLink Legacy Fund**, Attn: Halien Le, 9661 Delaney Creek Boulevard, Tampa, FL, 33619. Please include a completed copy of [Sponsor Participation Form](#).
- Corporate teams can register online by clicking [here](#).

**To ensure your company is included in print event materials, please return completed Sponsor Participation Form & high-resolution logo no later than Monday, March 25, 2019, to [Betsy.Edwards@LifeLinkFound.org](mailto:Betsy.Edwards@LifeLinkFound.org).**

