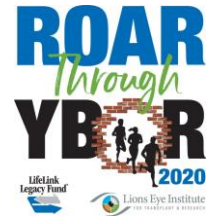


# HELP SUPPORT THE CAUSE OF ORGAN, EYE & TISSUE DONATION

*"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 Lions Eye Institute for Transplant & Research (LEITR) 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.

## 2020 Annual Roar Through Ybor 5K & 1 Mile Fun Run:

**Co-Hosts:** LifeLink Legacy Fund and LEITR Foundation (Please Note: Sponsorship funds will be directed fully to soliciting organization, unless otherwise agreed upon by respective sponsor.)

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

**When:** Friday, April 17, 2020

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

**Time:** 5:30 PM - Race check-in  
7:00 PM – 5k race begins (timed)  
7:15 PM – 1 mile Fun Run begins (untimed)  
8:00 PM - Post-race awards ceremony & celebration

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



*Jonny received an ACL replacement, thanks to the generosity of a tissue donor. When recalling his transplant experience Jonny says, "My donor changed my life forever. Without their precious gift, I wouldn't have been able to build a life for my daughter and myself."*



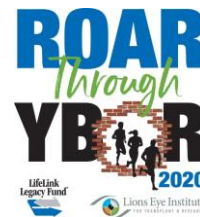
*Dara, a Tampa resident, is the blessed two-time recipient of a lung and a kidney transplant. Her kidney transplant was made possible because of a living donor. Today, thanks to the selfless generosity of Dara's two organ donors, she enjoys good health and thriving career as a CPA. About having twice received the Gift of Life Dara says, "My donors gave me my life and I am going to live it for them... and for me."*



*Romina is the pediatric recipient of gratis ocular tissue, made possible thanks to the heroism of a cornea donor, along with recovery efforts by the Lions Eye Institute for Transplant & Research team. Shown above is Romina with her ocular surgeon, Dr. Cesar Gomezperalta.*



## 2020 SPONSORSHIP OPPORTUNITIES



### Benefits of Race Sponsorship:

Support the cause of organ, eye and tissue donation and transplantation, along with helping improve recipient outcomes!

### ALL Sponsors Will Receive:

- Brand awareness through visibility, before and during the event
- Ability to reach a large and diverse audience
- Opportunity to demonstrate your organization's commitment to promote organ, eye and tissue donation
- Organization logo recognition on race website and social media platforms
- Recognition during race-day announcements
- Option to form a company/organization team

### T-Shirt Sponsor (Exclusive!) - \$10,000 **SOLD OUT! (CDW)**

#### Exclusive logo recognition on back of race participant shirts!

- Organization logo displayed on participant shirts
- Inclusion in "Participant Facts" email sent to race participants prior to event
- Opportunity for display table with prominent placement to highlight your company's services and/or distribute promotional items to event attendees
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- 20 complimentary race entries

### Swag Bag Sponsor (Exclusive!) - \$10,000

#### Exclusive logo recognition on drawstring swag bags provided to all race participants at check-in!

- Organization logo displayed on drawstring swag bags for all event participants
- Inclusion in "Participant Facts" email sent to race participants prior to event
- Opportunity for display table with prominent placement to highlight your company's services and/or distribute promotional items to event attendees
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- 20 complimentary race entries

### Bib Sponsor (Exclusive!) - \$7,500 **SOLD OUT! (GTE Financial)**

#### Exclusive logo recognition on 5K and 1 Mile Fun Run bibs provided to all race participants!

- Organization logo displayed on all race participants bibs.
- Inclusion in "Participant Facts" email sent to race participants prior to event
- Opportunity for display table with prominent placement to highlight your company's services and/or distribute promotional items to event attendees
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- 15 complimentary race entries



## 2020 SPONSORSHIP OPPORTUNITIES, CONTINUED



### Check-In Sponsor (Exclusive!) - \$7,500 **SOLD OUT! (Insight & Cisco)**

**Increase your marketing impressions with this exclusive Check-In Sponsor opportunity!**

- Organization logo displayed prominently at pre-race packet pick up and race day registration
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity for display table with prominent placement to highlight your company’s services and/or distribute promotional items to event attendees
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- 15 complimentary race entries

### Photo Sponsor - \$5,000

**Everyone wants to commemorate and celebrate their experience with a photo!**

- Prominent logo recognition on signage at designated event photo station
- Option for providing promotional items and/or organization mascot(s) to enhance photo staging area for participants
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity for display table with prominent placement to highlight your company’s services and/or distribute promotional items to event attendees
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- 10 complimentary race entries (additional registrations available at \$25 rate per person)

### Parking Sponsor - \$5,000

**Increase your presence at event by reaching attendees from moment they arrive to Centennial Park!**

- Prominent logo recognition at designated parking areas and on prepaid parking passes
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity for display table with prominent placement in main plaza area to highlight your company’s services and/or distribute promotional items to event attendees
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- 10 complimentary race entries (additional registrations available at \$25 rate per person)
- 10 complimentary parking passes for parking conveniently close to main event staging area

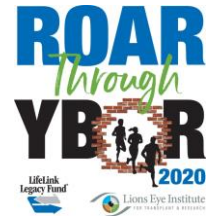
### Beverage Sponsor - \$3,500

**Increase your event presence with inclusion of organization on various beverage station areas**

- Prominent logo recognition near beverage stations at main staging area and along race route
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity for display table with prominent placement in main plaza area to highlight your company’s services and/or distribute promotional items to event attendees
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- 6 complimentary race entries (additional registrations available at \$25 rate per person)



## 2020 SPONSORSHIP OPPORTUNITIES, CONTINUED



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

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

- Company logo prominently displayed at Food & Refreshment area
- Opportunity for display table to highlight your company’s services and/or distribute promotional items to event attendees
- Logo recognition on all marketing materials, including sponsor signage
- 4 complimentary race entries (additional registrations available at \$25 rate per person)

### Route Sponsor - \$1,000

**Be the “WOW” factor along race route that encourages runners to keep going!**

- Organization logo on signage placed along race route
- Opportunity to engage organization employees with opportunity to “cheer” their fellow employees on along race route. Organization shirts for race attendees are encouraged!
- Name recognition on all marketing materials, including sponsor signage

### Vendor Booth - \$750 (Not Tax-Deductible)

**Provide a long-lasting impression on event attendees and provide fun giveaways!**

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

### Sponsorship registration opportunities to benefit LifeLink Legacy Fund:

- Register as a CORPORATE TEAM online by clicking [here](#).
- Register as a SPONSOR online by clicking [here](#).
- To become a SPONSOR BY MAIL: Send checks made payable to “LifeLink Legacy Fund” via postal mail addressed to LifeLink Legacy Fund, Attn: Halien Le, 9661 Delaney Creek Boulevard, Tampa, FL 33619. Please include a completed copy of Participation Form.

**To ensure your company is included in printed event materials, please email a completed Sponsor Participation Form and your organization’s high-resolution logo no later than Friday, March 20, 2020, to [Betsy.Edwards@LifeLinkFound.org](mailto:Betsy.Edwards@LifeLinkFound.org). Logo in jpeg format is preferred.**

